

# M&E Industry in Transition: Mobile Media

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# Remember when Mobile Phones were about Communications?

- **Voice**
- **Voicemail**
- **Roaming**
- **Text Messaging**



# Mobile Media Devices, with Communications Capabilities

- PDA
- Web Browser
- Text Messaging
- Audio Recorder
- MP3 Music Player
- Still Camera
- Video Camera
- Video Player
- Game Platform
- News Ticker
- GPS Device
- ... and a Phone;



Images Courtesy of Apple.  
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purposes only.

- ... and... Programmable, so I can change my mind!

# The Consumer is in Control

- Any content source
- When I want it
- Wherever I am
- On any device
- In the language that I want
- On my pricing terms
- ...and the ability to share it with my friends, anywhere in the world.



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# Knowledge of the Consumer + Choice by the Consumer

## Location Based Services



Image Courtesy of Research in Motion

## Targeted Advertising



Logo and Image Courtesy of NBC Universal

## Mobile Payments



<http://www.blazewallet.com/>

Image Courtesy of Blaze Mobile Wallet

## 'My Channel' Intelligent EPG



SKY's UK recommendation engine (Launched 10th December 2006)

## New Services: Content-Specific Opportunities



Image Courtesy of Apple.

**Real-time Analytics on Users & Content**

*Propensity to Purchase*

*Preference + Location + Activity*

*Integrated Commerce*

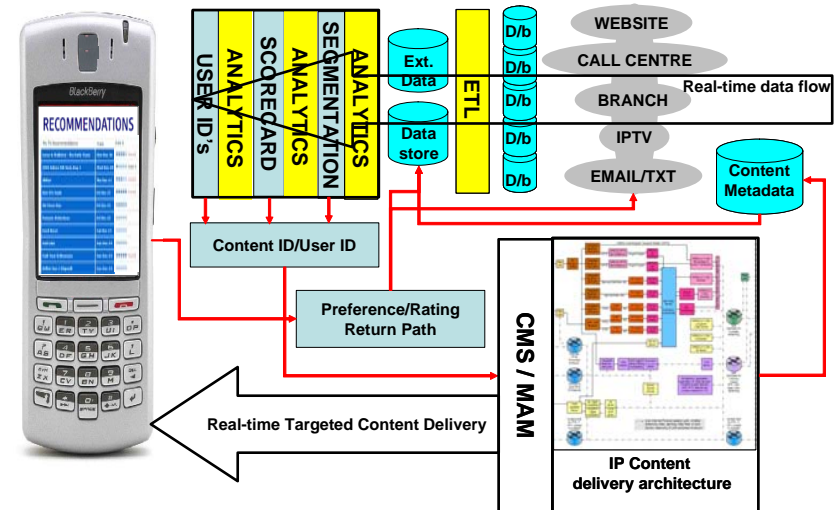
*Screen Real Estate*

*Service Differentiators*

# The Power of Digital Delivery with a Return Signal Path

Just like the Web's, automated analytical capabilities:

- Learn individual consumer preferences from business interactions and behaviors (with and without volunteered information).
- Discover what content would be relevant and engaging
- Deliver selected advertising and targeted programming direct to the consumer.
- Potentially violate consumer privacy!



# Technology = Opportunity; But there are Issues to Consider



- **Complexity of Business Models**
  - Subscription
  - Advertising
  - Purchase
  - Rental
  - Commerce Transactions
- **Platform Rights Management**
- **Security**
- **Privacy of the Consumer/Viewer/Listener**
- **Personalized Niches or Mass Market?**
- **Value of the Brand**

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