

# Opportunities Offered by Converged Media Platforms

*Limassol, 25 October 2012*

# ACT Members



MTV MEDIA



MEDIASET *españa.*




VIACOM




PROPLUS



# Questions for this panel

- 
- Current business models in the converged environment
  - Trends and future developments in terms of revenues
  - Consumer take-up? What works in terms of business models?
  - Where do you see new business opportunities that can be implemented
  - What could be the next major game changer in the future?

# Main Trends

- 
- Diversification of Revenue Base (beyond spot advertising);
  - Connected TV an opportunity rather than a threat;
  - Data abundant but contradictory
  - TV and Online (of which connected TV is one version) can be complementary...
  - ...also in smaller EU markets



# TV is driving Online – Online is driving TV

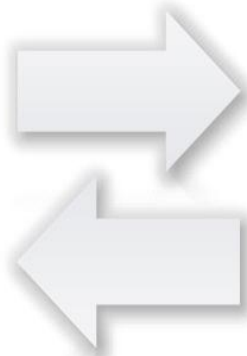
## TV show

Inserts and show hosts trigger show-related online activity



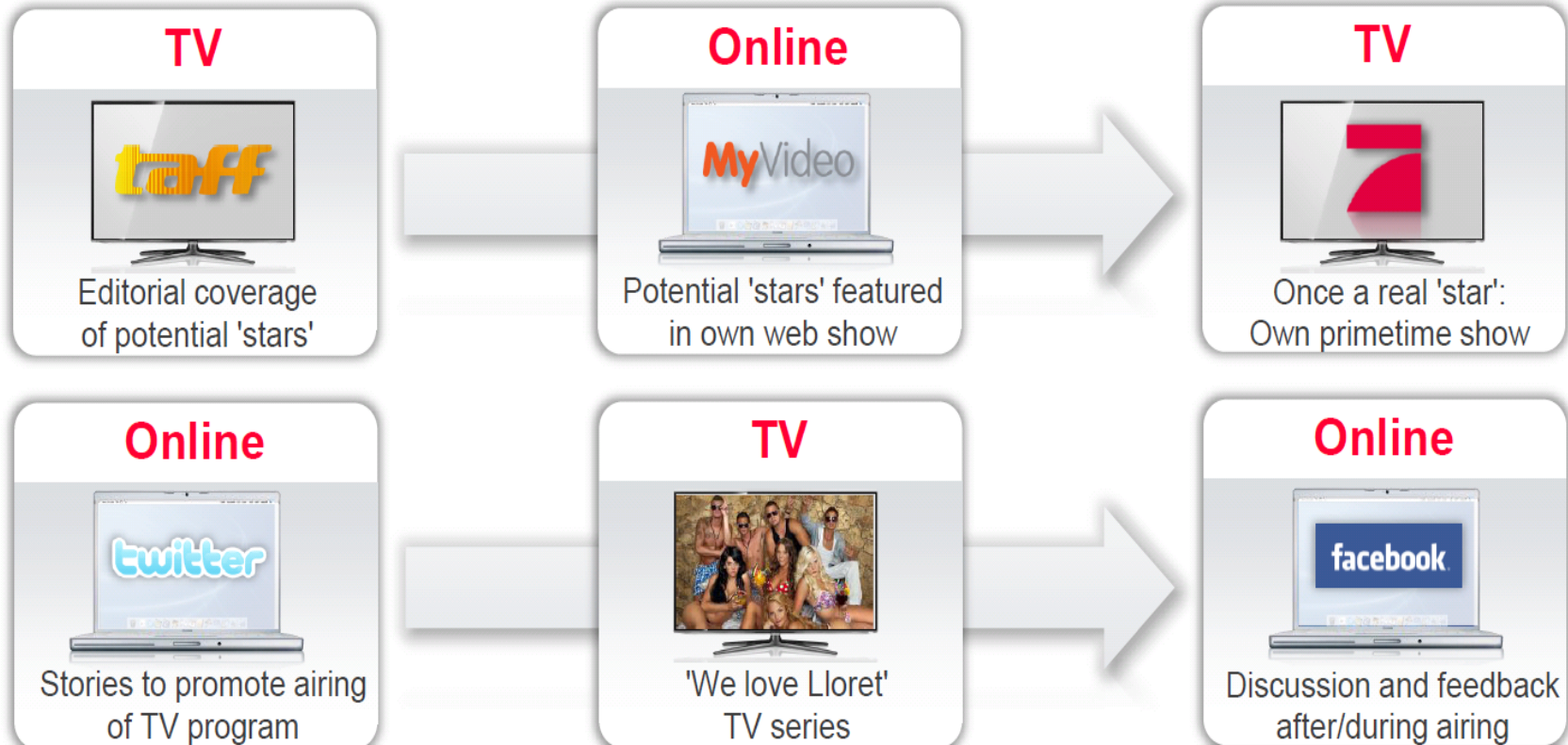
## Online & Mobile

Social media and apps trigger TV consumption and enrich experience



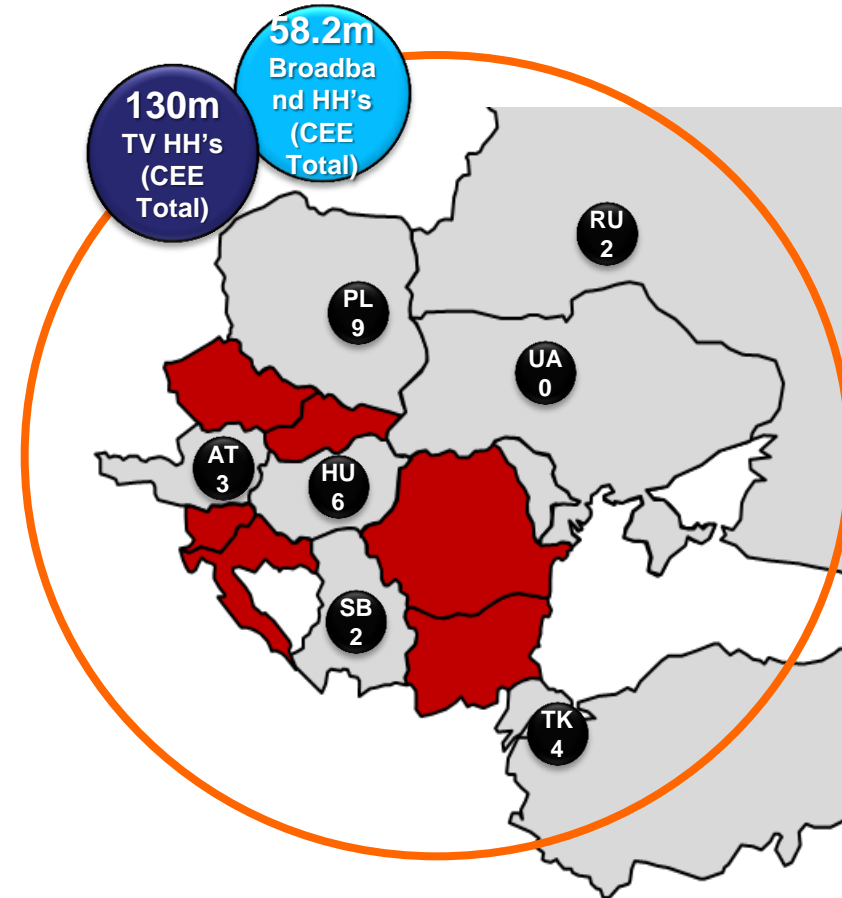


# We use our content and reach to stimulate TV and online usage




# What is Voyo?

- VOYO is the online entertainment distribution platform of CME and is becoming the market leader in the CEE
- Voyo offers 2 types of Video-on-Demand: subscription and transactional
- Voyo is now available on PC, tablets & smart phones, connected TVs
- Voyo offers over 1,000 titles in Czech Rep and Slovakia; will reach elsewhere same milestone



● Number of existing VOD Providers in the Country

# Overall conclusion

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- Need for all players (broadcasters, advertisers, producers, platform operators, rightsholders, distributors) to anticipate change, to re-examine everything we do and to plan for various scenarios
  - This also should apply to regulators...



# Optimistic vision of the future



Consumers continue to have an increasing choice between a growing number of services, some broadcast-based, some internet-native, differentiating themselves via competing models of reinvestment of revenues in new original content



# Thank you! Questions?

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