"CONTENT IN THE CLOUD"
…THE YEARS AHEAD

…AND IMPLICATIONS FOR THE ENTERTAINMENT VALUE CHAIN

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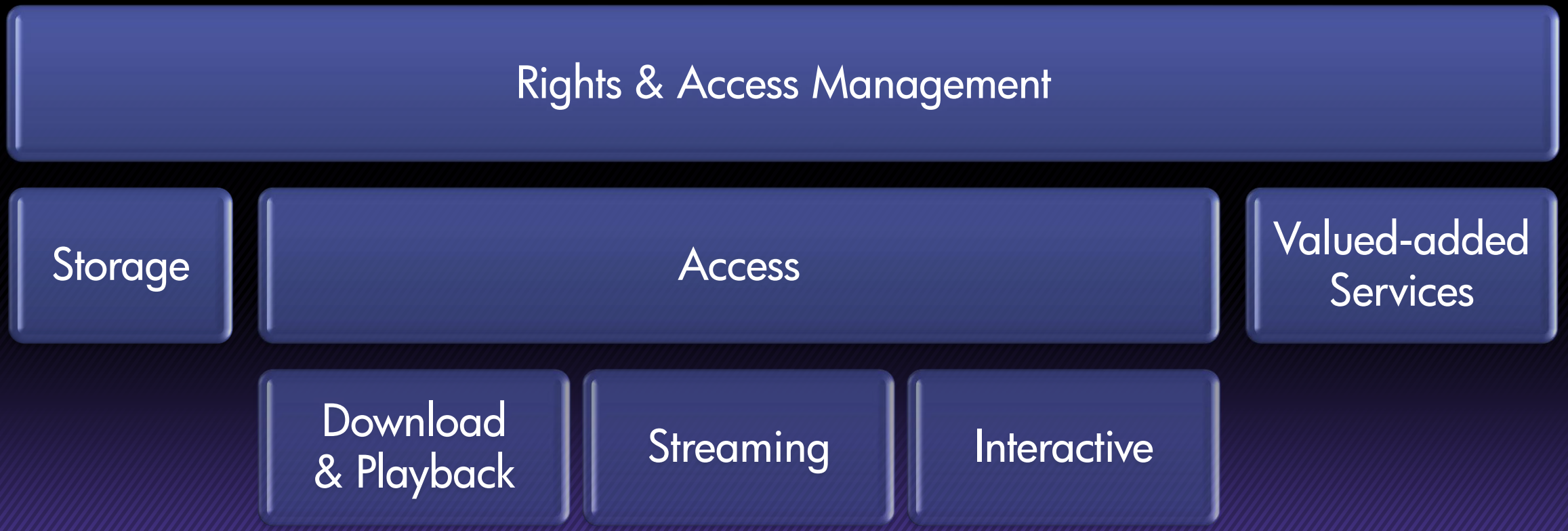
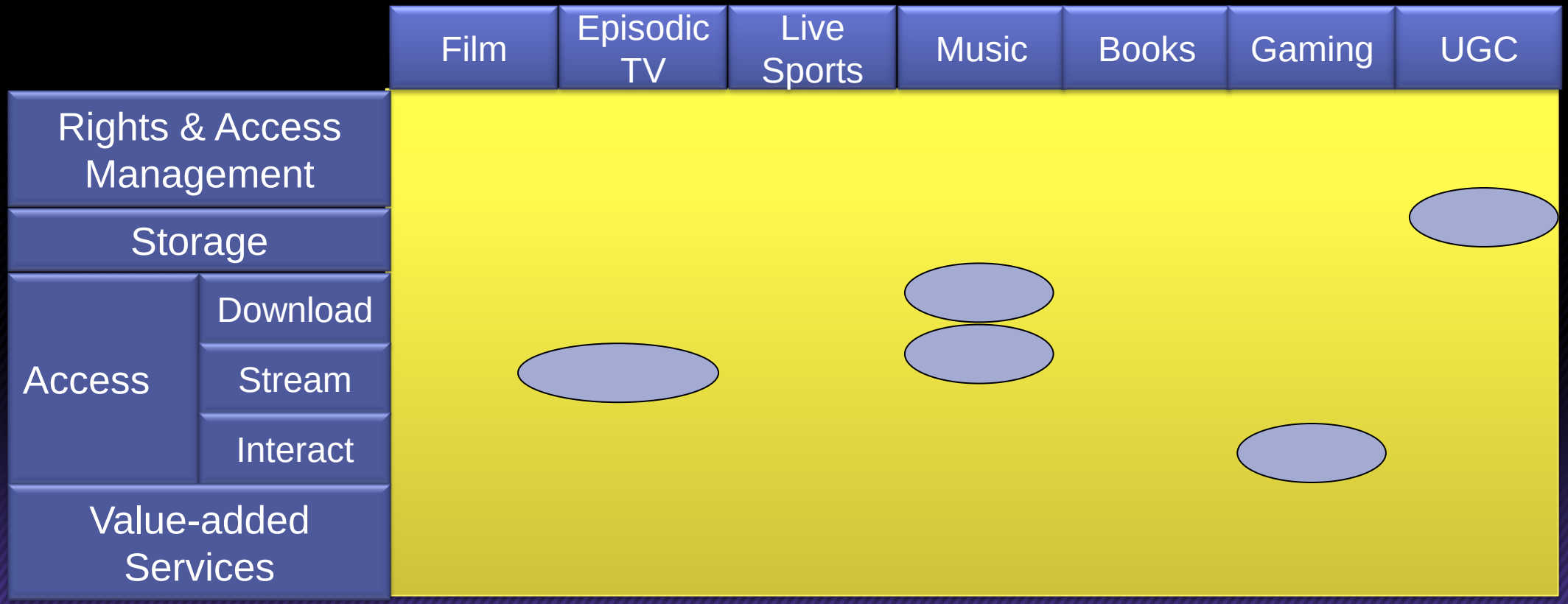
FRAMING WHAT WE MEAN: "CLOUD" FUNCTIONS



FRAMING WHAT WE MEAN: LANDSCAPE

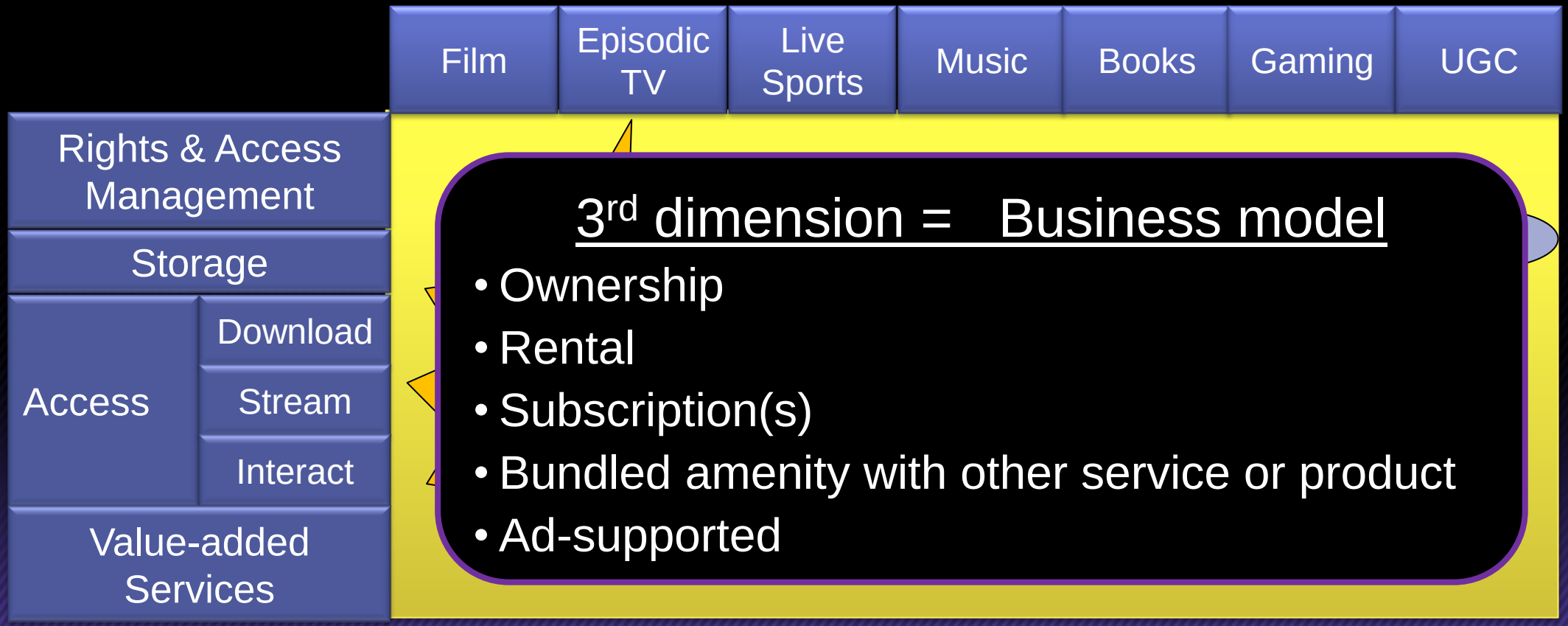


INITIAL EXAMPLES (PARTIAL LIST)

FRAMING WHAT WE MEAN: LANDSCAPE

CURRENT DYNAMICS (STILL EARLY DAYS)

FRAMING WHAT WE MEAN: LANDSCAPE



DEPENDENCIES BETWEEN BUSINESS MODEL & TECH

IMPLICATIONS: SEA CHANGE FOR CONTENT

- ✓ New use cases
- ✓ More enjoyment and value
- ✓ New marketing opportunities

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- Need to be "nimble" and learning-oriented
- Balancing content security with greater access

IMPLICATIONS: CHOICES FOR DISTRIBUTORS

- ✓ "Integration" of devices, services and content
- ✓ "CRM" content marketing
- ✓ Substantial efficiency improvements

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- ✓ "Integration" of devices, services and content
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- Non-standardized "product" = higher investments, risk
- Or, need to help drive interoperable approaches and educate consumers

IMPLICATIONS: "CROSSROADS" FOR CE

- ✓ New use cases
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- ✓ More demand for device performance (and style)
- ✓ New revenue sources

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- Broader field of competition with "computing" world
- Retail "Integrators" as potential customers
- Managing complexity

LOOKING AHEAD: FIVE KEY QUESTIONS

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2. Expand role in value chain or excel where we are now?
3. Priority of downloads and local storage?
4. Expected role of optical media?
5. Investment in new-concept marketing and/or “CRM”?

QUESTIONS

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