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**ATUG FUTURE FORUM #3
INFRASTRUCTURE,
INNOVATION & INVESTMENT**

CONTENT PERSPECTIVE

General Trends

- Demand for content that is ubiquitous, mobile, platform agnostic, on demand
- Industrial vs Networked Age – *The Wealth of Networks*
- Content includes entertainment, information, business applications and data
- Search for the silver bullet – monetisation of content

Industrial Age	Networked Age
Physical production	Information production
Central hubs/offices	Disbursement of workforce/mobile
Centralised/one to many	Decentralised/ one to one
Relationships with places	Relationships with people

Content Trends

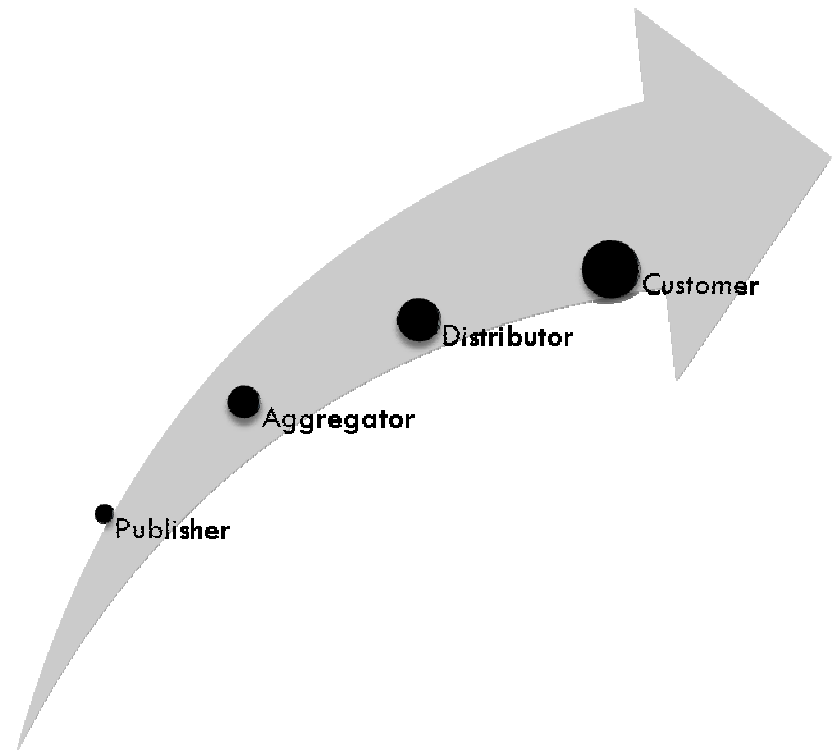
- Web 2.0 technologies – Mc Kinsey Global Survey
 - User driven online services, BB dependent – blogs, wikis, web services, RSS, social networking sites
 - Web 2.0 technology encourages efficiencies via automation & networking
 - Primary uses for communicating with clients and and for collaboration/collective intelligence internally
 - Must haves of the near future
 - Westpac example

Content Trends cont.

- Users
 - Range of content needs from premium >UGC
 - Range of roles from consumer>communciator>publisher
 - Control is key re payment, ads, privacy, global vs local
- Owners
 - Who controls the choice: Walled gardens vs selection and delivery technology
 - Changing attitudes of some owners/creators to distribution models – free downloads, creative commons licences
 - Need to monetise content and to receive equitable remuneration to encourage production of more content

Business models

- **Players - who is doing what**
 - Content owners/publishers: own or provide content for websites
 - Aggregators: collect user relationship via portals, search engines, content aggregators, social networking sites, individuals via RSS?
 - Distributors/platform providers: carriers/ISPs
 - Who owns the customer and who are the new intermediaries?



Business models cont.

- **Business models**
 - Strategic partnerships – to reach consumers/address market fragmentation
 - Acquisitions – to supplement enterprise model
 - Licensing – direct from owners to consumers, syndication locally of successful models
 - Tools - Digital rights management (rights management, copy protection, enforcement), encryption, geofiltration, TPM

- **Pricing strategies – many variants on 4 basic models**
 - Ad driven incl behavioural targeting
 - Subscription
 - Pay per use
 - Licensing

Future business challenges

- Monetising content and protection of content
 - Movies and music - what is the best model
 - How much for free? Consumer focus vs owner/creator
 - Copyright protection vs creative commons
- Net neutrality
 - No difference in bb costs/speed for different types of content or users
 - Legislative mandate?
 - Tiered costing model - Pros and cons?

Future business challenges cont.

- Access to content as a competition issue?
- Governance framework
 - ▣ Light touch allows business models to emerge
 - ▣ Distribution and delivery mechanisms can be regulated by existing laws
 - ▣ Challenges due to global nature of Internet

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