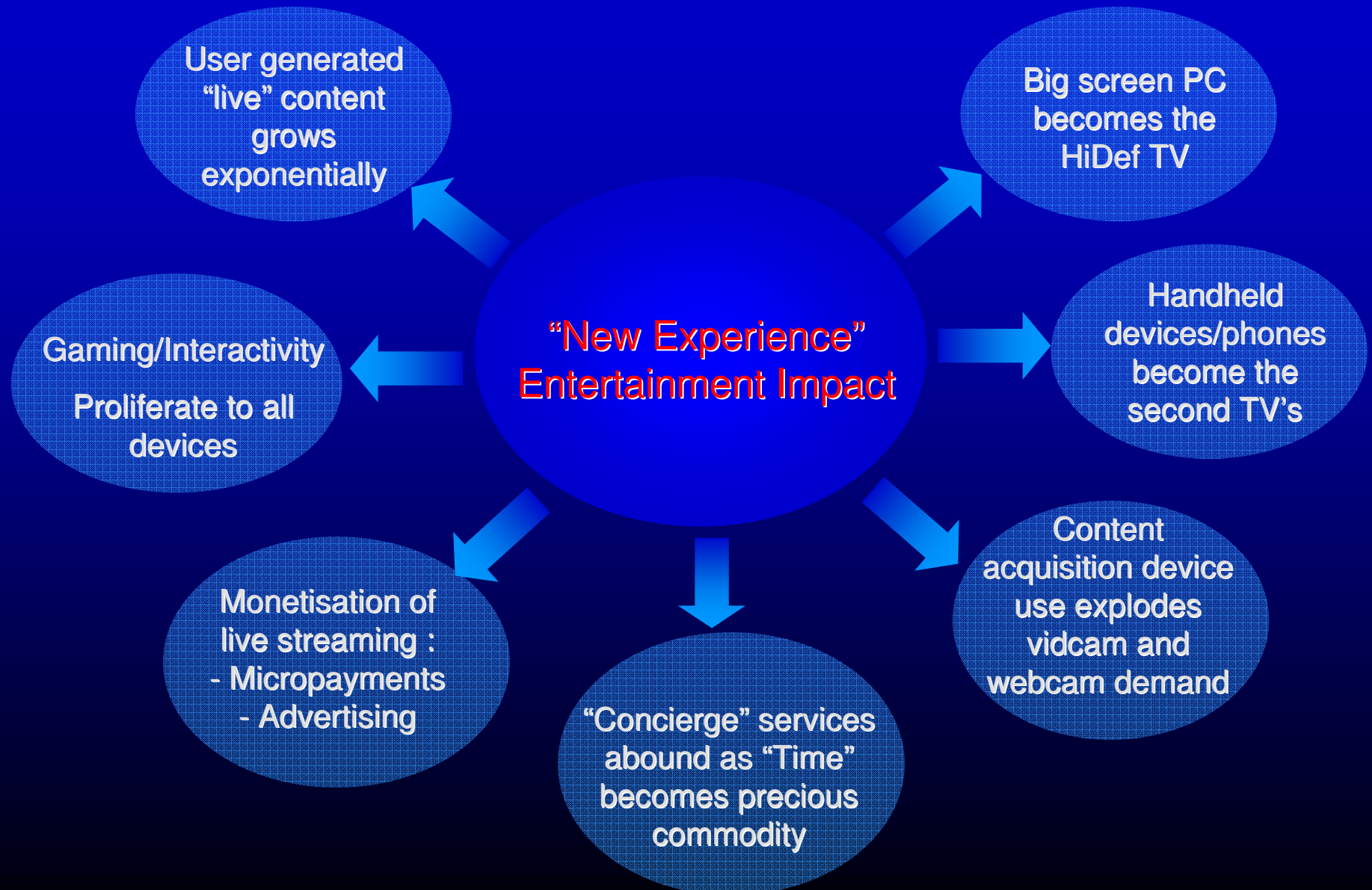


# New Opportunities in Media Convergence

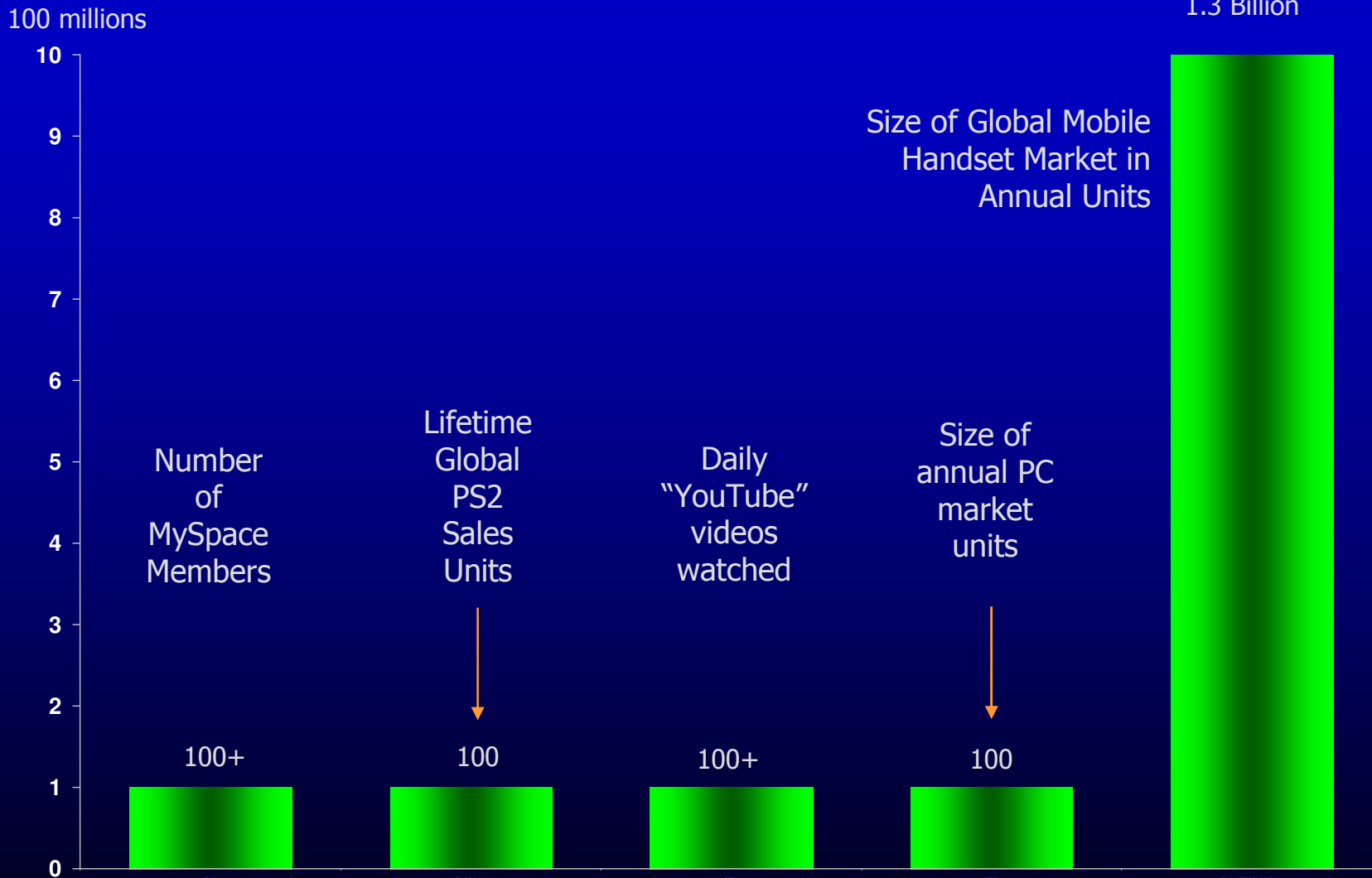
Chris Deering

Games Eden – February 6, 2008

# Opportunities in New Experiences

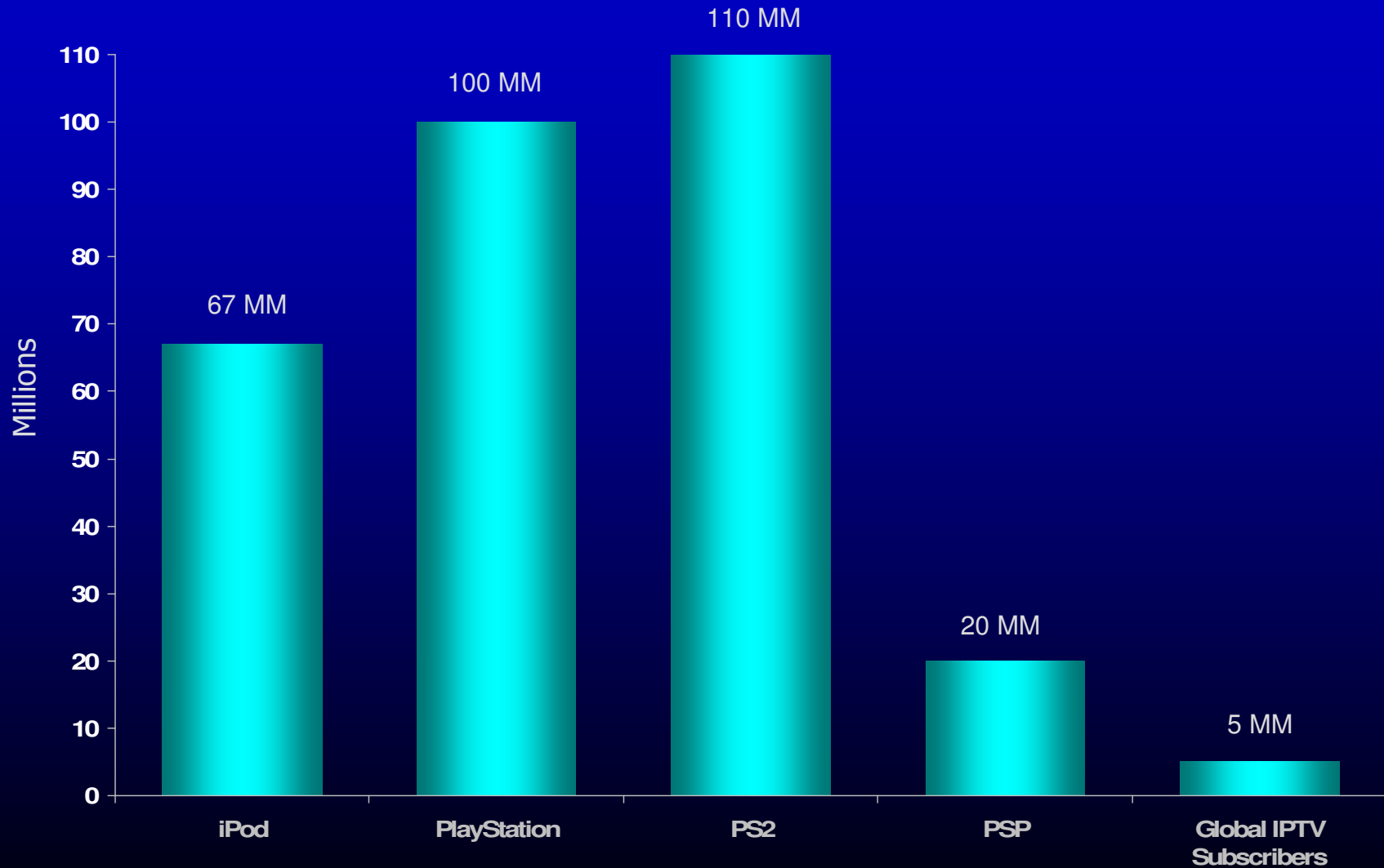


# Understanding Scale



# Understanding Scale

## Installed Base - Global



# Understanding Scale



# Understanding Scale

## Movie Business – USA example

### Annual Consumer Spending per Household

• Basic cable/satellite subscriptions	\$ 475
• Video/DVD purchases	\$ 250
• Cinema tickets	\$ 80
• Video rental	\$ 70
• Pay per view/VOD	\$ 65
• Ray cable/satellite channels	\$ 60
	<hr/>
	\$1, 000

# Finding Opportunities

Help trends to move faster by your idea.  
Spot the trend.. Then add energy!

# Mega Trends

- Lightning speed Bandwidth becomes commonplace  
...And affordable
- Remote, Safe Storage becomes commonplace
- And affordable or even FREE
- Live Video and retrieved video file streams become instantly accessible ..anywhere in the world, wirelessly if needed
- TV is redefined

# Mega Trends

- Consumers will demand to browse seamlessly, anytime, from fixed and wireless networks on any device
- They will have the ability to choose and switch recklessly from unlimited content, and
- Between live and recorded material
- With “contextual” integrity...
- And to consume instantly Anywhere..with ability to interact and to contribute input
- And to collaborate/communicate continuously

# Likely Implications

- Everything that Can stream.. Will stream
- Everything that can go wireless, will go wireless
- Search and Discovery Engines will RULE!
- People will pay the best concierge, or advertisers will pay for them

# Spot the trend. Add Energy

- Help consumers discover more of what they like. Search and recommendation is the next frontier
- Help consumers “Show” others what they like.
- “LIVE” is a magic differentiator
- Make it easy to pay for what they like.
- They will pay for convenience, freshness, and quality

# Mega Trends

- . Bandwidth

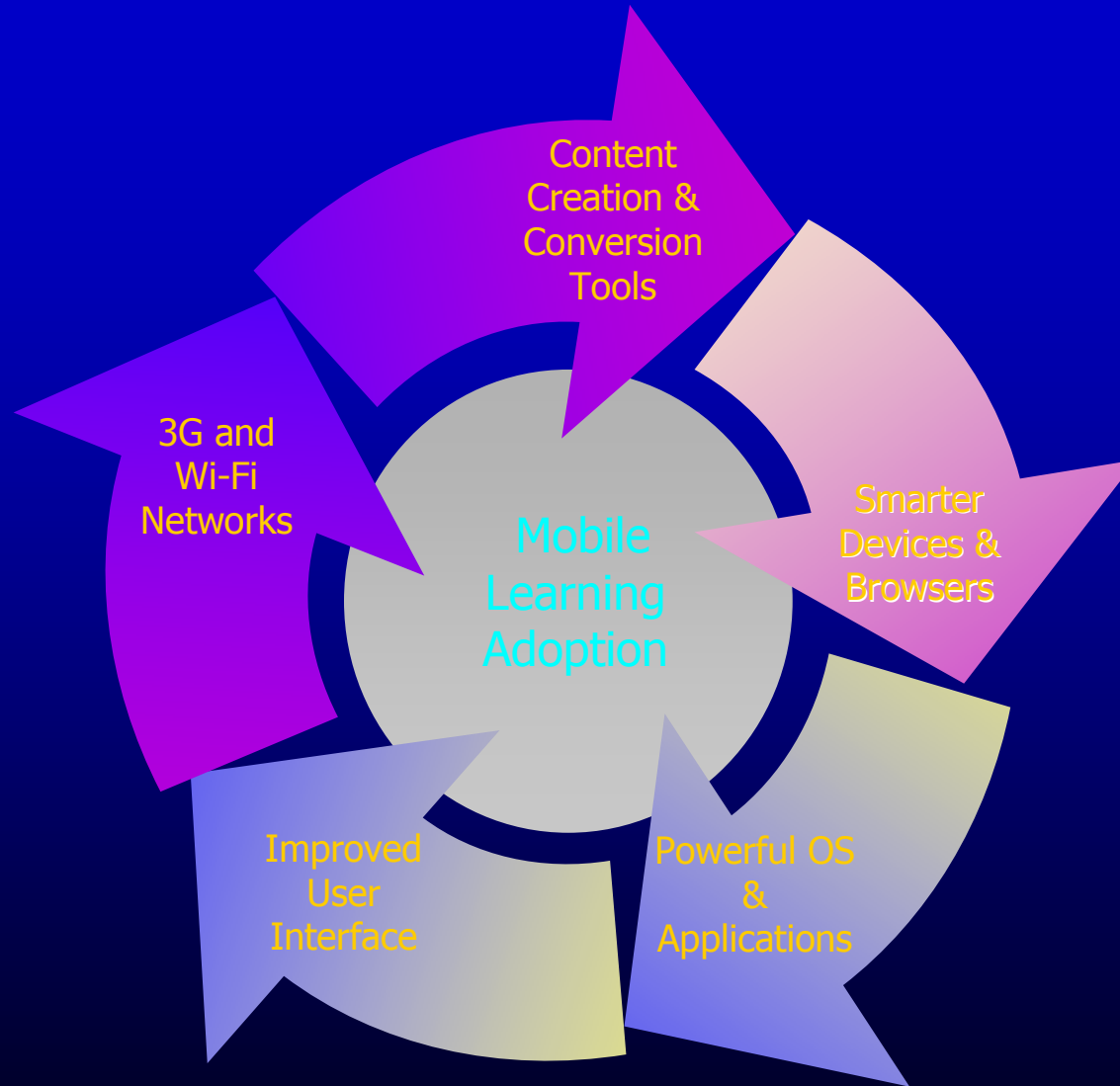
# Spot the trend.. Add Energy

- AI begins to impact EVERYTHING...
- Voice recognition changes the world
- GPS lets you know “where its at!”. As well as how to get there
- Games escape the home screen and move into cinemas and spill out to the street
- Pre-recorded event can be “live” as long as its truly a one-off.

# Spot the trend.. Ad Energy

- Communities online are big business. And the trend is just beginning. It is never too late to Innovate
- Help people manage their Avatars
- Bring online community concepts to education and to public administration and to business
- Facilitate “Worker Generated Content”
- And “Student Generated Content”

# Mobile Learning Market



# Spot the Trend... Add Energy

- “Location aware” servers target GPS enabled handsets, dogtags, keychains and Grandma
- Games design responds to location, and “who’s on-line” data
- “Colleague aware” servers automatically update all group members with relevant data
- Off site safe Storage vaults for groups and individuals.
- PIP interactive “Widget Windows” in streams
- Purchasing and betting on the fly, in mid game, and by mobile

# Start your own new media business..!

- You can FAIL without trying... But you cannot SUCCEED without trying.
- Develop a mission to disrupt and improve the status quo. Make a real, detailed plan and get started. The plan will change, but there must be a plan.
- Live for your mission. Evangelise your mission.
- Know that there will be failure and be grateful for failure. It breeds new solutions and new ideas.
- And ultimately, SUCCESS.

Don't assume you are too late

There is such a things as

**“first mover disadvantage!!”**

**You are the new generation. Its up to YOU to  
take gaming you want it to go**

# Its never too late to Innovate...!

- There is no reason to worry about “first mover advantage” if you are planning to be truly first in what you deliver
- Low Tech can often beat High Tech in commercial success.
- Timing is at least 50% of the game