

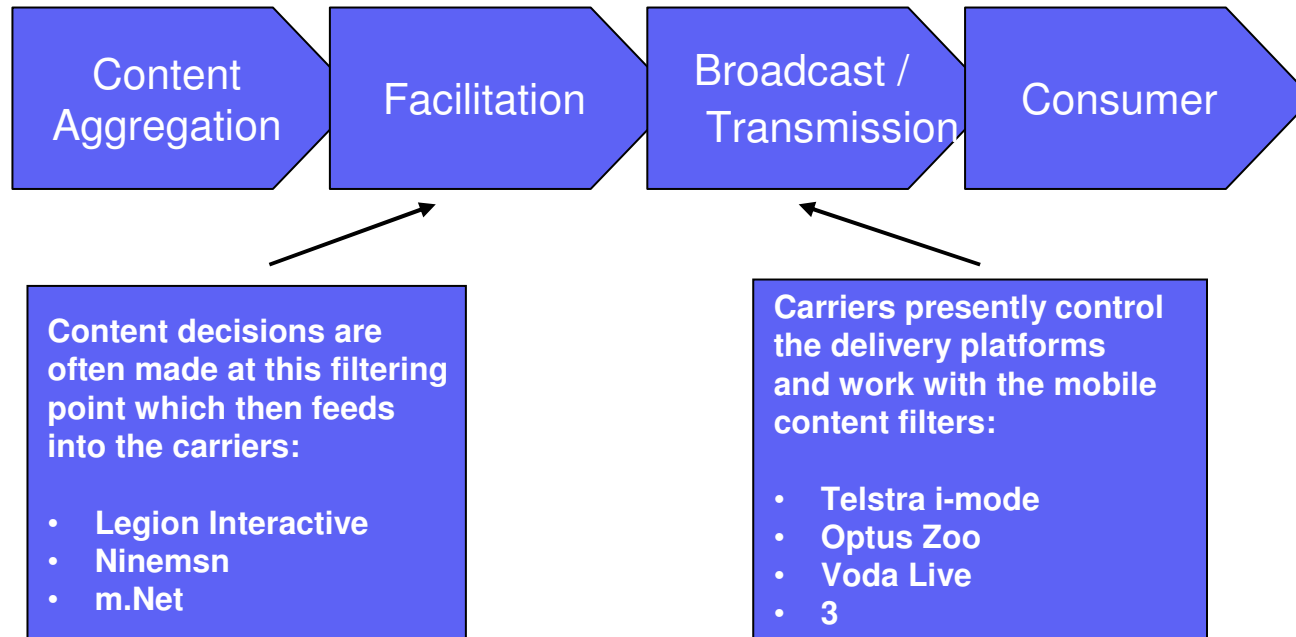


Meeting consumer demand – a media perspective

Presentation by **Rohan Lund**
Head of Strategy & Investments
Seven Network Limited

Network Insight
Mobile Content Workshop
3 May 2005

Where do we fit in the chain?



Mobile content is clearly evolving....



Girlfriend.com.au
make us your homepage!

Separate distribution platform

Dedicated content (profit generating)

Audience management (value accretive)

Promotional tool (cost centre)



Mobile content is clearly evolving....



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Better Homes and gardens

smctv EMMA'S HOME COOKED MEALS

SMS 188 1177 & text the code number

1	DEBBIE	3%
2	ROBIN	12%
3	BARBARA	26%
4	RICHARD	43%
5	JULIE	16%

or phone 1902 555 077 & follow the prompts

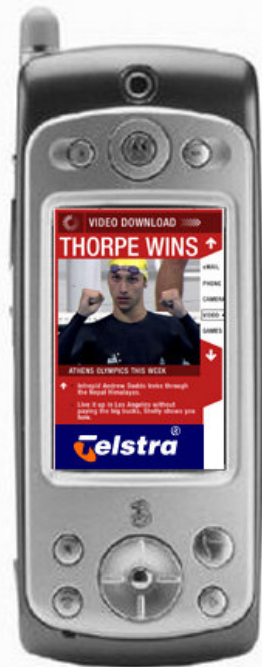
3:45 BRIS 20°

ID5tra: \$0.55 per SMS/1900 (more from mobile.pay). Seven Network Ltd (& related parties) is collecting your mobile no. for this poll/chat.

T BARRIER REEF TO BE TURNED INTO A MARINE SANCTUARY



Mobile content is clearly evolving....



CHECK IT OUT!
HOME & AWAY GOES MOBILE

Call to action! Value proposition...
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Sed libero ips accumsan vit
- Duis interdum posuere neque
- Ips accumsan vit interdum in



Separate distribution platform

Dedicated content (profit generating)



Audience management (value accretive)

Promotional tool (cost centre)

Seven's Summer of Golf

 All Star Endorsement	 Mitsubishi's Latest Star
 Room For The Golf Clubs	 Cross Media Promotion

SHOOTING for the STARS



Mobile content is clearly evolving....



Separate distribution platform

Dedicated content (profit generating)

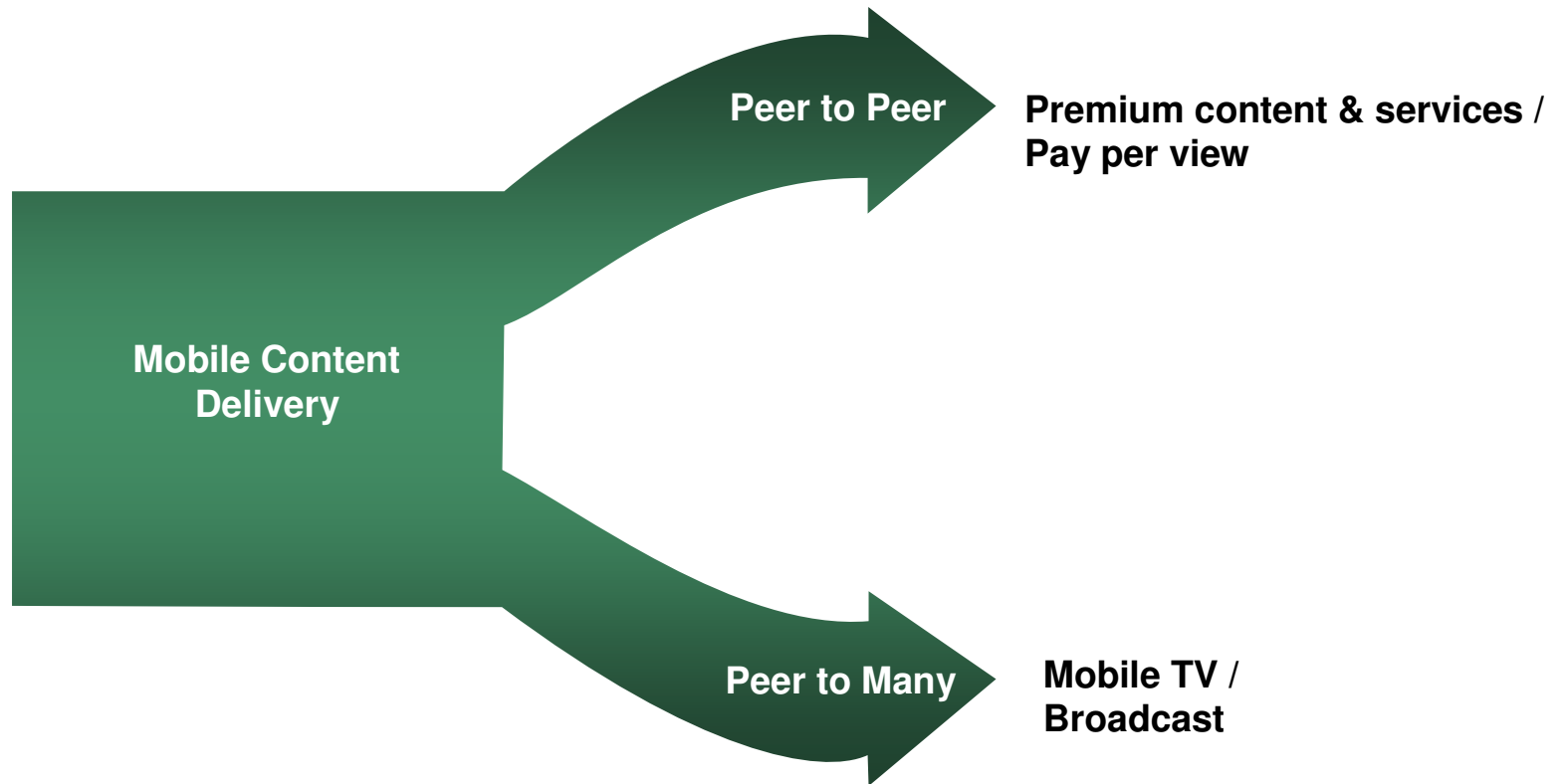
Audience management (value accretive)

Promotional tool (cost centre)

BUSHFIRE CRISIS Mobile News report
From **JOHN DEEGAN** - Hawkesbury resident
3pm Riverside Drive house engulfed
HAWKESBURY NSW



What do consumers actually want?

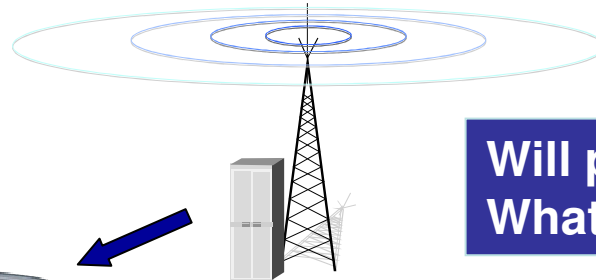


How do consumers want to receive the content? Will they pay for it?

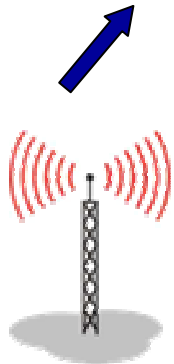


Will DVB-H transform mobile content delivery?

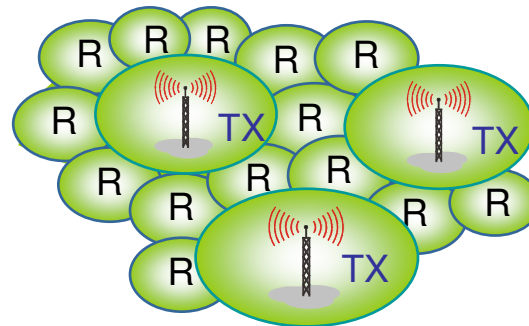
Devices will be capable of receiving 3G and UHF DTT broadcast



Will people watch TV on mobiles?
What kind of TV?



DVB-H technology can be deployed in mobiles, iPods, vehicles, in-store and outdoor screens



Unallocated UHF spectrum could carry 20 channels with sufficient in-building coverage
(subject to adequate tower density)

