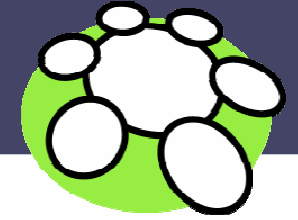


# Avinity

*“Beyond Broadcast”*

*Internet op de Buis*

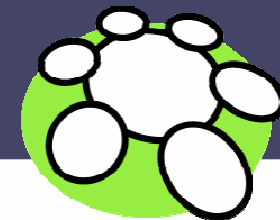
# Summary



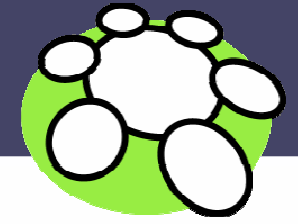
Trend: Consumer Electronics Devices Connect to the Internet

Opportunity: Stream Content direct to TV

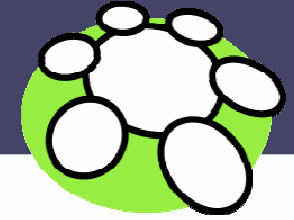
Challenges: User Experience & Navigation



# Open Standardization & Products



# “Internet TV” is a killer application



Streaming of TV Content is revolutionizing media business models

Augments traditional DVB and DVD distribution  
broadcast capacity is scarce, physical distribution burdensome

DVR threatens ad revenues, piracy threatens DVD sales

Compete on **Ease of use, Choice**

no downloads or scheduled recording required

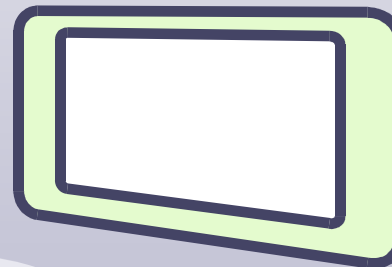
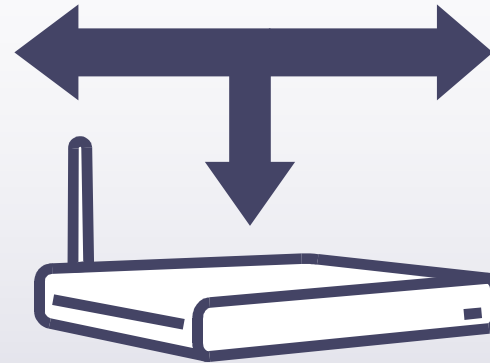
Traditional Media companies are well positioned

Best infrastructures, content archives, brand names

...but lots of opportunities for new entrants

# of options for consumer explodes

# Opportunity: Content direct to TV



Live or on-demand,  
niche, long-tail

User generated content

New content providers,  
many-to-many

Advertisements,  
Subscriptions,  
Pay-per-View

# NL is a great pioneering market



Highest penetration of broadband (only behind S-Korea)

- 60% of households have broadband access (2006)

Broadband is *really* broadband

- Average download speed is 3 Mbit/s effective (Jan 2006)

Advanced Streaming Infrastructures

- Centralized and distributed, peering at AMS-IX and NL-IX

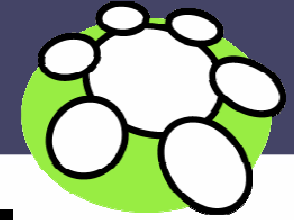
Media Landscape is very competitive/dynamic

- Several national broadcasting groups
- New entrants: publishers, video blogging, etc

Long heritage of innovative content

- Acclaimed TV production companies

# Challenge: Experience, Navigation



From dozens of TV channels to  
thousands of on-demand items

Search, Personalisation

Metadata, Tagging

Cannot surf regular websites on TV

10 foot experience

Remote Control (not  
keyboard+mouse!)

Publishing video links

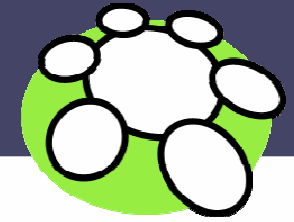
RSS (Vodcast)

**videostart.nl**  
Terug Top 25  
Doordraaien in Zuid Amerika

**de Volkskrant** De Winkelwagenman  
Terug De Winkelwagenman  
Iedereen moet meedoen met de samenleving aldus het regeerakkoord. 'Meedoen betekent niet alles van een ander of van de overheid verwachten', aldus het kabinet. Remy Santos (45) heeft dit goed begrepen. Na tien jaar werkloos op de bank,

**uitzendinggemist.nl**  
Andere tijden  
Terug 25 maart 2006  
19 maart 2006  
18 maart 2006  
Geschiedenisrubriek met reportages over (bijna) vergeten gebeurtenissen uit de twintigste eeuw. De redactie gaat op zoek naar ooggetuigen en betrokkenen en naar historische filmbeelden om aan de hand daarvan de verhalen van vroeger opnieuw te vertellen. A

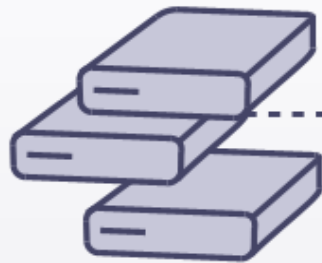
# Media Portal model



streaming media partners

portal server

- experience
- navigation
- personalisation
- billing



content agreements



broadband internet

rich, personalised content services



thin client