

SIEMENS

The Content Marketplace

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Value Chain

...from content to consumer



- Program Brand

- Channel Brand
- Genres

- Telco Brand
- Service Portals

- Device Brand
- Service Portal



- My Brand
- User Generative
- Collaboration

Commercially Viable

Business Model

Simple, Usable, Flexible

Technology

Value Chain Dynamics – Content

...from content to consumer



+VE

- Recent regulation permits producers to retain all/most of the secondary rights
- Long-standing relationship with popular talent, creates new opportunities

-VE

- Lack of precedent for new platforms concerns rightsholder about Intellectual Property
- Knock-on = concern of the rightsholder about under-pricing their media asset
- Moving from exclusive content to revenue-share not always easy

Value Chain Dynamics – Aggregator Broadcaster

...from content to consumer



+VE

- Economies of scale
- Highest spending power on content acquisition
- Owns navigation relationship

-VE

- Falling audiences
- Trend towards narrowcasting = increased business risk
- How to optimally use historical archive remains a challenge

Value Chain Dynamics – Network Distributor

...from content to consumer



+VE

- Retains forensic customer information
- Experienced marketing muscle
- Monetisation of bundled services

-VE

- Utility player enters creative industry – faces new dynamics
- Branding clutter – between content producer, aggregator and distributor

Value Chain Dynamics – Customer Devices

...from content to consumer



+VE

- Rapid functional gains
- Create new forms of competitive advantage

-VE

- Continually aligning content and/or services with new functionalities
- Ever shortening handset lifecycle creates financial pressures
- Inherent dynamism of mobile ecology = increases costs + stifles creativity

Disruptive Forces

Mobile TV PVR

San Disk V-Mate

New device lets consumers record video to flash cards from TV, cable and satellite set-top boxes, DVD or VCR players to play back on mobile phones, PDAs, handheld game consoles, and video/music players.

\$129

