Social Broadcasting

The impact & consequence of mobile devices on society & consumer behaviours

November 17, 2007

St Petersburg

The future media business
landscape is emerging :

Converged Digital Media =

Content + Internet
+ Mobile

Key drivers for
"Social Broadcasting"

New social/P2P drivers for the mobile business

- Consumers have adopted a digital lifestyle

- Content & services will drive the business & consumer

- Web business models are now in the mobile world

- Modern life demands greater mobility in all aspects of social interaction

- Advertising industry rapidly embracing mociology

Consumers have made their choice

- Already using VoIP, IM and other low cost IP services

- Prefer control of their media experience rather than being controlled

- Want constant user experience any time any place across devices & platforms

- Behaviour is changing: people want multiple digital touchpoints 24/7

- Social Broadcasters love user-generated content

Media & content players need to

- Enable their established assets to serve digital media channels

- Reach their consumers via new media channels - social networks, mobile & on-the-move

- Cater to advertisers to extend their ad messages using digital content dynamically

- Combine traditional strengths with the new enablers: i.e. real time measurability, timeliness, targeting, research & access

- Cater for huge increase in social networks

New enablers are breaking through

- Mobile TV: DVB-H, 3G Video
- Communication: Voice, communities, IM, P2P sharing
- Search & location services
- Music & radio services
- Gaming
- Cross-media formats and user-generated content will become a natural user habit

Realistic predictions for 2008 ?

- Converged digital media
- Ad-supported content delivery
- Mobile TV and DVB-H
- Fast-forming mobile & digital "communities"
- Clearer patterns of content use between PC, mobile, the home & the car
- Increasing importance of social networks

Na Svyazi li vy ?

Nya Svyazi Li Vi?