

多網整合,無縫娛樂新體驗

數位多媒體設備

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Agenda

- › Fragmented Market
- › Multiplatform Viewing
- › React challenge and seek opportunity

FRAGMENTED MARKET

Why TV is so different

Understanding media: The extensions of man-- -McLuhan

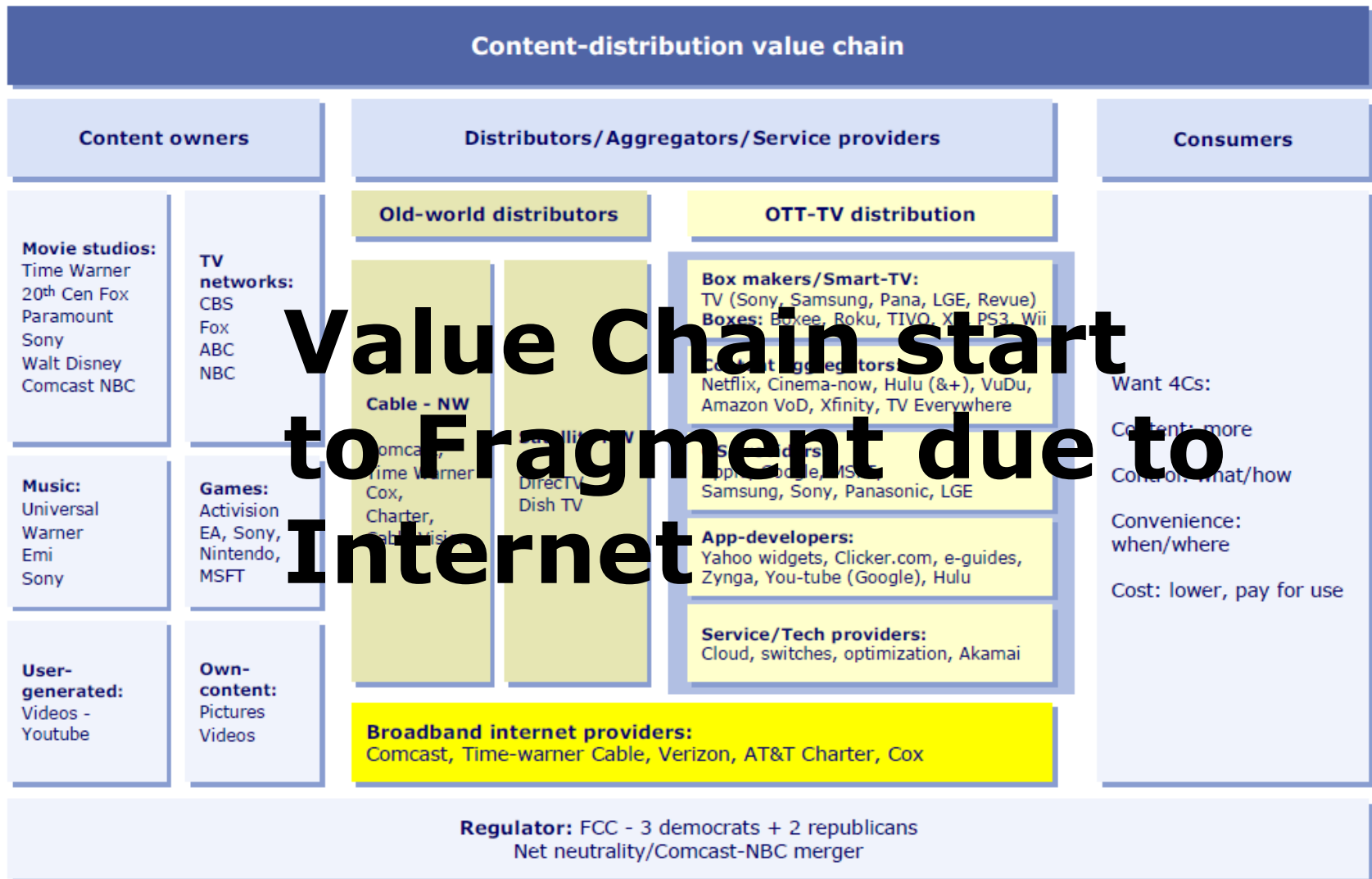


Cold Media



Hot Media

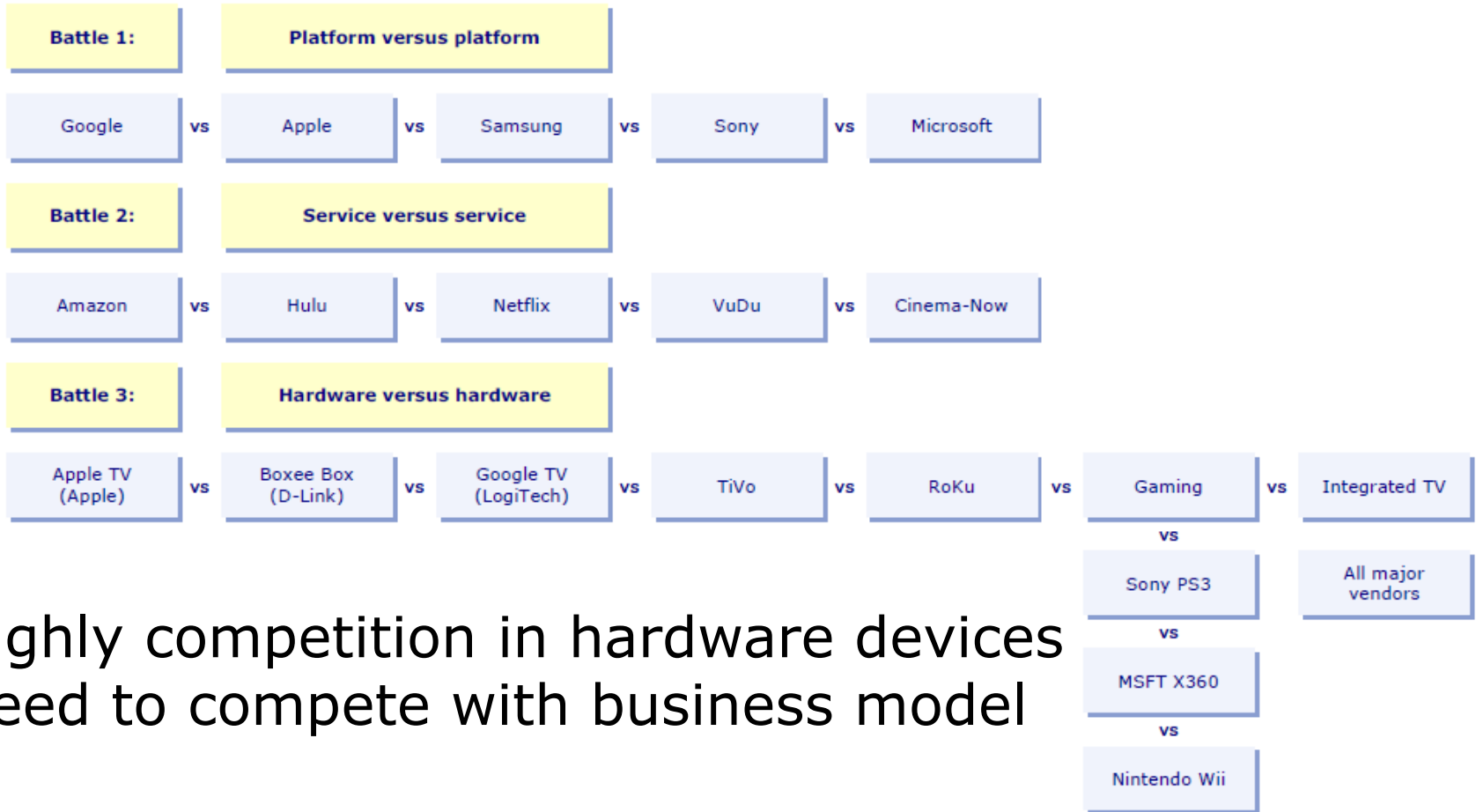
New Content Distribution Chain



Value Chain start to Fragment due to Internet

Competition in different segments

Three battles - different pugilists, same victims



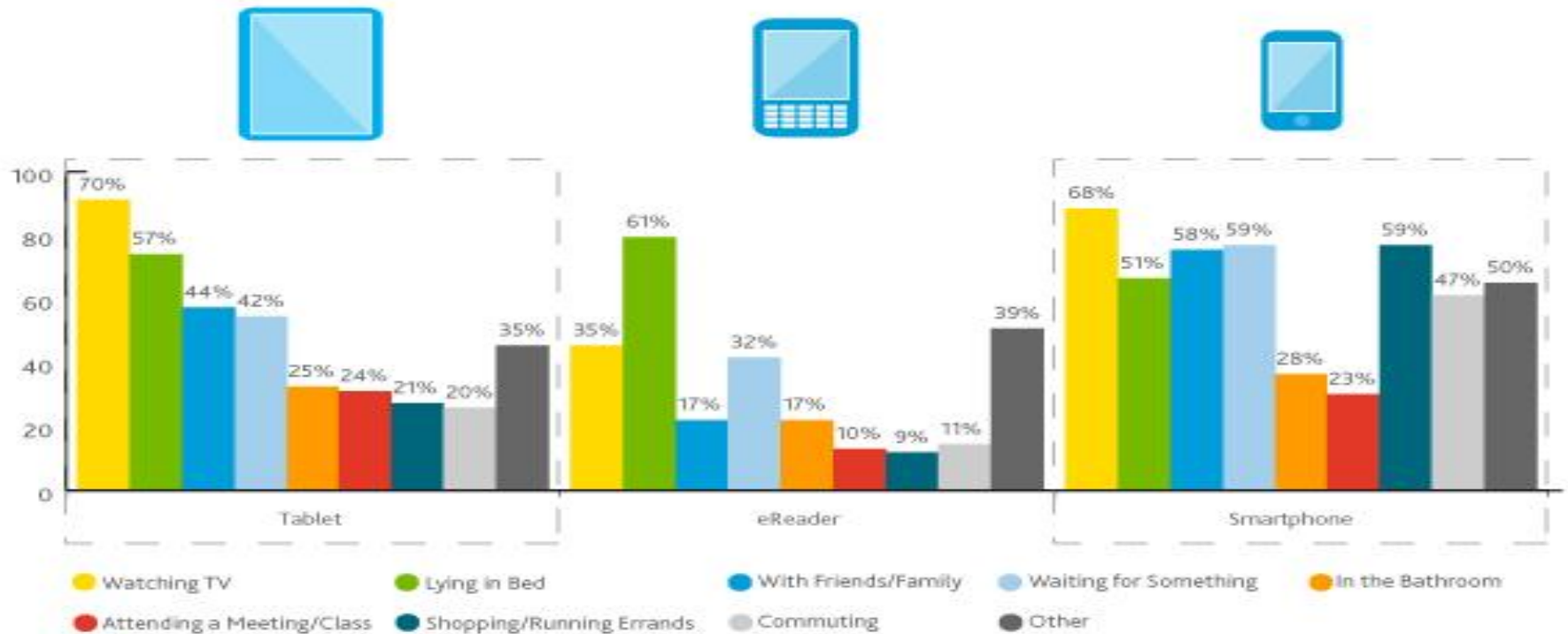
Highly competition in hardware devices
Need to compete with business model

MUTLIPLATFORM VIEWING

Change of Customer Behavior

US Connected Devices: Situational Usage

Situations Device Used



Source: Q1 2011 Mobile Connected Device Report.

nielsen

AT&T Multiplatform Services



- Remote Access only for TV shows and DVR service
 - schedule a recording online or by your smartphone¹
 - manage a recordings by smartphone
 - Navigate the U-verse TV Guide
 - Download shows available to mobile phone for viewing on the go
- Additional services only available on TV
 - Video on Demand
 - U-bar for U-verse – to deliver personalized weather, sports, stock and traffic highlights, etc.
 - Media share & photo – to access the photos and music files on PC from TV



¹ Include iPhone®, iPad®, Android Devices, Blackberry, and Windows 7 Devices
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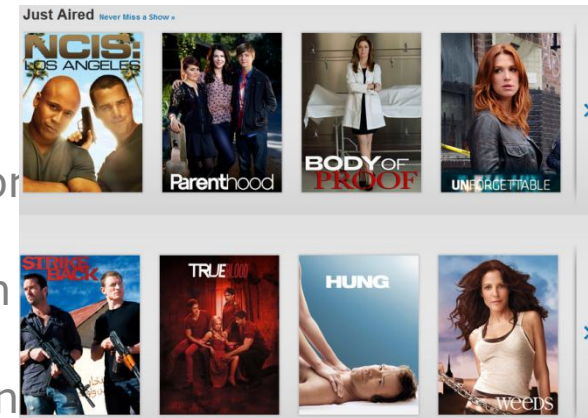
Comcast Multiplatform Services

› On Demand On-The-Go

- Enjoy your favorite on-demand programs, online
- Watch the on-demand choices of HBO®, STARZ®, or SHOWTIME®, if you're their subscribers
- Watch on-demand programs with Xfinity TV App on iPad®
- Remote control to search on demand TV listings, and to schedule DVR service by iPhone®, iPad®, Android Devices, even when you're away from home

› More Contents¹ are now served...

- Hispanic Film Festival movies
- Award-winning Spanish-Language movies
- Contents that highlight the best of Latin Culture



¹ Refer to the Appendix for the reference of some research of the behavior Hispanic on TV watching

Upcoming

9/13引用工商時報-中華電信表示, MOD第二平台是多螢一雲的平台, 透過此平台將可以在暨有的影音多媒體互動服務外, 還有視訊電話的功能。MOD也不再侷限於只能以電視機收看頻道節目, 未來擴大提供電腦、智慧手機甚至MID多媒體裝置等不同的裝置和平台, 影音互動服務。

AMSTERDAM -- Today at the IBC 2011 conference in Amsterdam, the new **UPC TV** Everywhere website and mobile application, designed and developed by Empathy Lab (www.empathylab.com) was unveiled. This exciting new product was announced and demonstrated by Mike Fries, CEO of Liberty Global, UPC's parent company, in IBC's keynote forum - "Cable and Satellite: Future Directions in a Hybrid World".

Brazilian cable TV operator TVA has announced it will launch a TV Everywhere service later this year, according to the director for technology and innovation at TVA/Telefonica, Virgilio Amaral. He said the product already exists and is being tested, but is going through a phase of definition and maturation. Amaral added that TVA is working on a model that competes with over-the-top (OTT) broadcasting.

Fox Latin American Channels (FLAC) presented its FoxHits.com online TV platform, which will offer contents of its portfolio channels and basic channels of Moviecity Group. The model is similar to that deployed by the portal Moviecity Play in Latin America, that is, it will work jointly with pay-TV operators, although no partner has been confirmed yet. Akamai will be the platform provider for this initiative.

Finding

- › On-The-Go service is getting popular
 - US service providers widely offer On-The-Go service, since mobile devices are getting popular and the bandwidth is increasing
- › More and more services are available on mobile platform
 - Access to TV guide
 - Schedule a recording
 - Manage the recording programs
 - Watch on-demand programs
- › More and more contents are served via on-the-go service
 - Hispanic movies and Spanish-language movies are served
 - More and more contents that highlight the best Latin Culture are served

REACT CHALLENGE & SEEK OPPORTUNITY

Second-screen

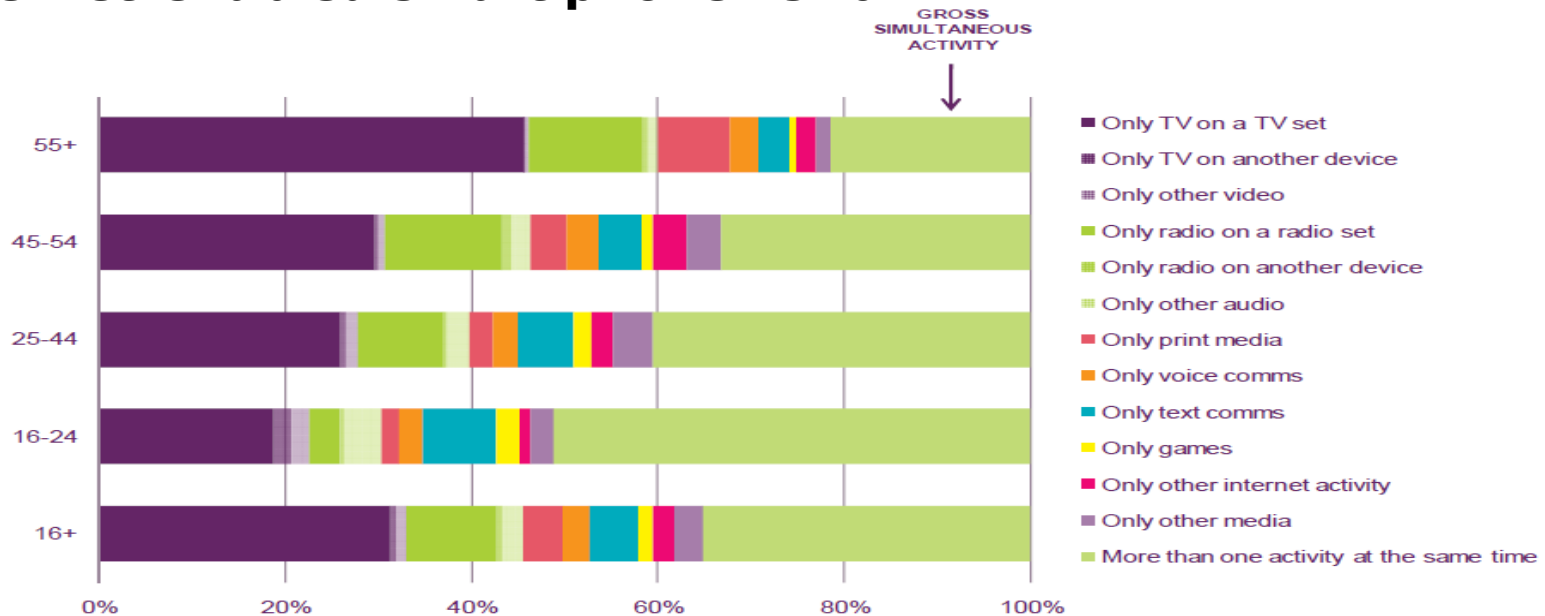
A September 2010 survey conducted in UK by Intel Fund, 45% of individuals use social networking services to discuss a programme while it is being shown

Second-screen devices used when viewing TV

laptop 57%

desktop computer 23%

internet-enabled smart phone 19%



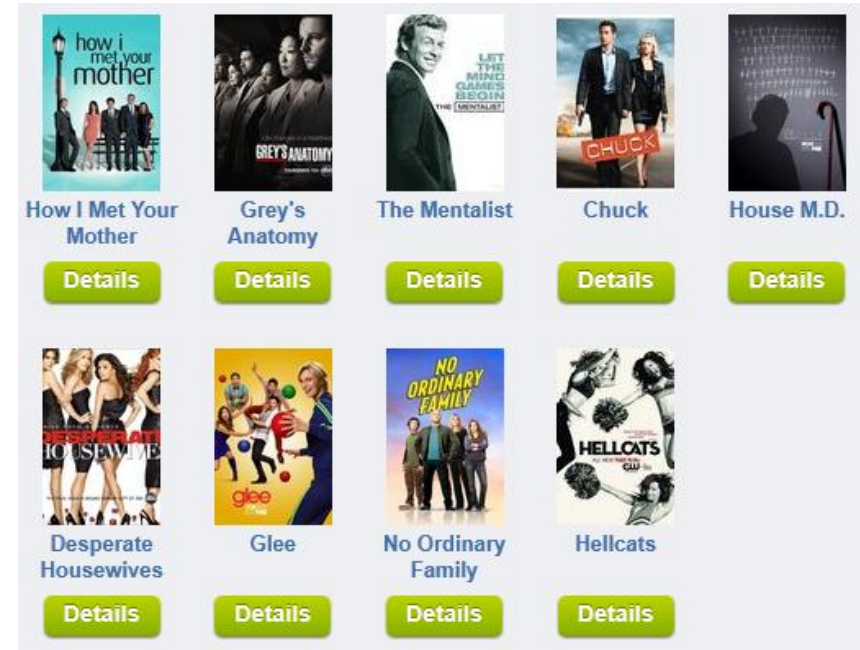
IntoNow



- › An app that provide...
 - identify & share
 - share with your friends on Twitter or Facebook
 - full episode and cast info
 - 1-click access to IMDb, iTunes, and Netflix
- › What's special...
 - SoundPrint, a patented sound-recognition tech. that hears and recognizes what you're watching

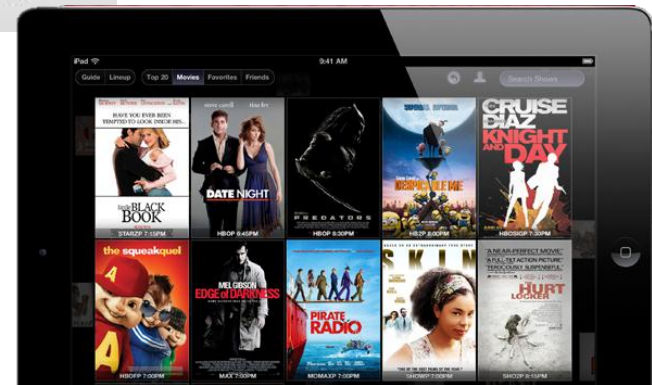


- › A social community...
 - to share your comments of a show
 - to discuss cool episode with other social peers
 - to follow the hottest episode discussion
- › What's special...
 - Connect Miso with Facebook and Twitter
 - Available on iPhone, iPad, and Android
 - Use "points" and "badges" to encourage user check-in and shared events to earn fun points and budes



Yap.TV

- › A social TV guide that...
 - see what other fans are saying about your favorite shows
 - see what your friends are watching
 - surfing a picture-based TV show for new content
- › What's special...
 - Use "poll" activity to encourage users to participate discussions
 - Provide private "Live chat" rooms for private group discussions



- › An app that shows you...
 - Things your friends are interested in, including shows, movies, music, books, games, sports, topics and more
 - See what your friends are watching, reading, listening to
- › What's special...
 - Not only discussing about TV shows, but movies, books, music, and games as well
 - User can surf via web site for mobile phones by general mobile phones
 - Get suggestions based on user's taste
 - Earn rewards, including virtual online prizes and real stickers



Finding

› Social TV apps are...

- **Apps on mobile devices**

- Users are inclined to use these Apps while they are watching TV shows

- **Easy to share**

- IntoNow uses SoundPrint tech. that user can share by using only one button
- Miso, Tunerfish, GetGlue use check-in mechanism

- **Focus on TV shows and episodes**

- Encouraging discussions on TV shows and episodes, rather than old movies

- **Integrating with popular social site**

- Integrating with the most often used social communities, Facebook and Twitter

- **Encourage mechanism**

- Utilizing virtual prizes to encourage the discussion
- Miso, Tunerfish, GetGlue adopt this mechanism



Social and smart gadgets really make TV more "Cool"

<http://www.engadget.com/2011/10/19/u-verse-tv-gets-social-with-help-from-miso-tv-foundry-wayvin-a/>

Content is King and Context is Key