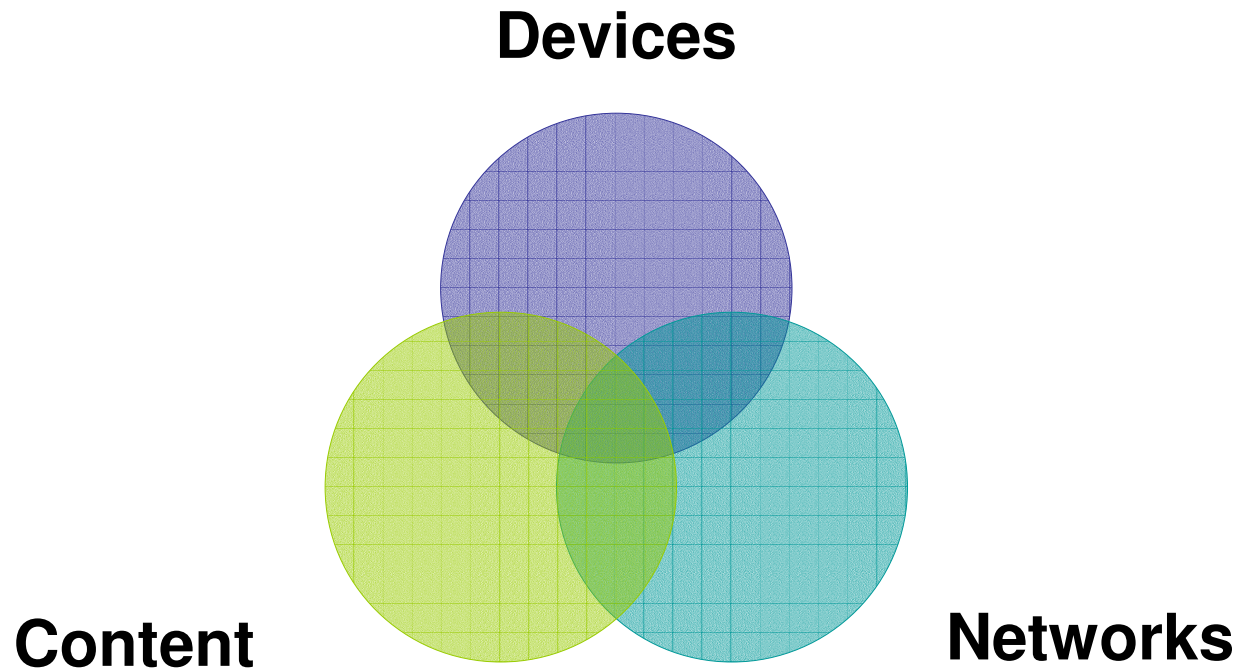


3G – a new Ecosystem



Observations:

- 1. The boundaries are blurring*
- 2. Collaboration is vital*
- 3. No-one controls the system*

The evolution of 3G services

- Four primary forms
 - Communications – Voice, Email, IM, Chat
 - Organisation – Unified communications, Calendar
 - Information – News, Weather, Stocks, Classifieds, Location svcs
 - Entertainment – Video, Gaming

Brand and Personalisation are key

- Pricing models adapt to lower risk to consumers
 - Event
 - Subscription
 - Bundled with access (as per Broadband)
 - Revenue measurement and recognition/proportioning is problematic
 - Content increasingly used as an acquisition driver

Stimulate demand and remove barriers

3G enables new innovation in services

- Music – pre-release and full video
- Religion – weekly “broadcasts”
- Mobile Broadcasting – but re-purposed
- Mobile specific entertainment (e.g. “24” , Random Place)
- Mobi-toons (Disney, Warner, Sesame Street)
- Webcam (Home security control)
- Next generation mobile games
- Dating and Matchmaking

The Business case to a content owner

- Two clear models – both are relevant
 1. Support the primary medium (i.e. a cost model); or
 2. Direct revenue generation
- Cannibalisation risk can create inertia
- Digital Asset Management is vital
- Start with convergence in mind

Ecosystem rules

- Focus on the consumer
 - Simplicity of offer (reduce the barriers)
 - Customisation (deliver relevant content)
 - “Walk out ready and relevant”
- Establish risk-reward models that align outcomes – incent for growth
- Treat each other as partners, not suppliers