



Tomorrow's ostriches sometimes look like eagles  
today



EGYÜTT. VELED

# Old-style birds with new feather?

## Megatrends in content consumption

### Megatrends

It is entertainment

On the go life style

Dual consumption

Content overloaded market

Moving from real to virtual World

E-education & claims of Y/Z gen



### Impacts

Effortless, simple solutions are the best. Aggregated content remains the king.

Content consumption takes place online, multiscreen service is a must = AAA  
(Anything, Anytime, Anywhere)

Beside classic distribution multiscreen availability and add-on services (like 2nd screen)  
together are more important than ever before.

Searching and recommendation is the basis of the consumer demand, 360 degree  
presence of content is essential.

Gathering, sharing information in social network is in focus, besides online personalized  
entertainment experience is being valorized.

Digital education is a must but in parallel service providers have to research the user  
behavior of x/z gen & digital natives to make sure that digitally educated consumers are  
able to find their expected services.



# Eagles, ostriches or simple birds?



10 years ago

Nowadays



Content



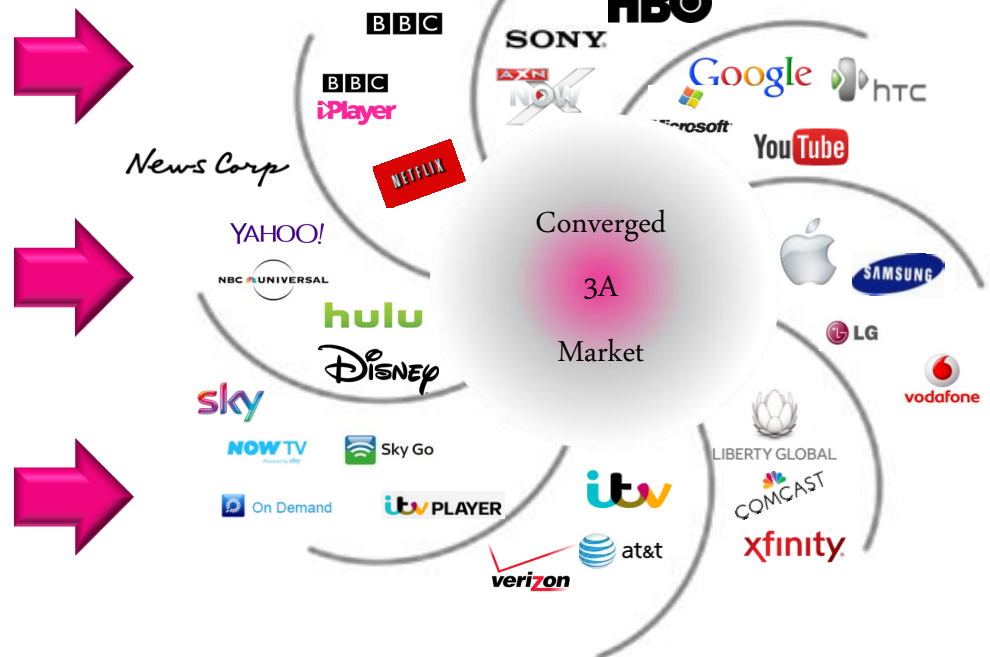
Internet



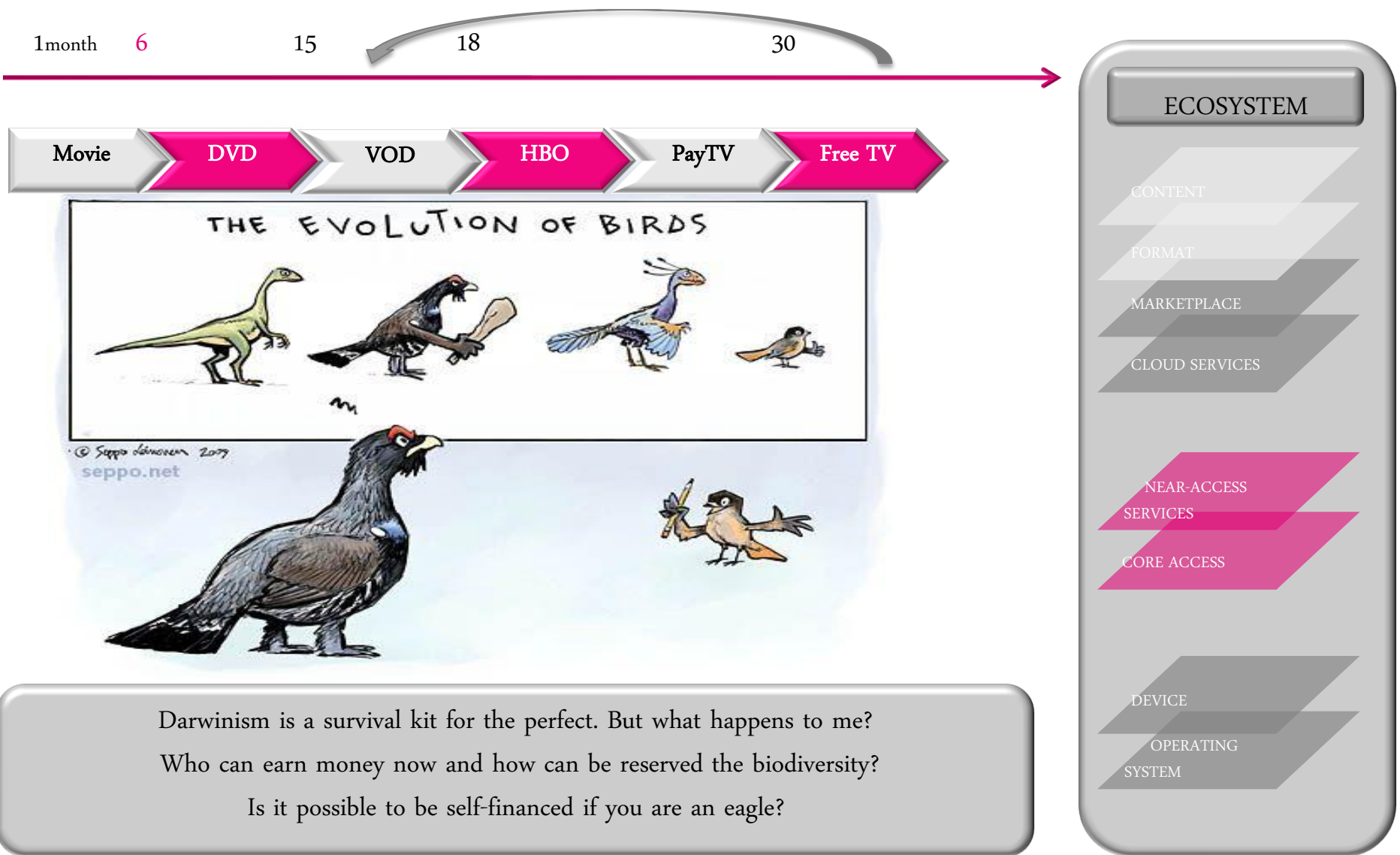
Cable Distribution/Telco



Hardware



# From the ornitologist's point of view



# are Birds changing now or not?

New type/appearance of customer demand:

Anywhere, anytime and nearly anything or at least I want to feel it!

On demand or recommendation based method will be successful?



It seems that you are not only a viewer but a participant. Active eagles are more interesting than the boring ostriches. Is it true?

Ostriches and eagles are friends again!



Complex interactive service:  
linear and non-linear with  
some social and personal  
features:  
TVGO



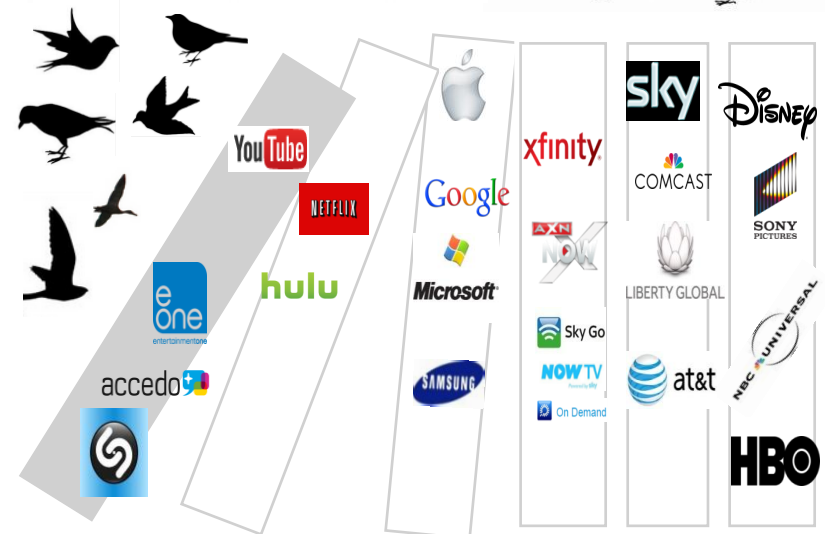
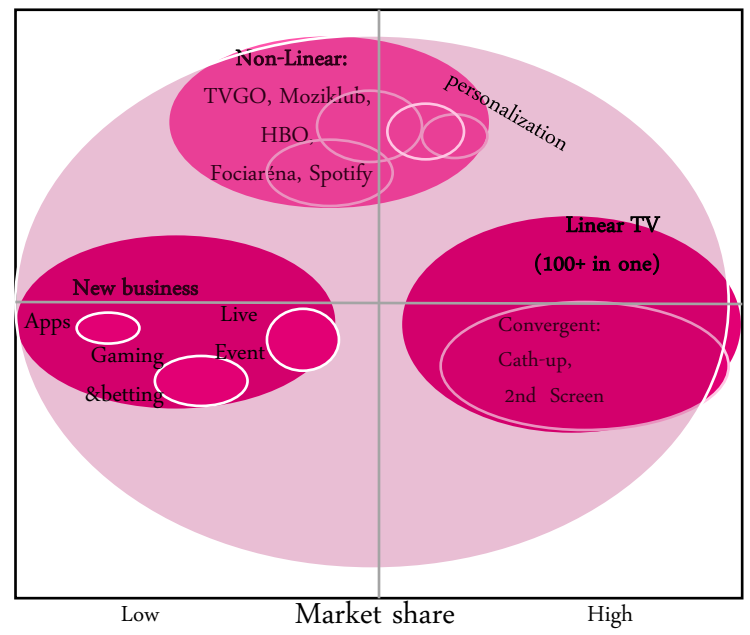
camp survivors for all kind of birds



Market potential

High

Low



Lengthens life cycle of linear is the ground floor for profitability , Alliance and 3A content business for ensuring content for it.

Inevitable ostrich means network exploitation & utilization, integrated content product portfolio strengthen with cool factors through unique content solutions.

Step into a new World of consumers personal engagement & involvement via personalization.

Designed to next generation ties us to future-proof/viable business with new business content.



**T** hank you!