

M&E Industry in Transition: Mobile Media

Blake White

Vice President & General Manager
Ascent Media Consulting Services

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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



Image Courtesy of Blaze Mobile Wallet

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

'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

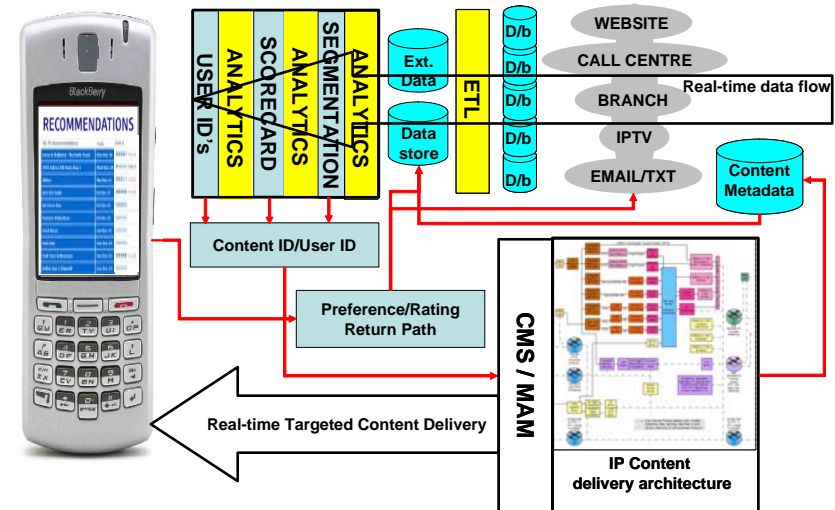
Screen Real Estate

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**

Blake White

VP & GM, Ascent Media Consulting Services

bwhite@ascentmedia.com

+1-415-519-5584

