

“Building audiences through
Broadband, TV and mobile
interactive service futures”

“the natural evolution”



“Broadband, TV & mobile futures - Natural Evolution”

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web lamp.edu.au email gary.hayes@aftrs.edu.au blog personalizemedia.com

HELLO

GARY HAYES

“One of many children playing with crude, caveman-like tools of interactive communication at the beginning of the 21st century.”



“Broadband, TV & mobile futures - Natural Evolution”

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MY TALK

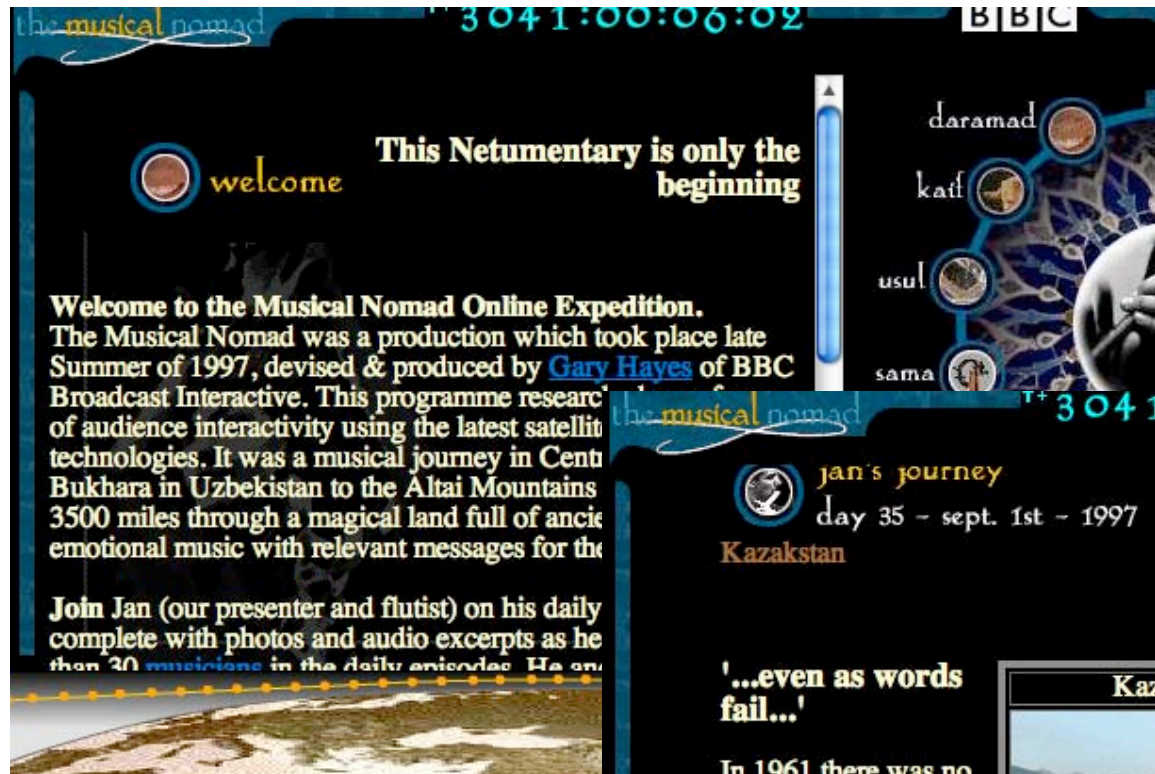
“ Those who cannot remember the past
are condemned to repeat it.”

George Santayana (1863 - 1952)

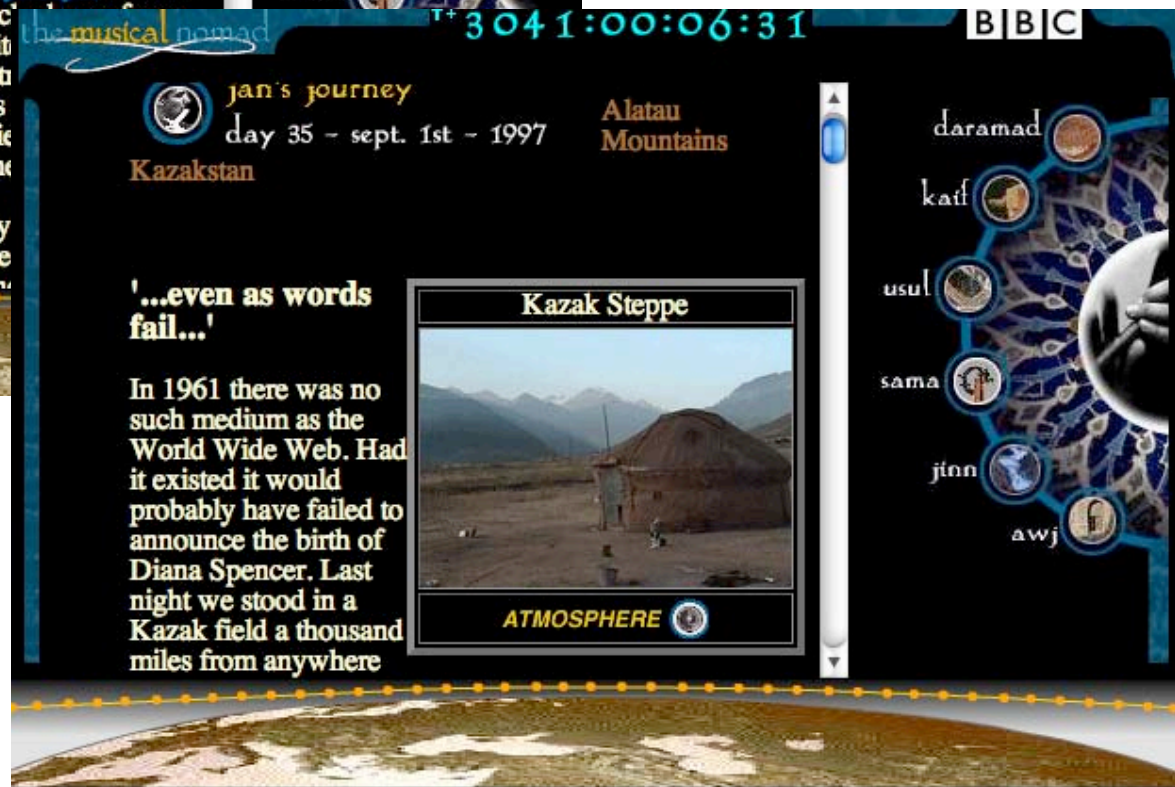
“There is nothing in emerging media that is entirely new - and this will always be true.
Humans tell stories to each other, they always will. New tools to enrich that process
will evolve by natural selection”

Gary Hayes (this morning)

HELLO - 9 years ago



<http://www.bbc.co.uk/nomad>



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HELLO - 9 years ago



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HELLO - 9 years ago

The screenshot displays a web browser window with the URL "http://3041:00:24:00" and the BBC logo. The page title is "the musical nomad". The main content area is titled "jan's journey" and "day 38 - sept. 4th - 1997" in Almaty, Kazakhstan. It features a large text block titled "This journey is only the beginning" with a paragraph about reflecting on the last six weeks. Below this is a "Choose a Perspective" section with links for JAN, GARY, PAUL, and KATHRIN. To the right, there is a circular diagram with icons and labels: daramad, katf, usul, sama, jinn, and awj. At the bottom, there is a video player showing a man in a white shirt and turban, with a caption identifying him as Sarpbek Kasmambetov, a manas epic singer and musician. The interface includes a vertical scrollbar and a horizontal timeline at the bottom.

the musical nomad 3041:00:24:00 BBC

the musical nomad 3041:00:24:18 BBC

jan's journey
day 38 - sept. 4th - 1997 Almaty
Kazakhstan

This journey is only the beginning

We set ourselves the impossible task of reflecting on the last six weeks in the space of a few hours. As we have been doing all along, what follows are the immediate impressions of all members of the team. We will continue to add to this site over the coming months. Please continue to send Emails and we will endeavour to answer them.

Choose a Perspective
[JAN](#) - [GARY](#) - [PAUL](#) - [KATHRIN](#)

Thro
make
Mixer

Wato

As
is

bout - so keep

ad from Samarkand

Video by Sarpbek Kasmambetov, one of Kyrgyzstan's few manas epic singers. Besides being an esteemed musician Sarpbek is also a well known journalist.

awj

jinn

awj

THE BREAKFAST SPECIAL

Flashback

Where are we?

A UK interactive evolution

An Australian evolution?

LAMP

The future - another prediction



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FLASHBACK TO SSBP March 2000



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FLASHBACK TO SSBP March 2000

The World in 2009 - according to Gary at SSBP, March 2000

- The World Wide Web of early 2000 is regarded as a 'low resolution' pilot

- Every individual can become a producer of content which is available to everyone else - if they want it.

- All 'content programme brands' have elements in all of the above

- Everything can be made portable & kept forever

- CD collections, home movies, personal photographs are stored here too

- Now anything else is available on demand from anywhere over vast broadband networks.

- Everything is 'pulled', only personally relevant content is 'pushed'.

- The words 'TV' 'radio' & 'internet' disappeared from our vocabulary. Even the word 'interactive' went - everything is now interactive

- Scheduled 'live video' becomes a special group shared event - there is only one broadcast channel in each country - these events generate most online discussion

- The home becomes a personalised entertainment and life system where everything is centralised - games, video, shops, audio, text, email & vmail & banking.

- 'Open Standards' killed off all proprietary platforms in 2005 and the large 'trusted' traditional broadcasters collaborated and produced one navigation system that all companies adopted

- True to all predictions the 'interactive' fridge becomes the most popular, connected device in the house

FLASHBACK TO SSBP March 2000

Making interactive pilots

-Video shown at SSBP Mar 2000



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Media Evolution 100 000bc - 2005



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The 'idiots' guide to platform fragmentation

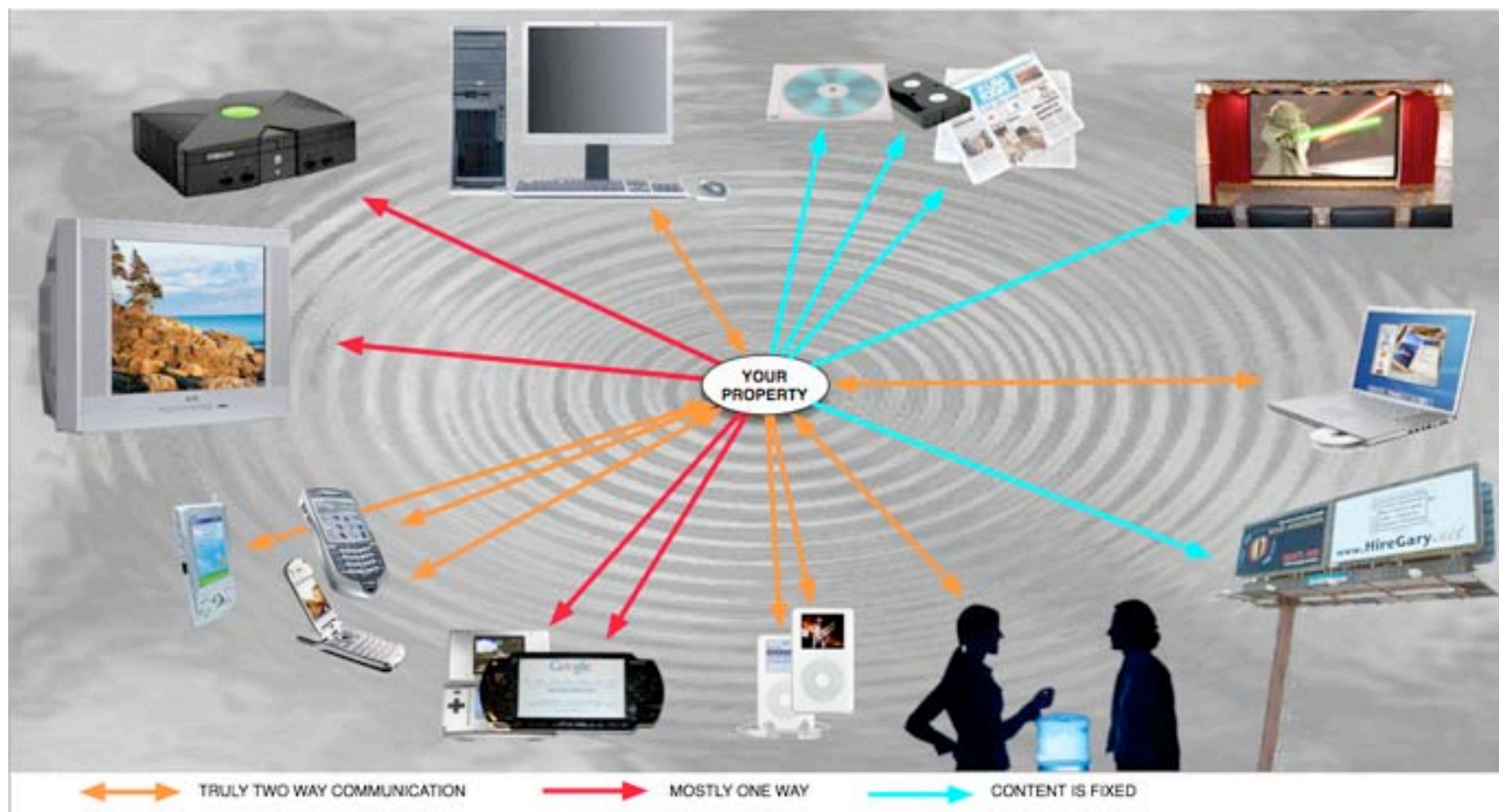


Diagram ©Gary Hayes & Christy Dena 2005

“Broadband, TV & mobile futures - Natural Evolution”

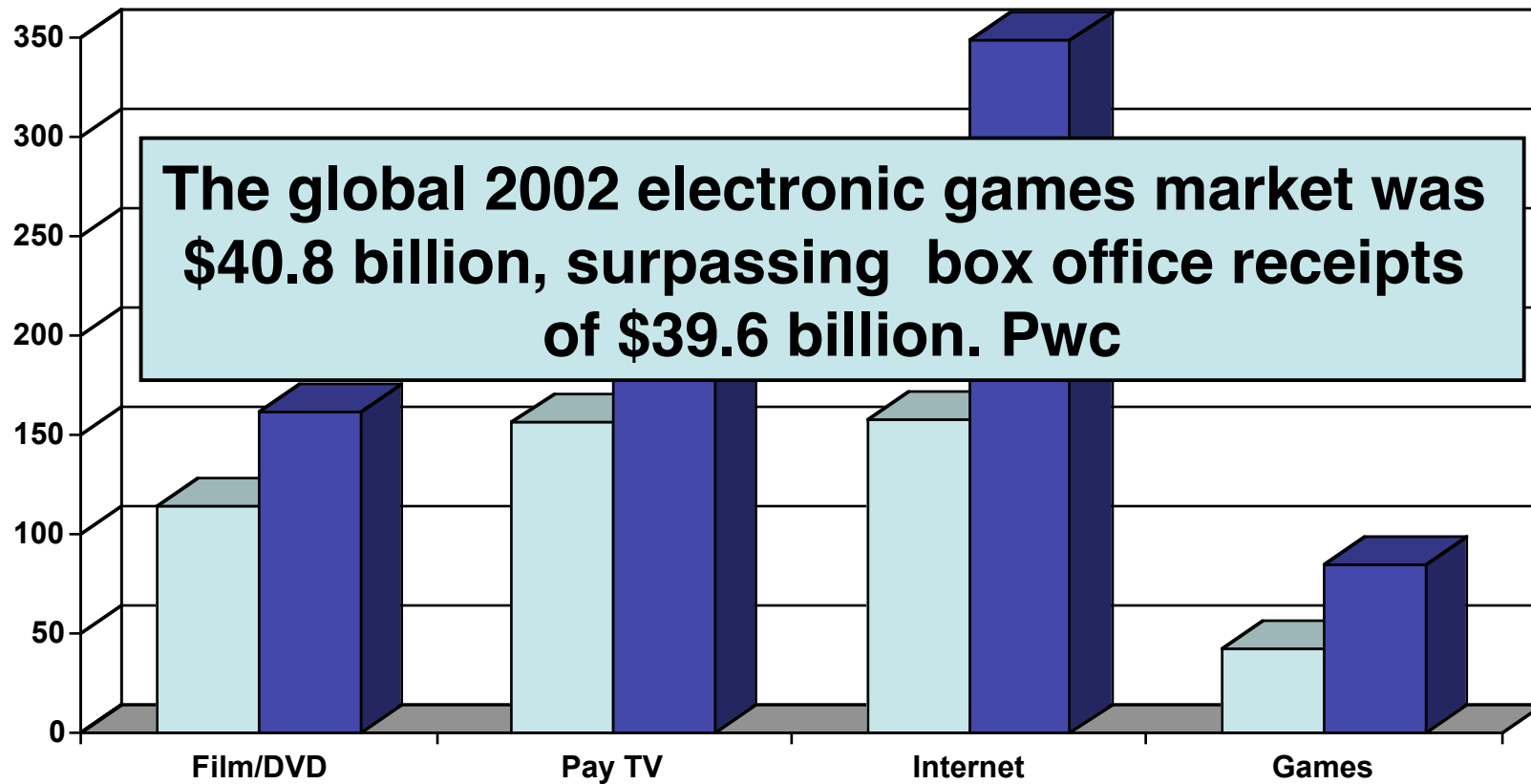
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THE CHANGING MEDIA WORLD

KEY STATISTICS

- Broadband now in 176 million homes worldwide (& 100 million laptops)
- In US broadband homes 58%, in those homes up to **40% less TV viewing**
- Nearly 2.1 billion people have a mobile - over one third of the planet
- 53.3% of under 24yr olds say they use internet to watch video vs 27% of older
- Australia leads the world per capita in illegal downloads of TV over broadband
- 10 million PSPs sold already worldwide - fastest selling games device ever
- Over 84% of 7-17 year old Australians own a game console – Nielsen 04

WORLDWIDE CONSUMER SPENDING A\$bill 2004-2009



THE CHANGING MEDIA WORLD

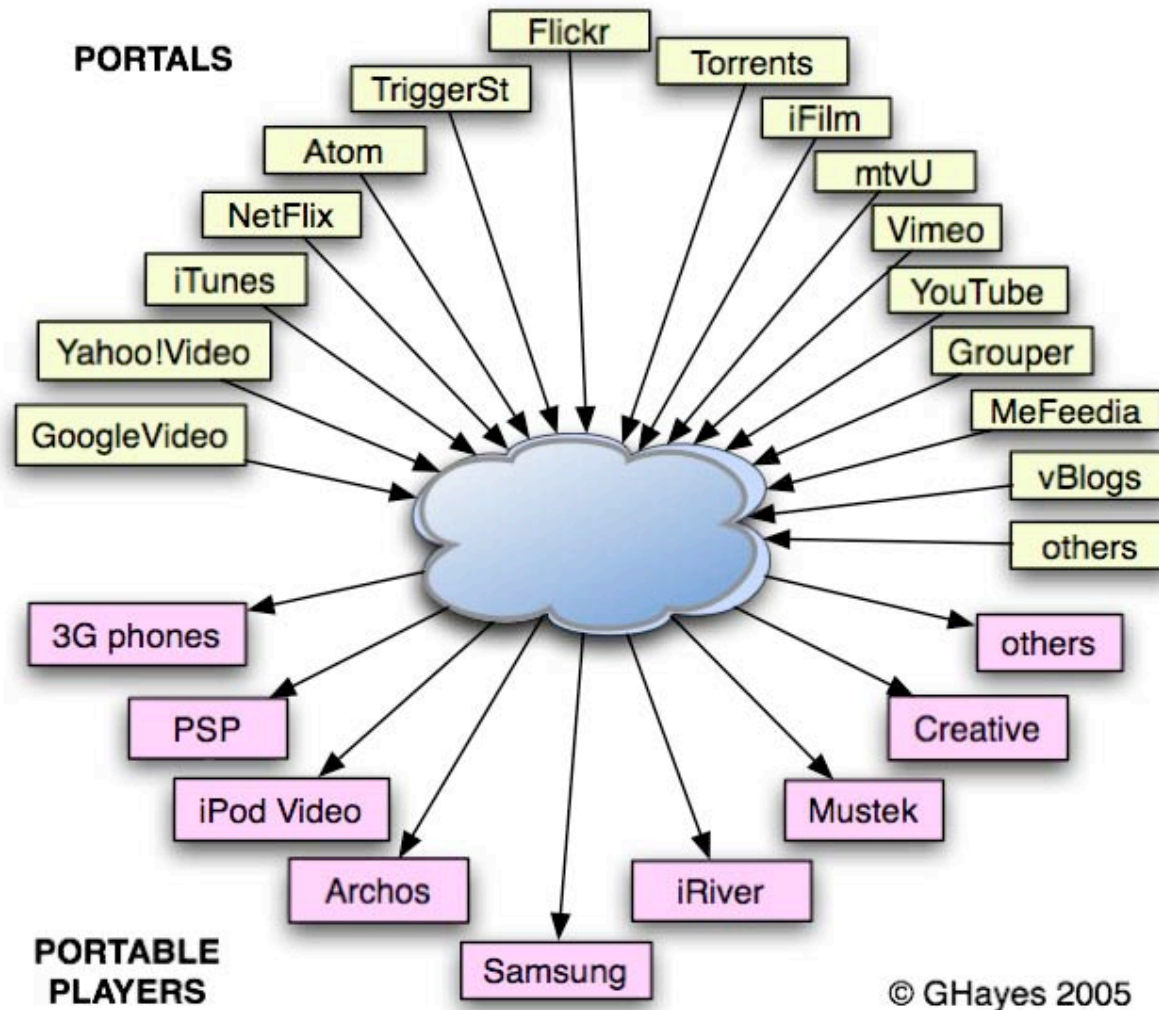
ACCELERATION - THE LAST THREE WEEKS!

- In its first 3 weeks Apple had **1 mill iPod video** downloads at \$1.99 US
- ABC will earn \$1.20 per download. Even if 20% of the show's audience shifts its viewing from traditional TV to iPod, ABC would still net **\$1.8 million more** per episode of its top shows
- Warner Brothers launched **web based In2TV** that will let fans watch on-demand full episodes from more than 100 old television series. More than 4,800 episodes will be made available online in the first year.
- Comcast's ON DEMAND service has had more than one billion program views so far this year. Now CBS is offering within hours after they air, prime time TV, **commercial free**, for just 99c
- NBC via DirecTV's new PVR is selling prime time shows for 99c
- **Earlier this week TiVoToGo (which allows users to transfer recorded shows to a PC) announced software that will move these to video iPods and PSPs (TV companies in the US said they will sue)**



THE CHANGING MEDIA WORLD

PORTABLE PERSONALIZED VIDEO REVOLUTION



NEW MARKETS

Broadband will be...

The screenshot shows the AOL Music website interface during the Live 8 event. At the top, there's a navigation bar with 'Entertainment Guide' and 'AOL music' logo. A search bar is on the right with options for artists, videos, songs, and albums. Below the navigation bar, a large banner reads 'LIVE 8 MAKE POVERTY HISTORY' with a map of Africa and a guitar. The main content area features a video player showing a musician performing. To the right of the video player, there's a section titled 'London' with a red banner that says 'COME BACK SOON TO WATCH THE ENTIRE SHOW SONG BY SONG ON DEMAND'. Below this, there's a Microsoft advertisement for Windows XP and a 'LIVE 8 LIST' section with a red banner that says 'LIVE ASK THE G8 LEADERS TO'.

NEW MARKETS

...the new TV, of course



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NEW MARKETS

“The future, according to some scientists, will be exactly like the past, only far more expensive.”

John Sladek

VOICE - TV - DATA

down one pipe the great triple play



NEW MARKETS

**bring your home to life from
just £14.99 a month**

for the first 3 months,
then from £17.99 a month.

1 1Mb broadband

Don't hang around – 1Mb high-speed broadband gives you instant access to web pages, emails and sound files, and there's no need to unplug your phone when you go online. You get 12 Homechoice email addresses and 100MB webspace as standard. For even faster connection you can upgrade to 2Mb or even 8Mb. Plus, if you opt for wireless, you can enjoy internet access from around the house.

2 digital tv

There's something for the whole family with over 50 great digital television and radio channels through your TV including:



Enjoy Sky Movies and Sky Sports direct from Sky for an additional monthly fee.

3 free calls

Enjoy free calls* – so you can tell all your mates what they're missing. You'll still pay your usual line rental to BT.

4 video on-demand

Over 1,000 films to 'rent' any time, which you can PAUSE, RWD or FFWD just like a DVD.

Plus, **Homechoice Replay™** lets you watch some of the most popular BBC and ITV1 programmes on-demand for up to 7 days after they're first shown.

call **0800 072 4493**
and ask for our 1Mb Base Pack or visit **homechoice.co.uk**



Lines open 8am to 11pm, 7 days a week. Calls may be recorded and used for quality & training purposes. Offer open to new subscribers only. Not to be used in conjunction with other offers. Offer ends 31st October 2005. Broadband speed is up to 1Mb downstream. *Free calls are optional and apply to calls to all area codes starting 01 and 02 excluding calls made between 8am-5pm weekdays. Charges apply to movies, additional packages and some channels. Channels include broadcast and on-demand. Special offer £1 installation (standard installation \$49). Subject to terms and conditions, 12 month contract and local availability. Homechoice is a trading name and registered trade mark of Video Networks Limited, 205 Holland Park Avenue, London W11 4XB, registered in England & Wales No. 2740910. C3H-ENG-A-TMVC-OCT05-V1

UGC - USER GENERATED CONTENT - People Publishing Revolution

- “more content will be created over the next two years than **over the entire history of mankind**—and 93 percent of it will be digital.”

Accenture

- Podcasts** nearly 5 million worldwide (83% are male)
- BitTorrent - 35% of all internet traffic. *CacheLogic Feb 05*
- 83% of 18-24 years olds demand, **personalisation**. *eContent 2005*

UGC - USER GENERATED CONTENT - People Publishing Revolution

SO WHAT ARE THE NEW KIDS ON THE BLOCK?

Social computing - e.g.: **blogs**

User generated - e.g.: **podcasting (aod), vBlogs (vod)**

Distribution - e.g.: **bitorrent**

Mobile - e.g.: **portable play station, video iPod, 3G phones**

Converged - e.g.: **Media Centre, PVRs, iTV**

UGC - USER GENERATED CONTENT - People Publishing Revolution

BLOGS

- One **blog** created every second, there are over 20 million worldwide and it doubles every 5 months. 27% of all internet users read **blogs**
- The Vice President of **General Motors runs a blog** and he is already having a direct relationship with his customers
- Gizmodo (a gadget blog) has enormous power and can **make and break** a product even before it is launched
- **Social currency** - links to your blogs, comments on your blogs, subscriptions
- The RSS (really simple syndication) element that can follow blogs - 1.3 million posts a day

UGC - USER GENERATED CONTENT - People Publishing Revolution

Steve Garfield's *Video Blog*

The Carol and Steve Show - Episode 35: The Rolling Stones at Fenway Park

Carol and Steve head down to Fenway Park in Boston to hear the Rolling Stones who were on the first stop of their 2005 US Tour.

A photograph of Steve Garfield and Carol at Fenway Park. Steve is in the foreground, wearing a black baseball cap and smiling. Carol is behind him, wearing a white baseball cap. In the background, a sign for 'GATE E' and 'FENWAY PARK' is visible.

ABOUT

AKIMBO

An advertisement for Akimbo. It features the Akimbo logo in green, the tagline 'Your wish is on demand', and the text 'Steve Garfield Now Playing On Akimbo'. Below this is an image of a laptop displaying a video player and a silver Akimbo device. At the bottom is the website 'www.akimbo.com'.

GOOGLE ADS

UGC - USER GENERATED CONTENT - People Publishing Revolution



AKIMBO
your wish is on demand

3 MONTHS FREE AKIMBO SERVICE
+ 30 DAYS RISK FREE Money Back Guarantee

Requires monthly service fee.

What is Akimbo?
Watch digital quality videos on your TV delivered over your broadband Internet connection.

What's On
Over 3,000 programs available whenever you want: Movies, Sports, Anime, Independent Films, Music Videos and more. Explore programs from a broad spectrum of partners like A&E, iFilm, BBC, How To Web TV, National Geographic, Underground Film and The History Channel—and many more.

Buy Akimbo!
Enjoy what you want, when you want and with total control.

Download Video to Your TV with Akimbo

CLICK HERE TO WIN A FREE AKIMBO PLAYER!

UK 2000-5 - MEDIA TRANSITION



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UK 2000-5 - MEDIA TRANSITION

UK Digital Landscape

- June 2005: Digital TV has reached 63.0% of UK households. (Australia < 10%?)
- Broadband now at 38% - almost the same as Pay Satellite (Sky)
- Sky+ (Personal Video Recorder) already in over 1 million UK homes
- In the UK the BBC predicts broadband to 20 million homes (83%) by 2016 and seven in ten homes will be able to schedule their viewing and listening at a time that suits them best – PVR & broadband



UK 2000-5 - MEDIA TRANSITION

BBC advanced TV Basic History

2007-2012 BBC begins to distribute all services via broadband IPTV like pipes

2005-2007 Transition from broadcast to on-demand, PVR to IPTV

2004 - BBC post DSL trials moves into broadband distribution. 13 million + 8 mill

2003 - Broadcast apps begin to emulate on-demand using MS. 10 million

2003 - Return path provides communication services for the audience. 10 million

2002 - Synchronisation creates audience focused services. 8 million

2001 - Multistream services begin. Guarantee the success of BBC iTV. 5 million

1997-2000 Foundational services pave the way. Digital Text. 2 mill

1998-2000 After soft platform launches developing pilots alongside Production

1996-1998 Early prototypes and also developing the platform - eg: MHEG

1994-1996 The Pioneering Days. Prototypes pre DTV awareness

UK 2000-5 - MEDIA TRANSITION

How/why the BBC helped the UK digital revolution

- Strong competition - namely Sky
- Already a history of innovation and converged services
- £2.7 billion! (\$7 billion AUS)
- Government/BBC pals in accelerating digital switch-off
- Freeview and now IMP (integrated media player), cheap, easy steps forward, digital tv and broadband tv
- £2.7 billion! (\$7 billion AUS)
- Quality programming - even in the emerging media domain
- Oh and did I mention £2.7 billion...?



UK 2000-5 - MEDIA TRANSITION

Launching Digital



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UK 2000-5 - MEDIA TRANSITION

Digital Text, News & Sport - the no-brainer services



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UK 2000-5 - MEDIA TRANSITION

All new ideas pass through three stages.

First, they are ridiculed.

Second, they are violently opposed.

Third, they are accepted as being self-evident

Schopenhauer (miss quote)



UK 2000-5 - MEDIA TRANSITION

The Big Call to Action

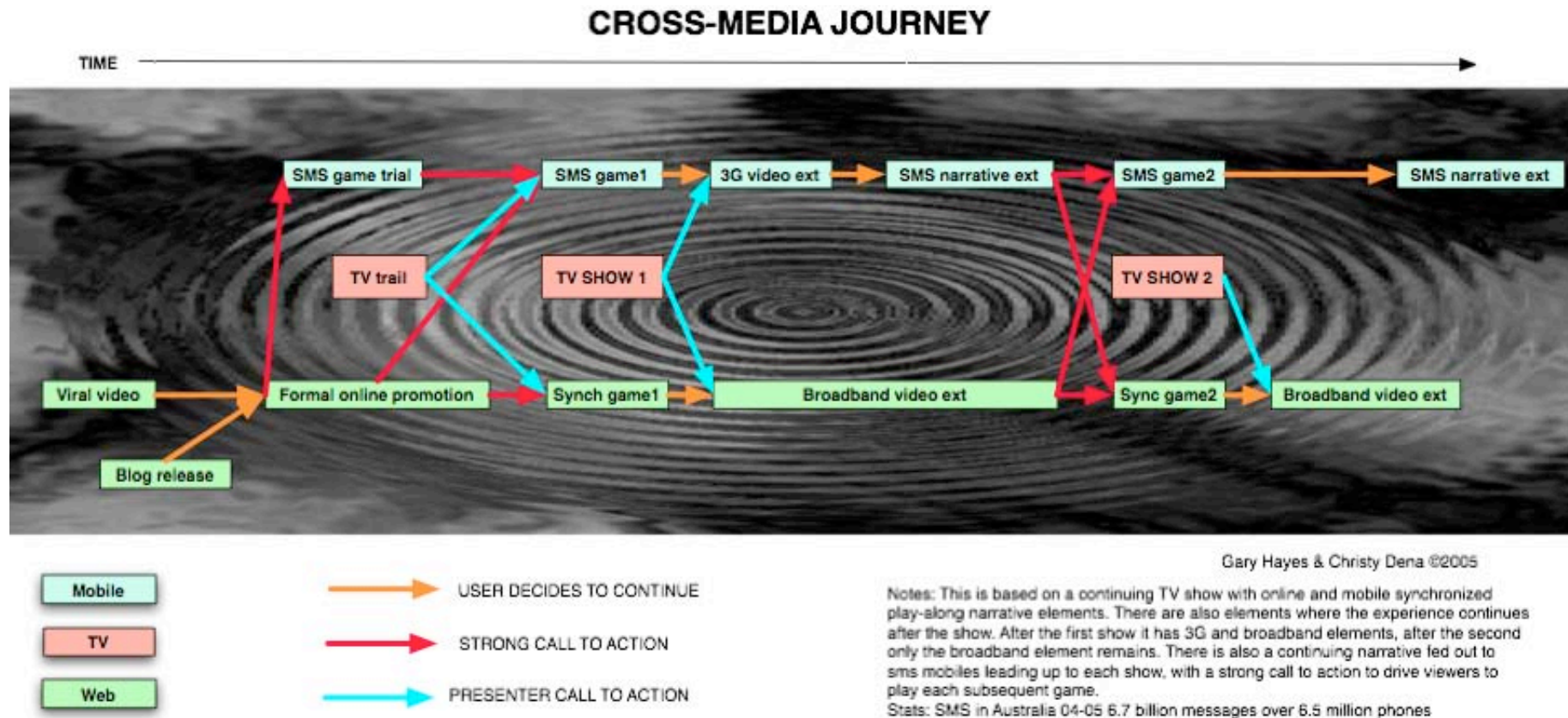


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Launching Digital



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UK 2000-5 - MEDIA TRANSITION

The Big Call to Action

- Audiences do respond to 'to camera' CTA's
- Olympics - 9 million users, over 60% of ALL Digital TV viewers
- Test the Nation - 1.25m played together over TV
- Mammals - 1.8m viewers & 76% interacted until the end
- Fame Academy - 1.6m viewers, many watched alternate streams up to 2.5 hours at a time
- Wimbledon 4.2 mill,
- Great Britons 1.1 mill,
- Eurovision 1.2m



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UK 2000-5 - MEDIA TRANSITION

The Multistreams

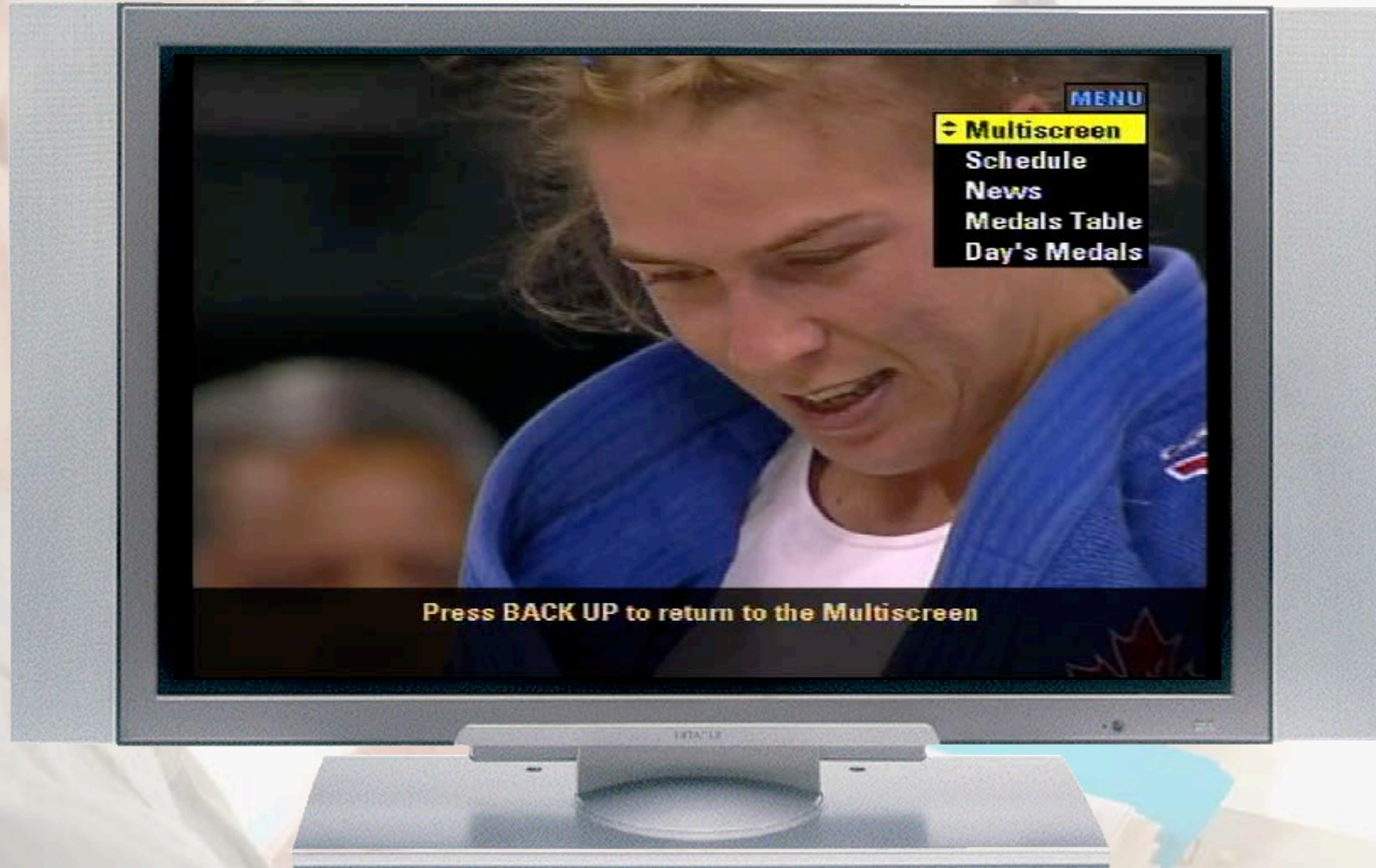


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UK 2000-5 - MEDIA TRANSITION

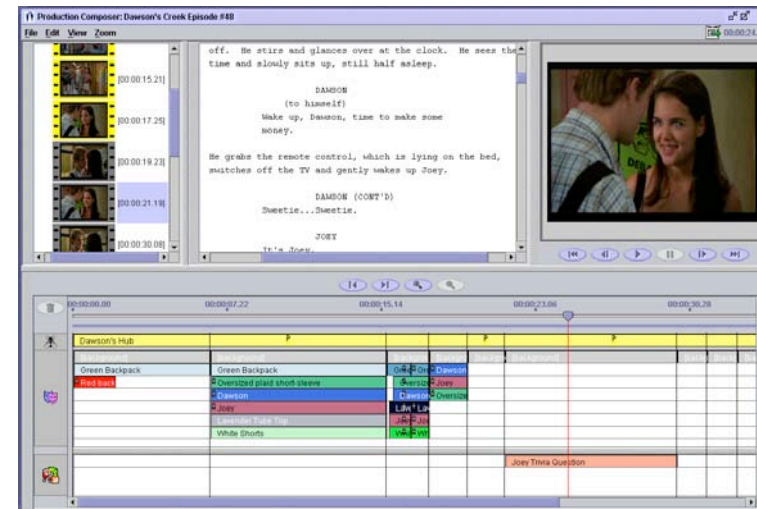
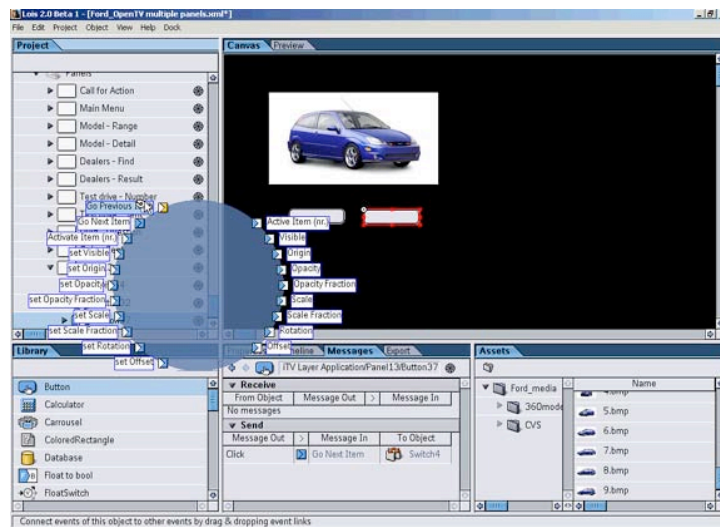
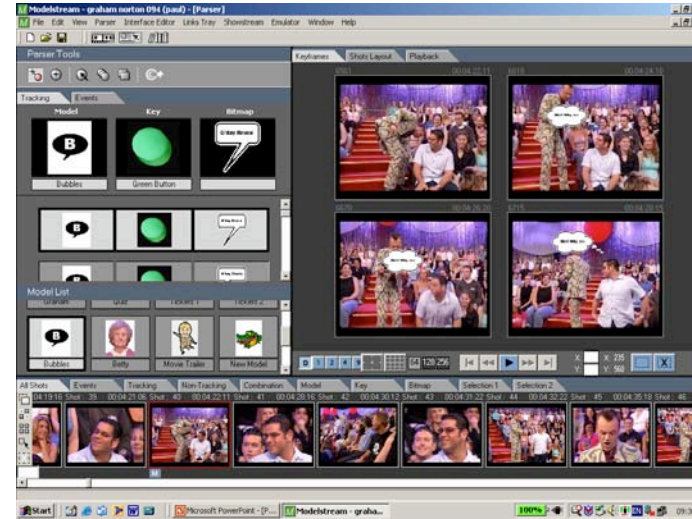
The Multistreams



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UK 2000-5 - MEDIA TRANSITION. Tools



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UK 2000-5 - MEDIA TRANSITION

In 2003



- the BBC broadcast over **80 programme-related iTV services** reaching 8.5 million viewers
- Between June and November 2003, **over 3000 hours of extra video** within iTV services
- Viewer response rates averaged **17% or 1 in 5 viewers** watching a programme with interactivity available pressed red.
- Every TV genre** supported by the BBC - even interactive Shakespeare with Richard II in October

UK 2000-5 - MEDIA TRANSITION

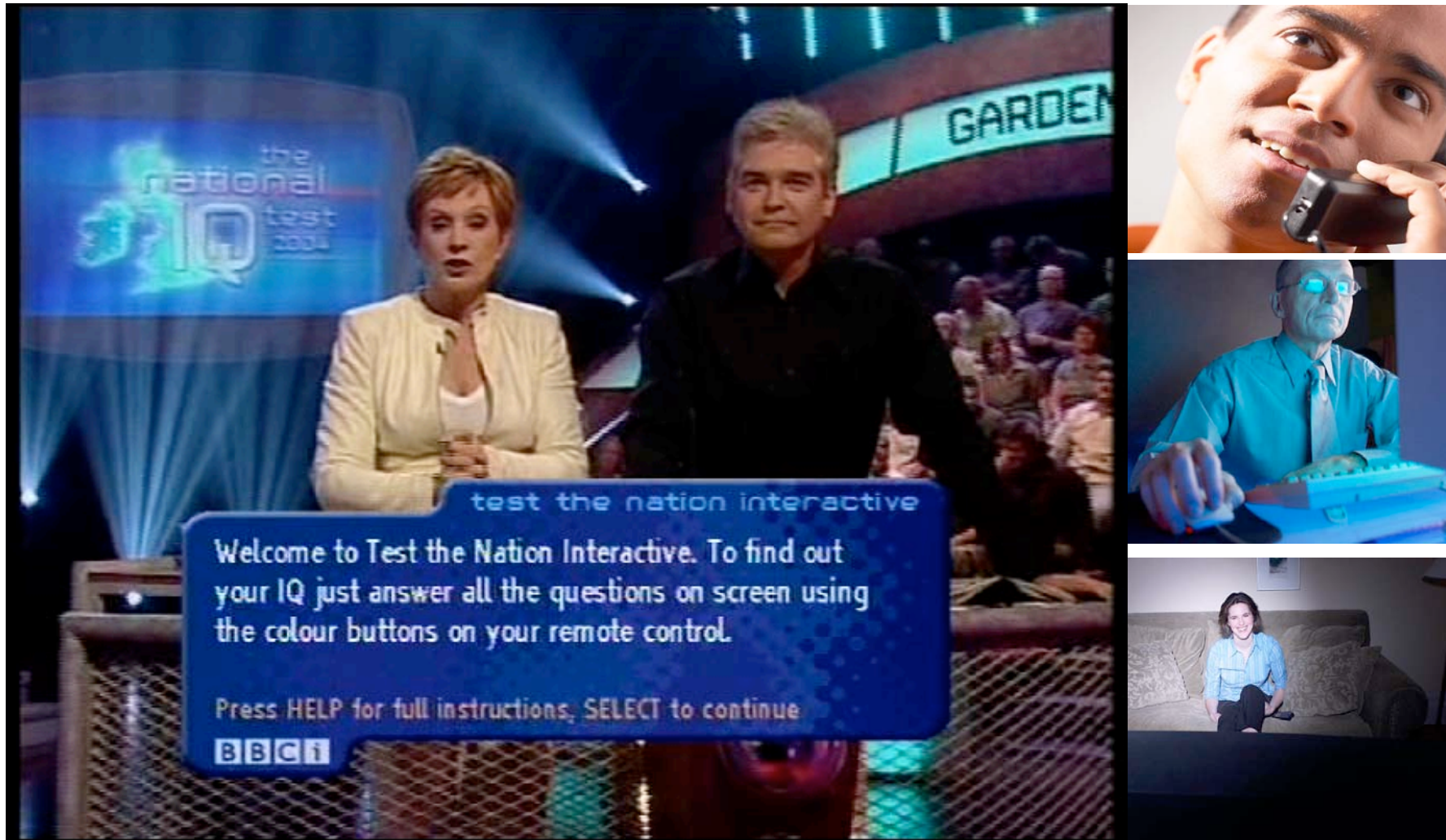
There is demand for interactive content - BBC iTV in 2004!

Interactive TV services 2004

1 st Jan , The Sound Of Music , BBC ONE	15 th May, Eurovision! , BBCONE & BBC THREE	26 th Sept, Davis Cup Tennis , BBC ONE
11 th Jan, This World , BBC TWO	22 nd May, TTN IQ , BBC ONE	27 th Sept, Boogie Beebies , CBEEBIES
24 th Jan, Perou's Africa , BBC THREE	23 rd May, Chelsea Flower Show , BBC ONE & BBC TWO	9 th Oct, World Cup Qualifier , BBC ONE
28 th Jan, Hey Big Spender! , BBC ONE	29 th May, D-Day , BBC ONE & BBC TWO	9 th Oct, Grandstand – LG Cup Snooker , BBC TWO
29 th Jan, 11 Plus , BBC ONE (NI)	4 th June, French Open Tennis , BBC ONE	11 th Oct, Spooks , BBC ONE
30 th Jan, Dunkirk Countdown , BBC ONE & BBC TWO	12 th June, Euro 2004 , BBC ONE	12 th Oct, Who Do You Think You Are? , BBC TWO
1 st Feb, Politics Show , BBC ONE	13 th June, Euro Goals , BBC ONE	19 th October, Little Britain , BBC ONE & BBC THREE
14 th Feb, Six Nations , BBC ONE & BBC TWO	21 st June, Wimbledon , BBC ONE & BBC TWO	23 rd October, Strictly Come Dancing , BBC ONE & BBC TWO
15 th Feb, Taking Care , BBC ONE & BBC TWO	25 th June, Glastonbury , BBC TWO & BBC THREE	2 nd November, Ten O'Clock News Extra , BBC ONE
18 th Feb, Dunkirk Eyewitness , BBC TWO	7 th July, Sports Relief , BBC ONE	9 th November, Space Odyssey , BBC ONE
27 th Feb, XChange , CBBC	15 th July, Open Golf , BBC ONE & BBC TWO	12 th November, Children In Need , BBC ONE
27 th Feb, Celtic Connections , BBC FOUR	16 th July, Proms , BBC ONE & BBC FOUR	14 th November, FA Cup Football , BBC ONE
28 th Feb, Making Your Mind Up , BBC ONE	2 nd August, Olympics Trail , BBC ONE & BBC TWO	20 th November, Snooker: UK Championships , BBC ONE & BBC TWO
29 th Feb, Catterick Songs , BBC THREE	13 th August, Olympics , BBC ONE & BBC TWO	21 st November, Monarch Of The Glen , BBC ONE
7 th March, Panorama , BBC ONE	1 st Sept, Personality Test , BBC ONE	1 st December, Bhopal , BBC ONE
17 th March, Northern Ireland Audio , BBC ONE (NI)	3 rd Sept, Bogies Gold , BBC ONE, BBC TWO & CBBC	1 st December, Christmas Visions , BBC THREE
19 th March, Mozart i , BBC TWO & BBC FOUR	4 th Sept, Measure For MeASURE , BBC FOUR	1 st December, Night Fantastic , BBC FOUR
29 th March, Vic's Chicks , BBC THREE	4 th Sept , TTN , BBC ONE	4 th December, Seniors' Tennis , BBC TWO
3 rd April, Come And Have A Go , BBC ONE	5 th Sept, Crisis Command , BBC TWO	12 th December, Sports Personality , BBC ONE
17 th April, Snooker , BBC ONE & BBC TWO	9 th Sept, Fat Nation , BBC ONE & BBC THREE	18 th December, Show Jumping , BBC ONE
18 th April, Marathon , BBC ONE & BBC TWO	11 th Sept, Last Night Of The Proms , BBC ONE, BBC TWO & BBC FOUR	19 th December, Test The Nation , BBC ONE
1 st May, Test Your Pet , BBC ONE	11 th Sept, Score i , BBC ONE	20 th December, Snowflake TV , Cbeebies
4 th May, Brassed Off Britain , BBC ONE	18 th Sept, Greatest Love Songs , BBC ONE	
8 th May, Old Firm , BBC ONE	24 th Sept, Newsround , BBC ONE	
	26 th Sept, Dirty War , BBC ONE	

UK 2000-5 - MEDIA TRANSITION

The Cross Media Synchs

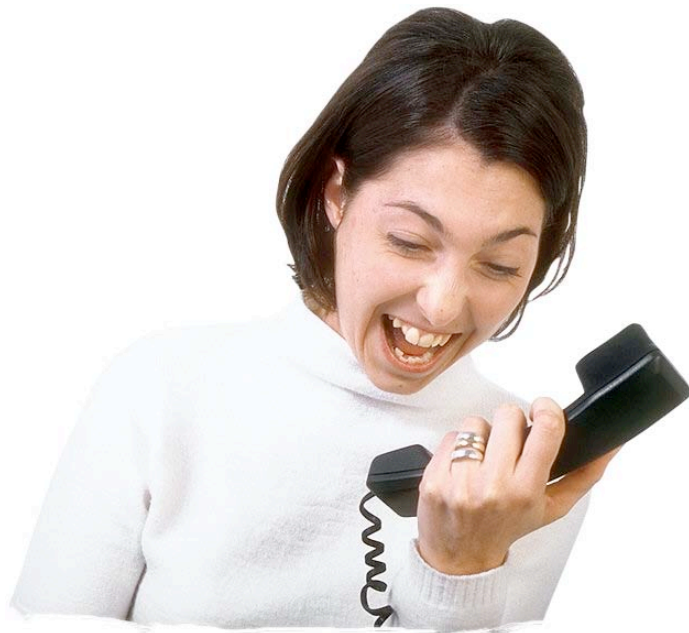


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UK 2000-5 - MEDIA TRANSITION

Participation leading to video games



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UK 2000-5 - MEDIA TRANSITION

Participation and 'transition' video games



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UK 2000-5 - MEDIA TRANSITION

METRICS - MEASURING SUCCESS



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UK 2000-5 - MEDIA TRANSITION

% of available audience, BBC iTV 2001 onwards

35-60%

Wimbledon
Olympics 60%
World Cup
Commonwealth Games
6 Nations
Chelsea Flower Show
Test the Nation 1

0-19%

Great Britons
Antiques Roadshow
Pyramids
Saturday Show
Abyss
Last Night Proms
Diners 6%

20-34%

Fame Academy
Winter Olympics
FA Cup
Golf
Test the Nation 2

UK 2000-5 - MEDIA TRANSITION

THE UK FUTURE

- The BBC predicts broadband to 15 and 20 million homes by 2016
- The BBC expects that by 2016, seven in ten homes will be able to schedule their viewing and listening at a time that suits them best – PVR & broadband

“This decade will be the decade of on-demand. And we will arrive at a digital Britain not when we switch analog terrestrial TV to digital but when every household has access to rich and interactive on-demand services?...That's why it's a category error today to define or delimit the BBC around linear real-time TV and radio”

Mark Thompson, Director General BBC, Edinburgh Sep 2005

*"Thompson also mentioned that, in its preparations for the emerging on-demand television universe, the BBC is working on search, navigation and branding "with **partners like Google and Autonomy**," and on "digital rights solutions" with "partners like Microsoft and Kontiki."*

Analog switch-off in the UK will start 2008 and end in 2012



FROM HERE TO THE FUTURE

challenges and sign posts

Small indy TV producers have announced in the US they can get by with 100,000 subscribers -
at the same time networks are cancelling shows on less than 3 million viewers



“Broadband, TV & mobile futures - Natural Evolution”

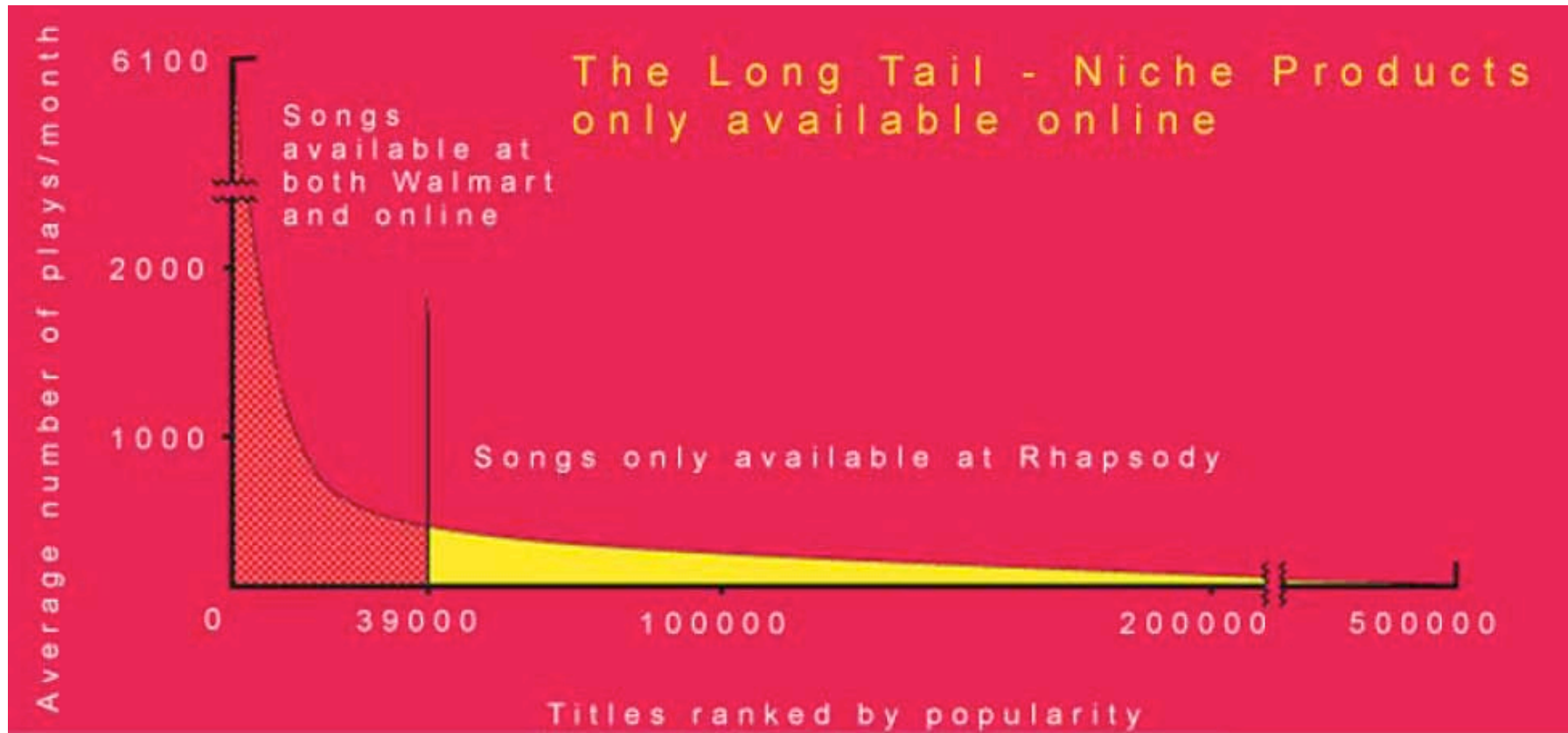
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FROM HERE TO THE FUTURE

PERSONALISATION AND THE LONG TAIL

Too much 'stuff' - the mass niche and how to get to content you want?

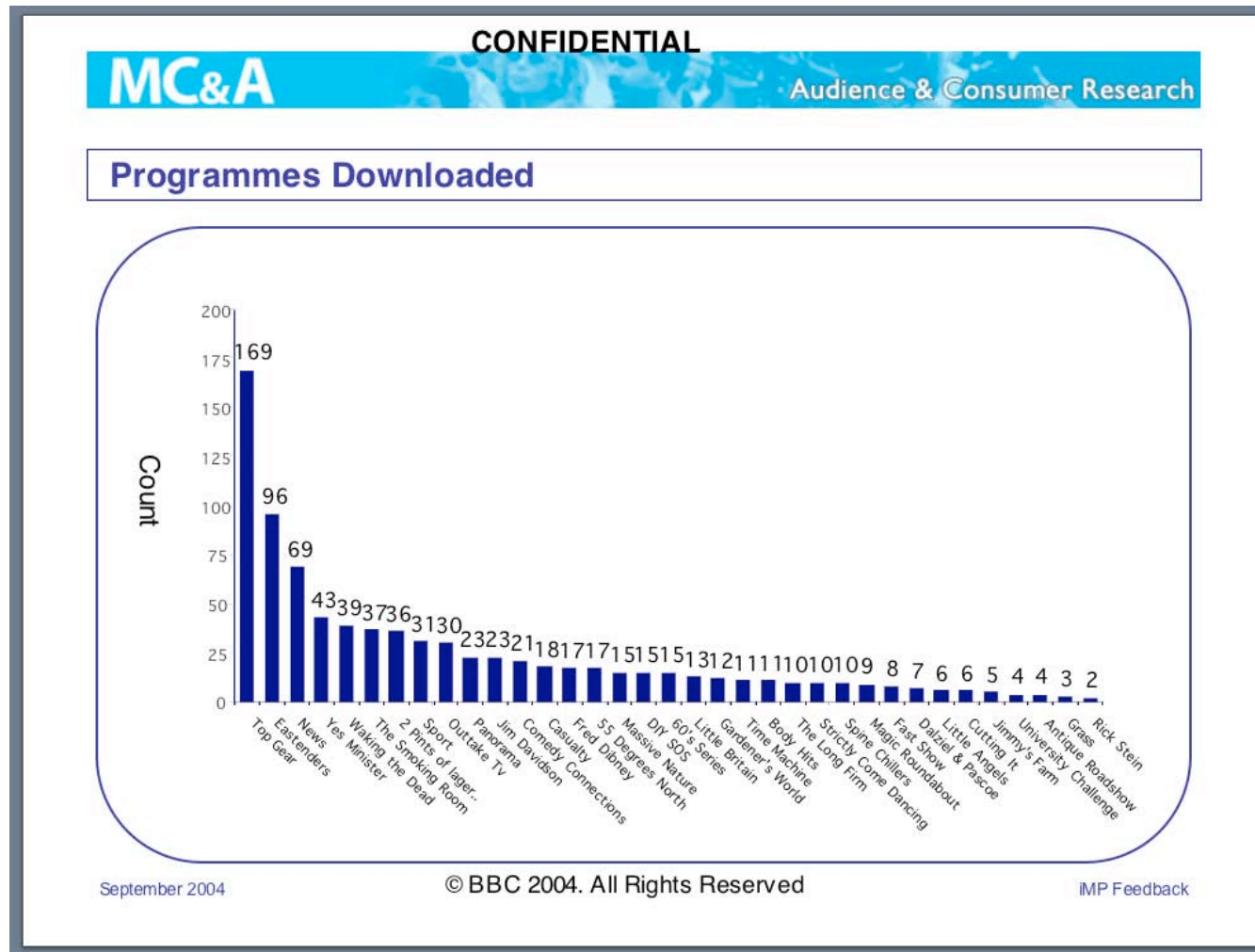
Find out more on 'my' blog www.personalizemedia.com!



FROM HERE TO THE FUTURE

PERSONALISATION AND THE LONG TAIL

The Long Tail moves into the on-demand TV world...confidential BBC IMP



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FROM HERE TO THE FUTURE

BROADBAND VIDEO VIRAL ADVERTISING

- More than 2 million people around the world have viewed the Carlton Draught Big Ad.
- Before the television spot began running on TV, 1 million people had already seen the ad online.
- The Australian TV commercial was originally sent to 4,000 Foster's employees in July.



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VIRAL DISTRIBUTION

- JibJab's online lampoon received 10.4 mill unique hits in July
- More than three times as many visits as did the official campaign sites of the presidential candidates themselves.
- JibJab didn't spend a cent to promote the movie instead, a promotional e-mail sent out to 250,000 registered members of the company's "fan list" set off a tidal wave of Internet buzz



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MOBILE PHONE

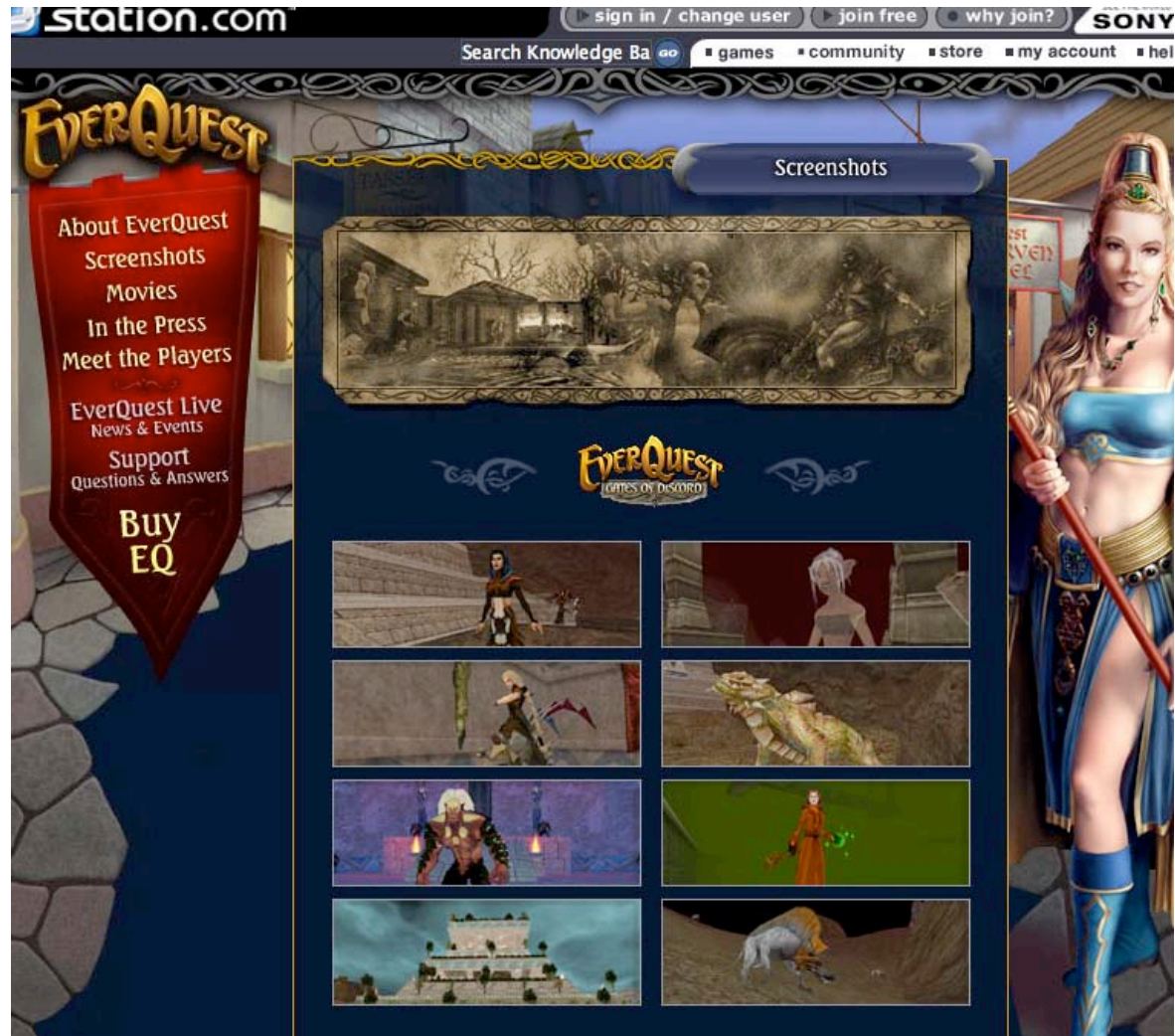
- 815 million handsets were shipped worldwide in 2005. 1 billion in 2007. World total already a 3rd of the planet!
- 3G TV video downloads** starting but not mature market yet but streaming news and sport looks promising
- The a £3 ringtone based on the Axel F theme. The fast-growing UK ringtone market is worth more than £300 million a year
- Targeted ad ringtones. Instead of popular music ring-back tones, PromoTel estimates that replacing music content with advertisements would generate close to USD\$14 billion in revenue for major telecoms like AT&T, Verizon and Sprint.



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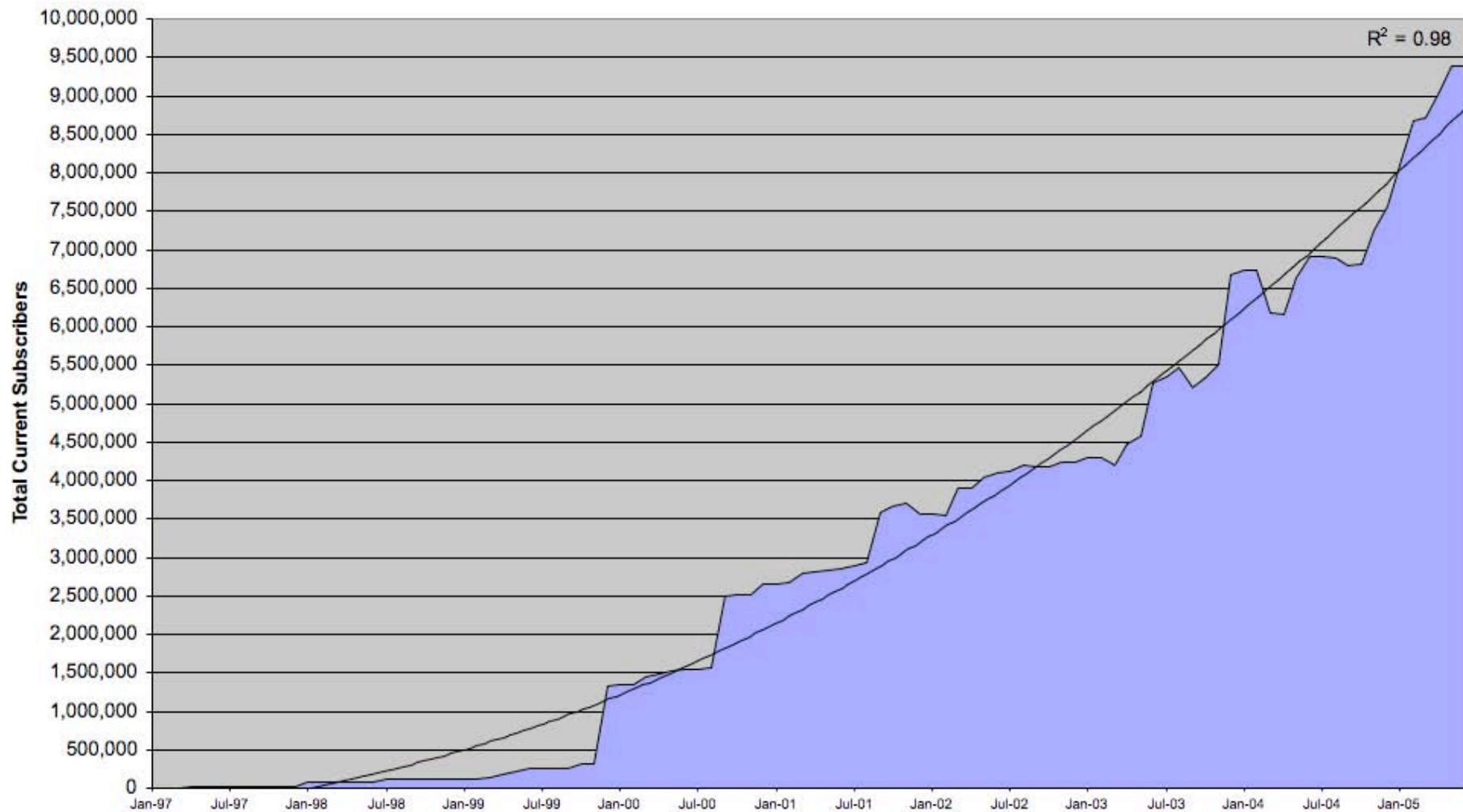
THE RISE OF MMORPGS

- **One** example of emerging biz models
 - MMORPGS are already at \$1bill US in Asia Pacific
 - Already games are bigger than box office at \$10bill US
 - In the next 4 years games will surpass music sales
 - Sales of virtual property inside RPGs at \$100mill US!
- *Mmorpg = massive multiplayer online role player games*



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Total MMOG Active Subscriptions (All MMOGs)



“Broadband, TV & mobile futures - Natural Evolution”

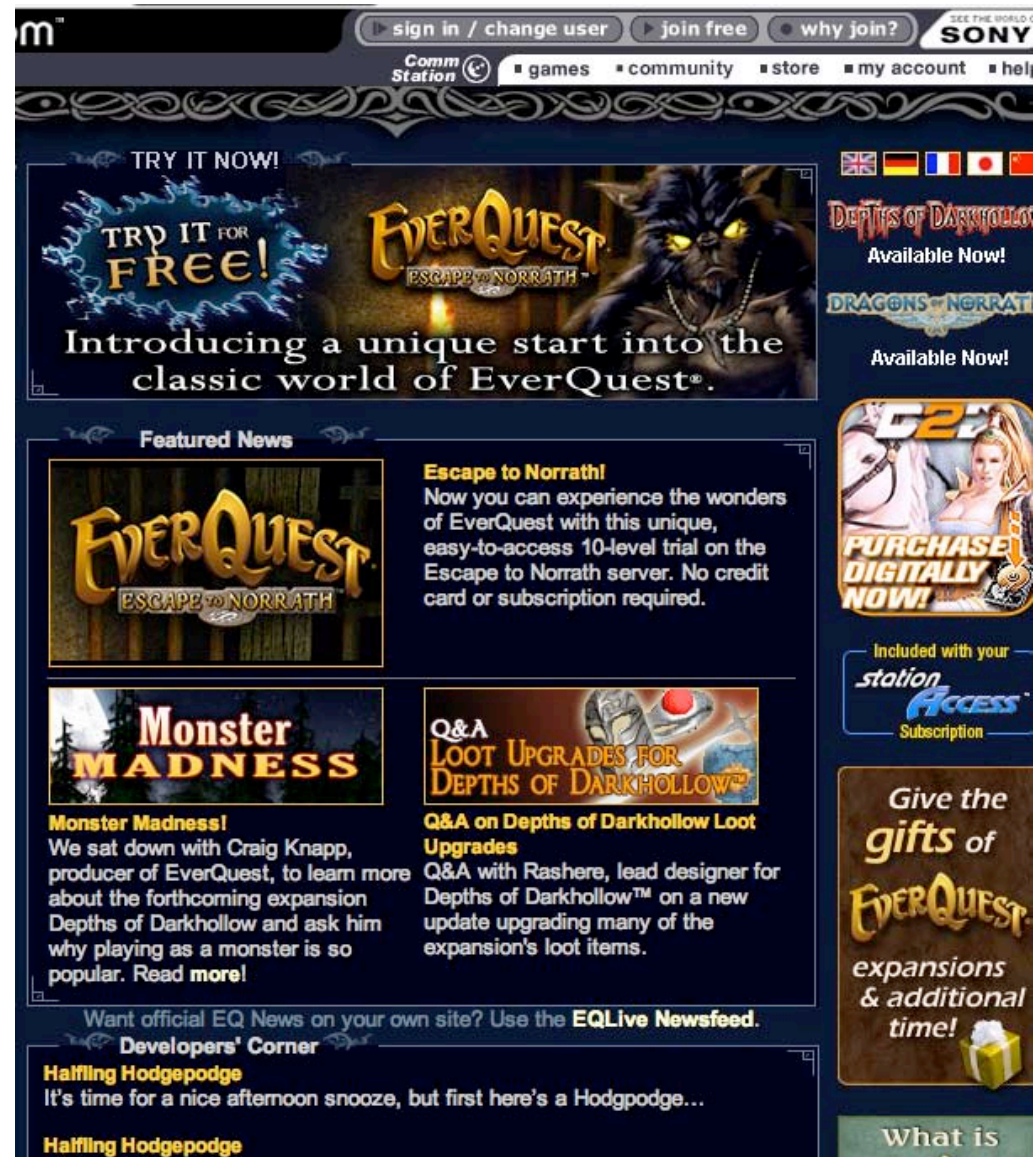
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TRY FOR FREE

On-Line Game Biz Model

- Around 9.5 million hooked players paying \$10US per month
- Total revenue approx. **\$1.2 bill US per year**

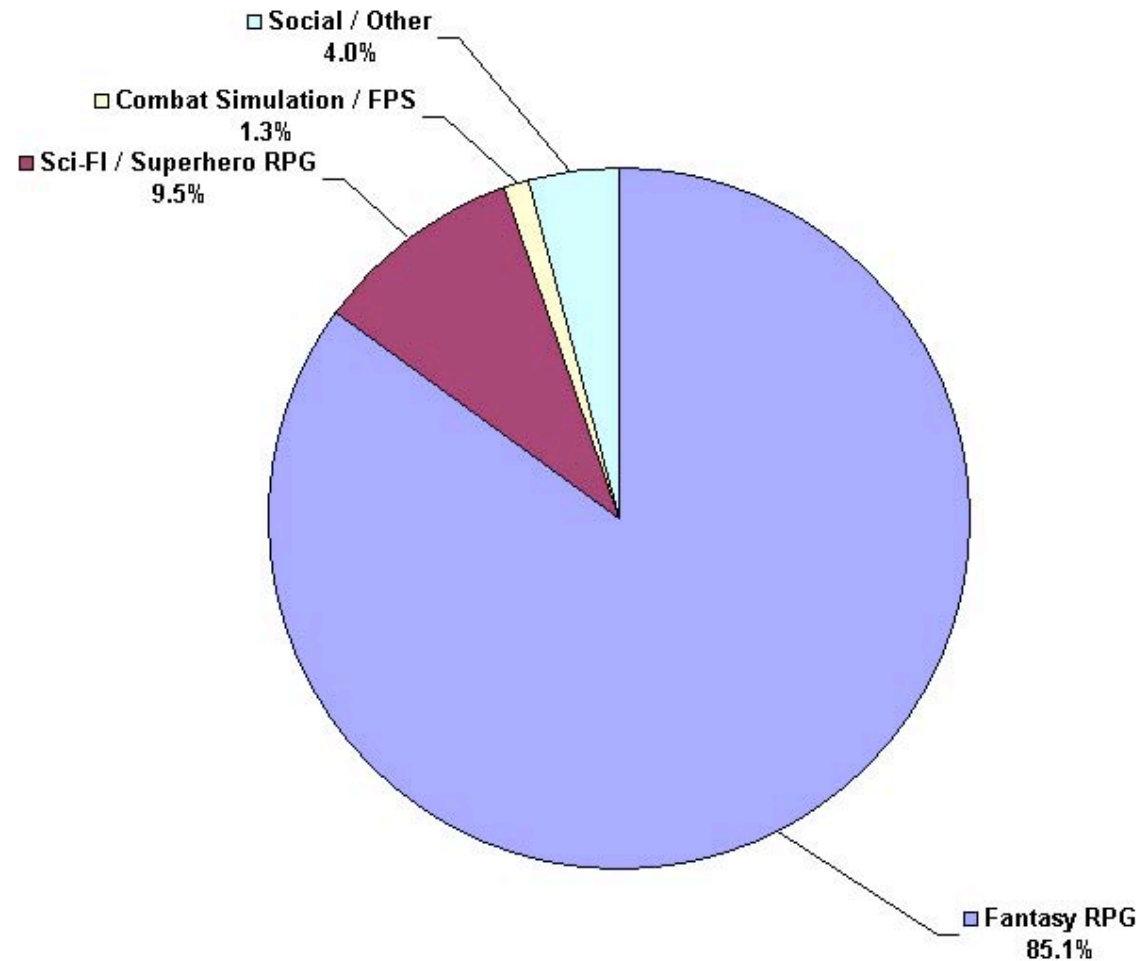


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Market Share By Genre (Excluding Lineage, Lineage II, and Ragnarok Online) - June 2005



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Old ad models

- The average cost of a 30-second spot in “Desperate Housewives” is \$439,499, while the same ad in “Lost” costs buyers \$333,166 - Advertising Age

New ad models & challenges

- Jupiter Media Metrix predicts that UK iTV advertising will represent \$4.4 billion in revenues by end 2005.
- Sky has had a significant amount of success so far with over 280 different interactive campaigns to date that have generated around 1.9m online responses.
- The Multi-modal generation - new users can fit 44hrs of activity into one day
- 30% of all media time is spent exposed to more than one medium at a time
- Cross-media, the new field - Christy Dena's www.cross-mediaentertainment.com

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NEW FORMS OF ADVERTISING - GAMES

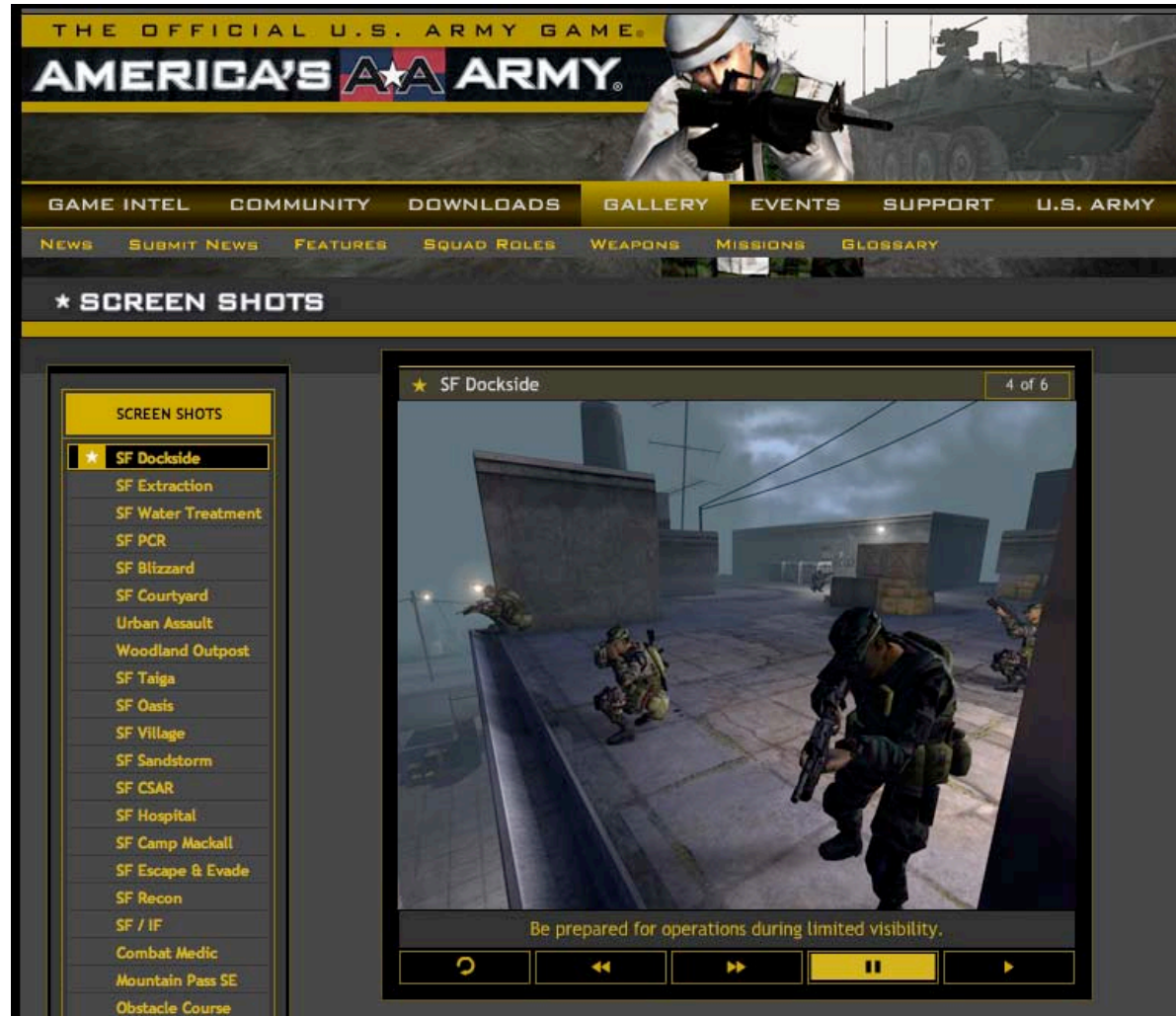


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NEW FORMS OF ADVERTISING - GAMES



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FROM HERE TO THE FUTURE

A few tips for emerging media business and creative development

- Make sure you use specialist partners - let them manage their technical distribution
- Don't give away your emerging media rights
- Keep production values high - even on 2" screens!
- Don't sign exclusivity deals
- Think mass niche markets
- Use each platform for its strength
- Cross-media is not same thing on each platform - think user journeys
- Personalize the service/s
- Use viral & call to actions whenever possible to cross-promote

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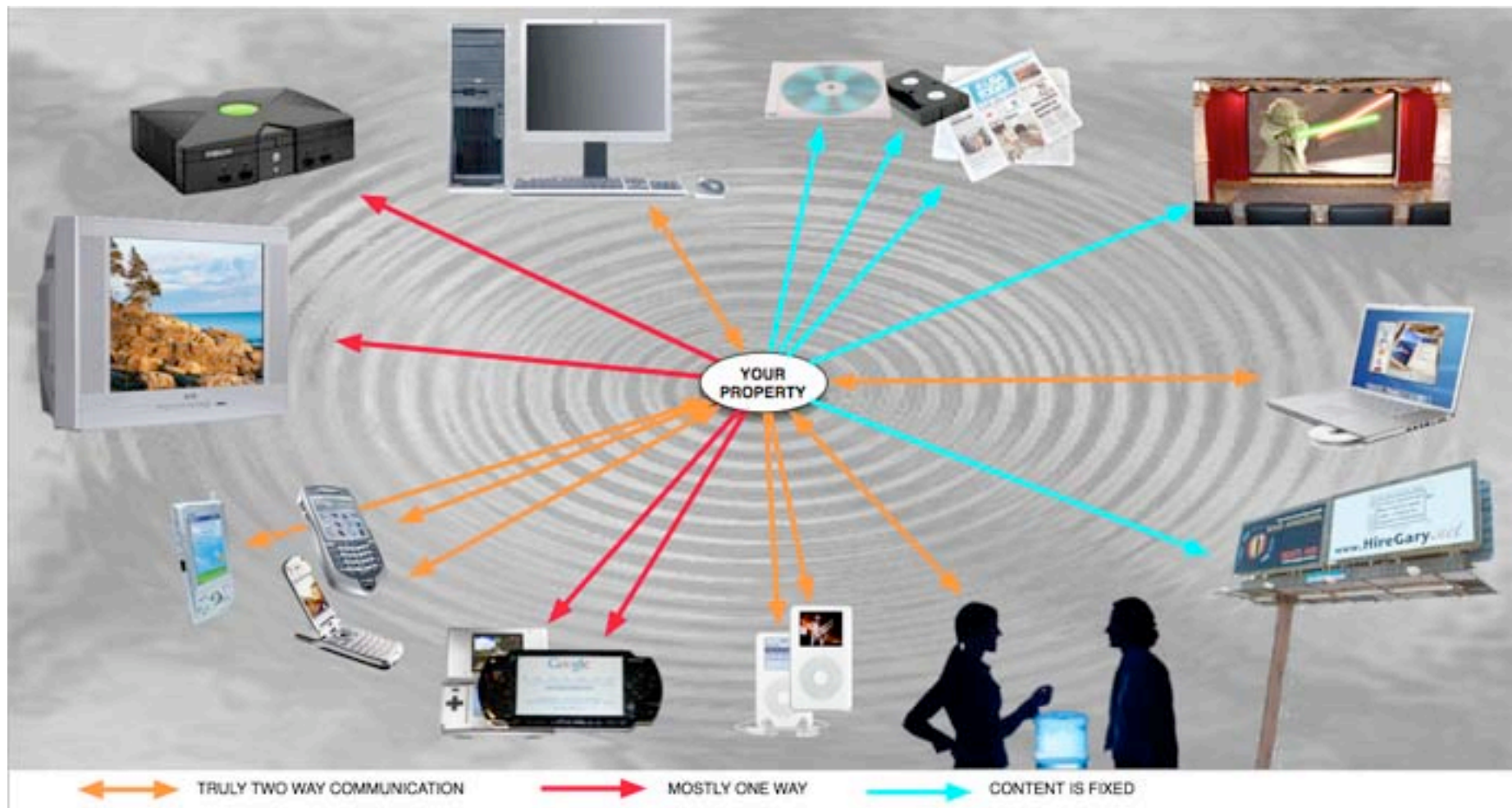


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New Fragmented Markets



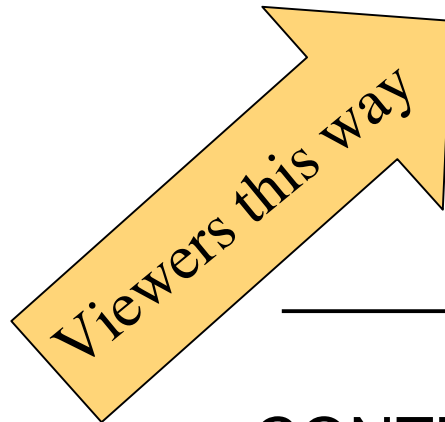
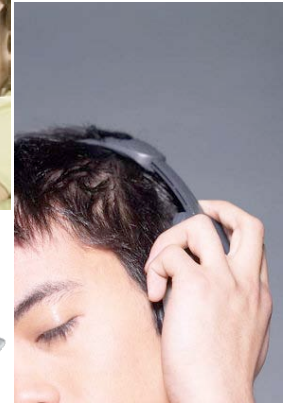
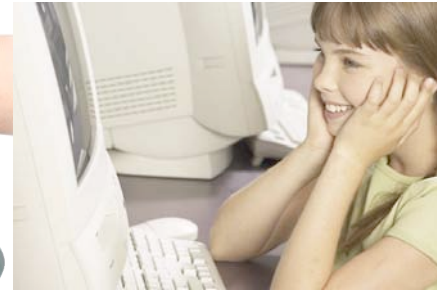
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New Transmedia Audiences

CONTROL & CHOICE
with audience



CONTROL & CHOICE
with broadcaster &
advertiser



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Making prototypes of the future

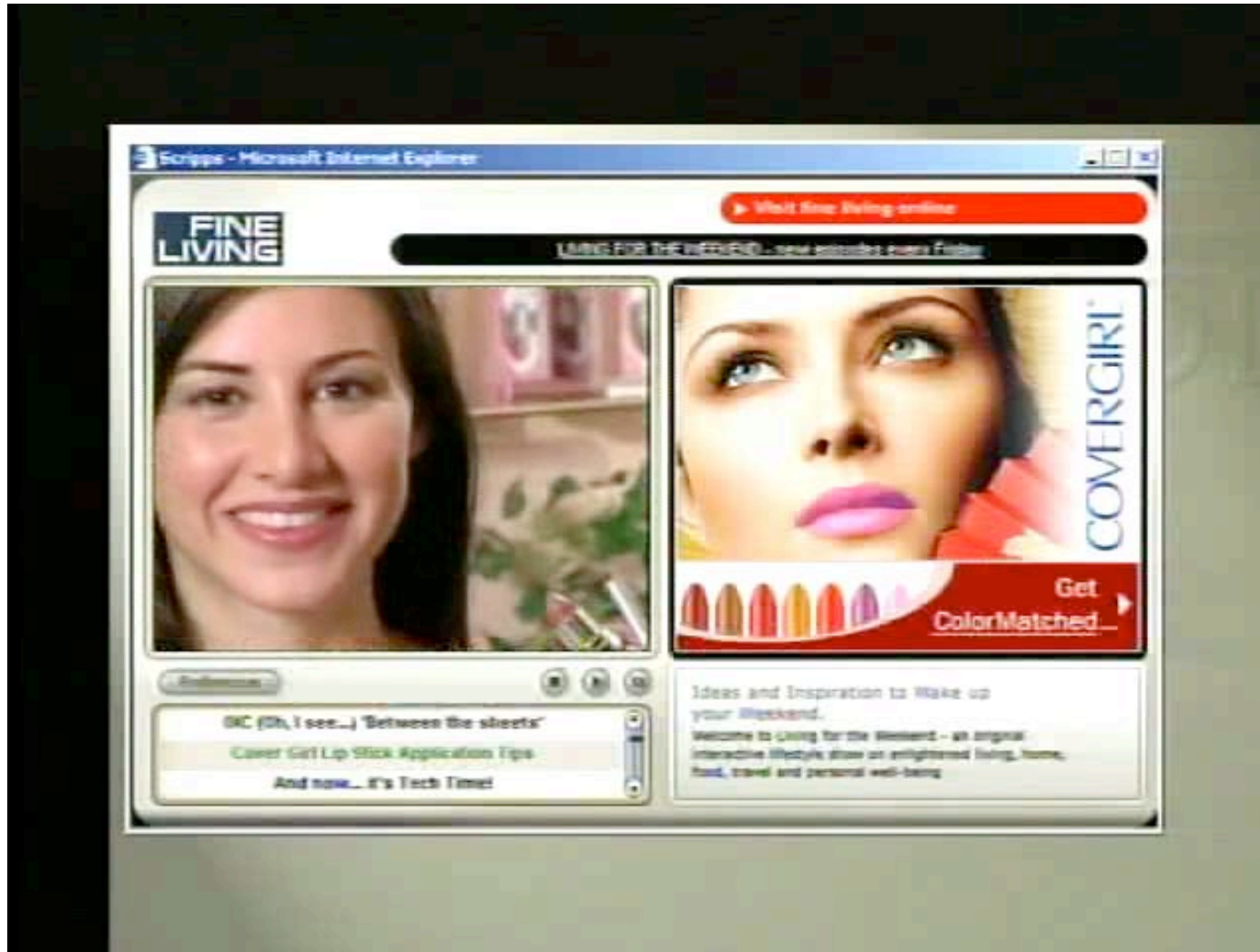


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Making prototypes of the future - example AFI labs 2004



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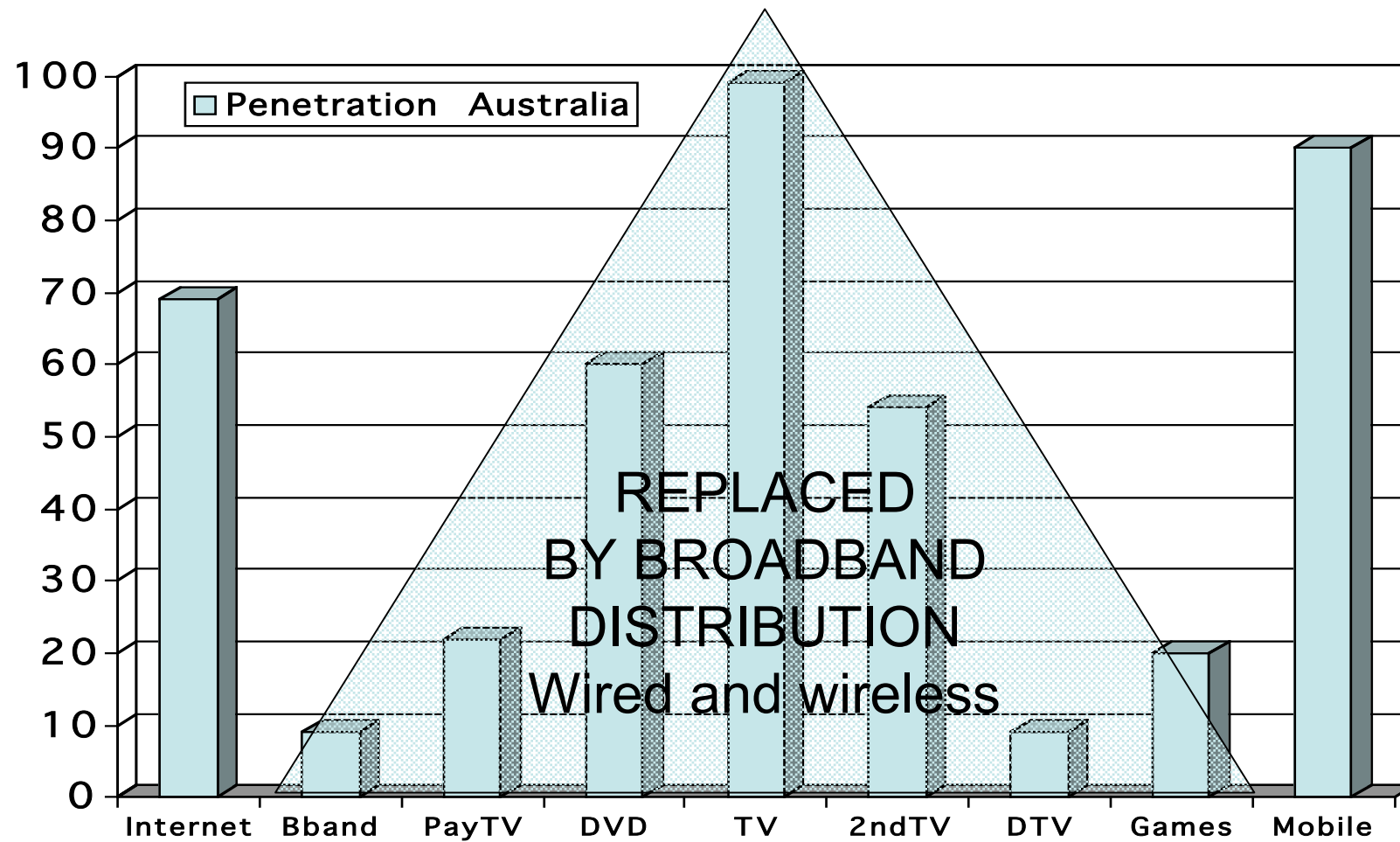
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Mission

- To create a neutral ground for collaboration between creative teams, visiting mentors and the **Australian entertainment industries**
- To **stimulate innovative** digital content creation through incubating innovative projects in partnership with industry
- To develop **cross-media production** skills of high level creative teams through access to world leading professional mentors
- To disseminate **new ideas, research and resources** through on-line networks
- To assist production teams get their projects commissioned through the development of **ground breaking interactive prototypes**
- Develop **formats and IP** aimed at international and local markets
- To encourage **cross disciplinary collaboration** on a diverse range of projects

NEW DISTRIBUTION OPPORTUNITIES



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Residential One - Sponsored by SAFC

- 8 project teams
- 8 mentors
- 20 visiting speakers and observers
- 8 Australian cross-media prototypes in one week

LAMP@AFTRS

OCTOBER 2005

A selection of project snippets from the 1st week residential

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Residential One - Sponsored by SAFC

Lucky to have representatives from 3 teams here today

- Aiden O'Bryan, WBMC (WA) - Perfect Partner Project
- Jennifer Gheradi, Jag Films (WA) - Georgiana Molloy Project
- Tony Forrest, MovieNetwork - Project Greenlight Australia 2

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Residential One - Sponsored by SAFC

Aiden O'Bryan, WBMC
(WA) - Perfect Partner
Project

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PERFECT PARTNER
© WBMC
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Residential One - Sponsored by SAFC

Jennifer Gheradi,
Jag Films (WA) -
Georgiana Molloy
Project

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GEORGIANA MOLLOY
© Jag Films Pty Ltd. 2005

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Residential One - Sponsored by SAFC

Tony Forrest,
MovieNetwork -
Project Greenlight
Australia 2



THE WORLD IN 2015

GARY'S PREDICTIONS 2015 - the cycle continues

- TV/Radio/web merge into being just 'stuff' from a range of content pipes. TV and radio as a term disappears from young peoples vocabulary
- UGC - good story tellers become popular, bad story tellers do not - everyone on the planet can tell their stories to the world
- Wireless broadband (WiMax) is your main distribution source to homes and people on the move (oz)
- The converged device is your total personal storage requirements (ITB+), communications and av capture in one - you carry all your pro and personal av with you everywhere, it docks to your large home screen
- RFID devices delivers locative personalization - the mobile device becomes your augmented reality shop window to physical product and media
- Personalized content from many providers uses your one profile - content is targeted at you and you give permission because it becomes highly relevant



THAT'S ALL FOLKS!

Thank you and good morning!

**gary.hayes@aftrs.edu.au or
mail@garyhayes.tv**

