

VIDEO

**Evolution und
Ausblick**

PORTAL

PLATTFORM

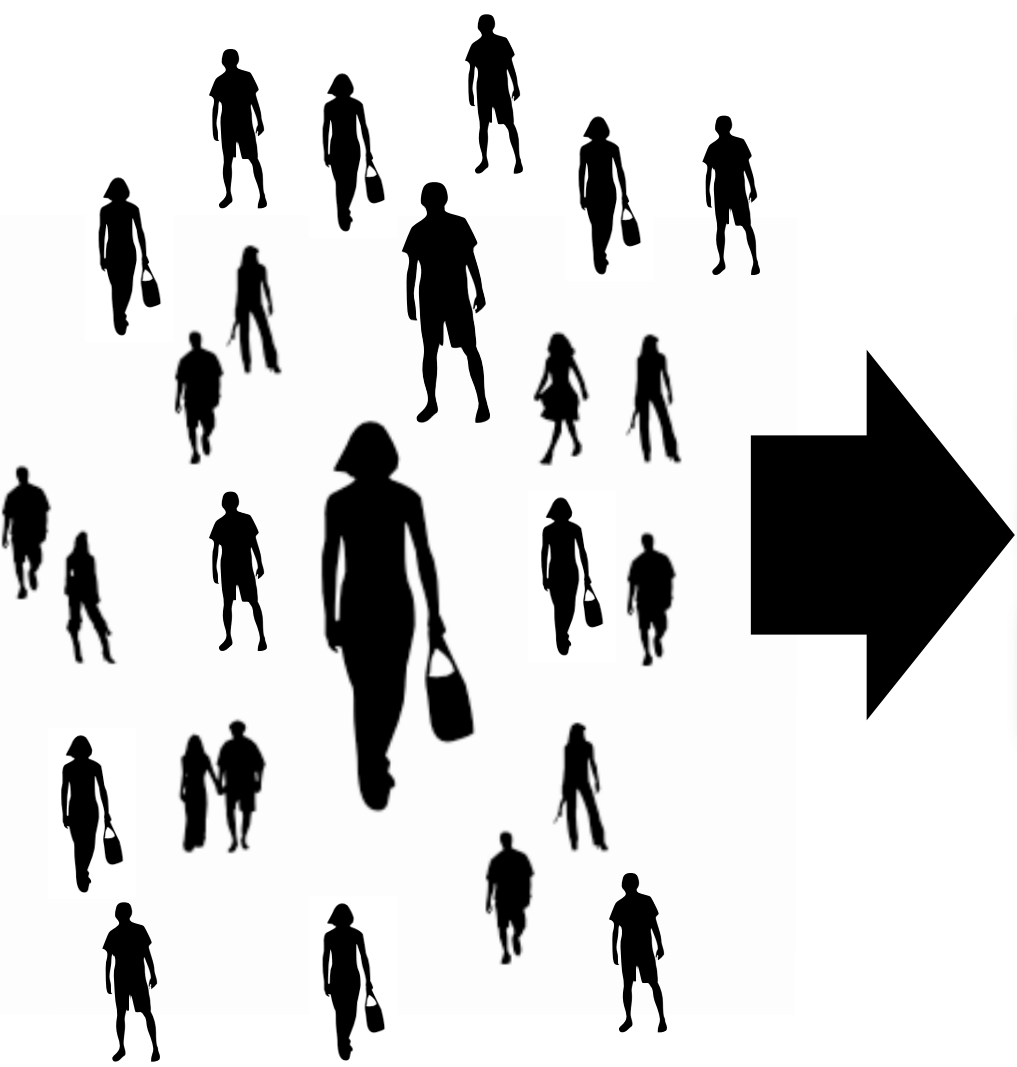
EINE PRÄSENTATION VON BERTRAM GUGEL

AGENDA:

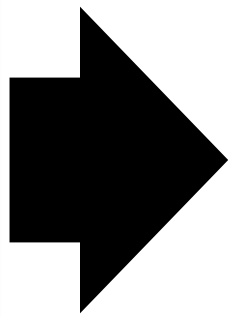
- 1 Portal vs. Plattform**
- 2 Kooperation vs. Konfrontation
- 3 Neue Regeln und Herausforderungen

STROMBERG

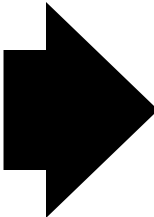
VIDEOPORTALE



2 SENDERPORTALE



VoD PLATTFORMEN



IPTV PLATTFORMEN



Home Schliessen

Sat.1 Comedy
Sat.1 Comedy zeigt Spielfilm-Komödien aus Hollywood und Europa, die besten Sitcoms aus den USA sowie erfolgreiche Comedyformate von Sat.1 und ProSieben.

CRIME < zurück vor > SaFi

Alice Die schönste Verbindung. Schließen

Fernseh-Flatrate 0,00 €

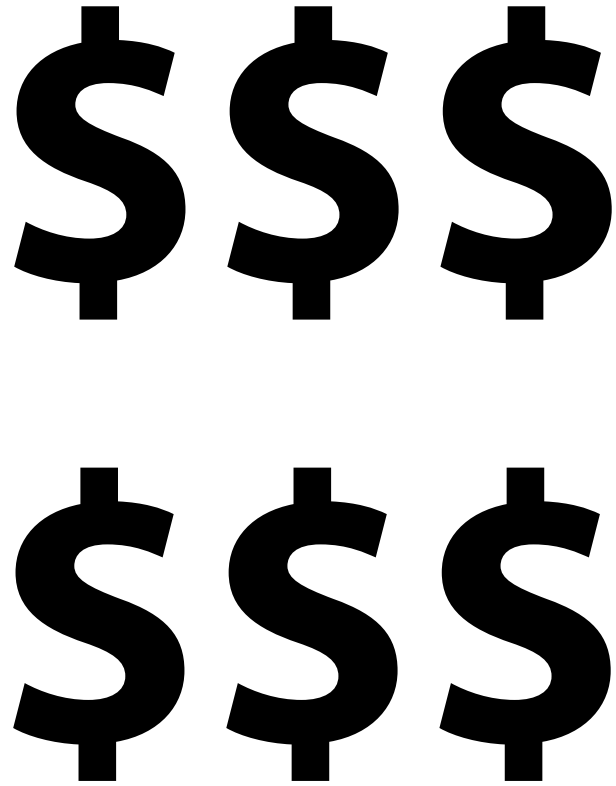
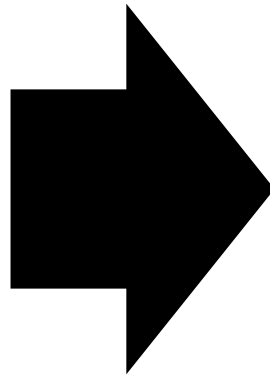
Big Entertainment

13th Street	Kabel One Classics	Sat.1 Comedy
ANIMAX	Kinowel TV	SaFi
AXN Deutschland	MEZZO	Spox TV Digital
BBC Prime	Motors TV	sportdigitalTV
Biography Channel	MTV Music	the adult channel
Uke Hustler	ESPN America	Turner Classic Movies
Body in Balance	National Geographic Channel	Trace TV
Blauerang	passion	Gusto
C Music	Planet	VVi
Carlson Network	Romance TV	Wise TV
Fashion TV	RTL CRIME	your family entertainment
Europart 2	RTL Living	

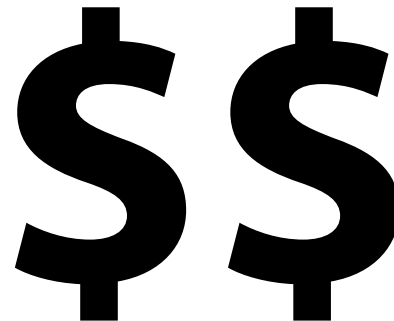
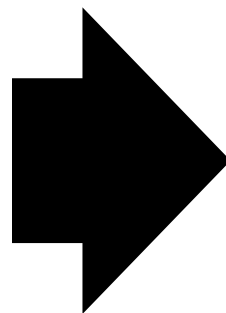
DIE FRAGE ALLER FRAGEN:



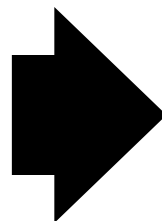
IPTV PLATTFORMEN



3 VoD PLATTFORMEN

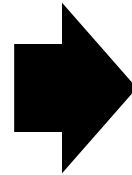


2 SENDERPORTALE



1

VIDEOPORTALE



Portal

vs.

Plattform

- ▶ unklares Umfeld
- ▶ Vermarktbarkeit?
- ▶ einfacher Zugang
- ▶ virale Effekte
- ▶ große Reichweite
- ▶ meist PC basiert
- ▶ kopierbare Inhalte
- ▶ free

- ▶ sicheres Umfeld
- ▶ klares Erlösmodell
- ▶ Einstiegshürden
- ▶ social Viewing
- ▶ Reichweite?
- ▶ TV-Verbindung
- ▶ DRM
- ▶ paid

1 Portal vs. Plattform

2 **Kooperation vs. Konfrontation**

3 Neue Regeln und Herausforderungen

THE VENICE PROJECT™

version 0.7.2

„combines the best of TV and the best of the Internet by offering viewers a unique, TV-like experience enhanced with the choice, control and flexibility of Web 2.0.“



The Venice Project 0.7.1 Setup

THE VENICE PROJECT

We have detected that your PC may not have enough resources to run the Venice Project correctly.

	Minimum	Your PC
CPU	600 MHz	1358 MHz
RAM	512 MB	2048 MB
Video Memory	4 MB	128 MB
Windows version	XI	XI
DirectX version	9	9

Version 0.7.1

The client may still recommend that you...
Please let us know...

PARIS

My Channels

My Joost™ Plugins

Video Board

Paris Hilton - making of the 'Star'

Very good (4.2) 5 Ratings

News Ticker

The Venice Project™ Blog

Channel Chat

Home People Groups Shows Music Film

Search for Channels and Videos

Britney Spears - Circus

Our Picks Popular Random

Britney Spears - Womanizer (Director's Cut) (3:45)

Britney Spears - Circus (3:33)

T.I. - Whatever You Like (video) (4:12)

Beyoncé - Single Ladies (Put A Ring On It) (3:18)

Beyoncé - If I Were A Boy (5:04)

Britney Spears - Circus

Music / Pop / Britney Spears Channel

Comments: 36 (See all) Shouts: 56 (See all) Tags: Music, britney, britney...

Share: <http://www.joost.com/135m0pt/Britney-Spears-Circi>

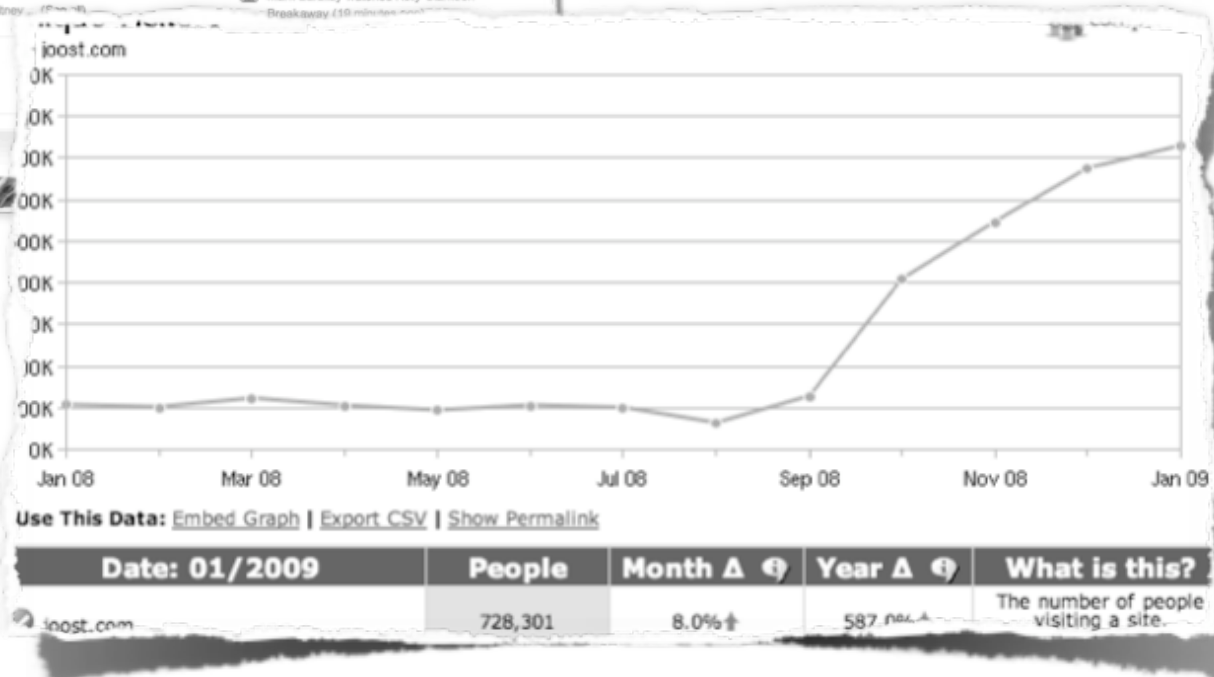
Embed code: `<object width="640" height="360"><param name="m`

You Might Also Like

Joost Picks

JoostFeed

Mark Barzilay watched Koly Clarkson - Breakaway (10 minutes ago)



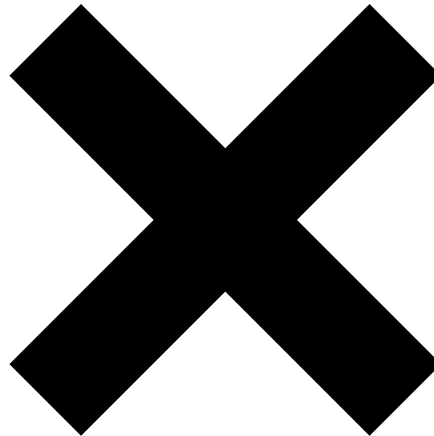
Was, wenn wir die jeweiligen Stärken verbinden könnten?



Reichweite



Live
Emotionalität
direkte Ansprache



Interaktion
Engagement
On Demand



Kontrolle
Erlöse

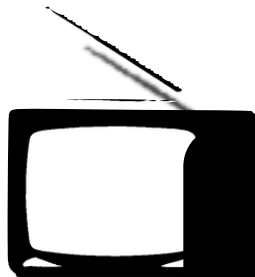
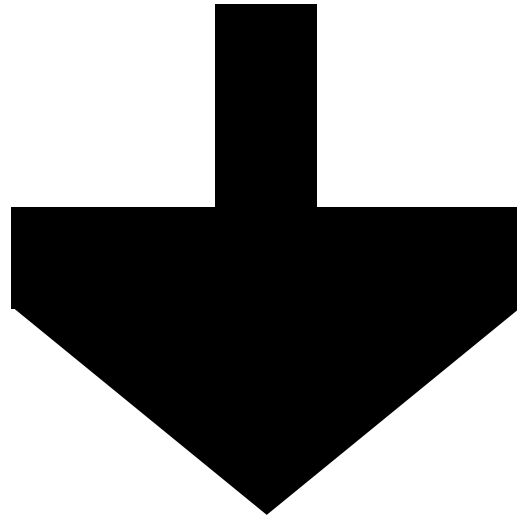
Warum nicht?



Reichweite



Interaktion
Engagement
On Demand



Live
Emotional
direkte An

DISTRIBUTIONS STRATEGIE





ALLES KLAR?

OPTIONEN

Revenue sources

	Paid content			Advertising			Transaction			Traffic	
	One time	Sub.	PPU	CPM	CPC	CPO					
Content/services	Video			TV Programs			Platform			UGC	
	Live	VoD	Catch Up	Live	VoD	Catch Up	Syndication	Destination	White-label	Original	Captured
Devices	PC			TV/ Console			Mobile phone			Other mobile devices	
Distribution	Fixed broadband			Wireless broadband			Cellular			Broadcasting	

WebTV

Revenue sources	Paid content			Advertising			Transaction			Traffic	
	One time	Sub.	PPU	CPM	CPC	CPO					
Content/services	Video			TV Programs			Platform			UGC	
	Live	VoD	Catch Up	Live	VoD	Catch Up	Syndication	Destination	White-label	Original	Captured
Devices	PC			TV/ Console			Mobile phone			Other mobile devices	
Distribution	Fixed broadband			Wireless broadband			Cellular			Broadcasting	

TV Sender

Revenue sources	Paid content			Advertising			Transaction			Traffic	
	One time	Sub.	PPU	CPM	CPC	CPO					
Content/services	Video			TV Programs			Platform			UGC	
	Live	VoD	Catch Up	Live	VoD	Catch Up	Syndication	Destination	White-label	Original	Captured
Devices	PC			TV/ Console			Mobile phone			Other mobile devices	
Distribution	Fixed broadband			Wireless broadband			Cellular			Broadcasting	

ABER die Frage aller Fragen:

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WIE KOMMEN WIR HIER HIN?

Revenue sources

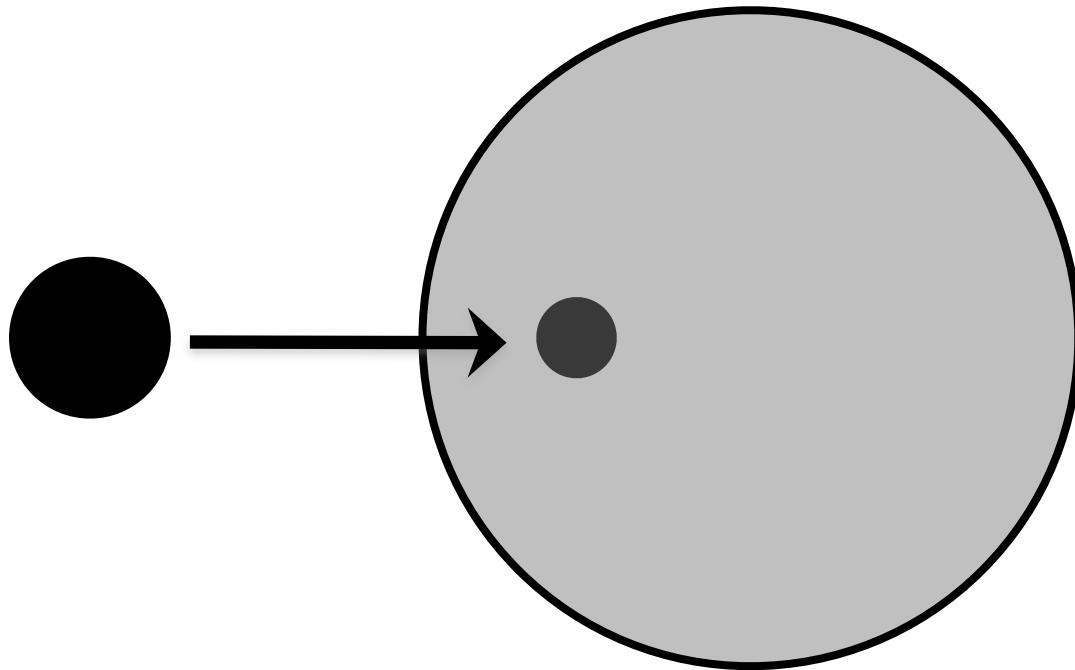
Paid content			Advertising			Transaction			Traffic	
One time	Sub.	PPU	CPM	CPC	CPO					
Video			TV Programs			Platform			UGC	
Live	VoD	Catch Up	Live	VoD	Catch Up	Syndication	Destination	White-label	Original	Captured
PC			TV/ Console			Mobile phone			Other mobile devices	
Fixed broadband			Wireless broadband			Cellular			Broadcasting	

Content/services

Devices

Distribution

VERNETZUNG



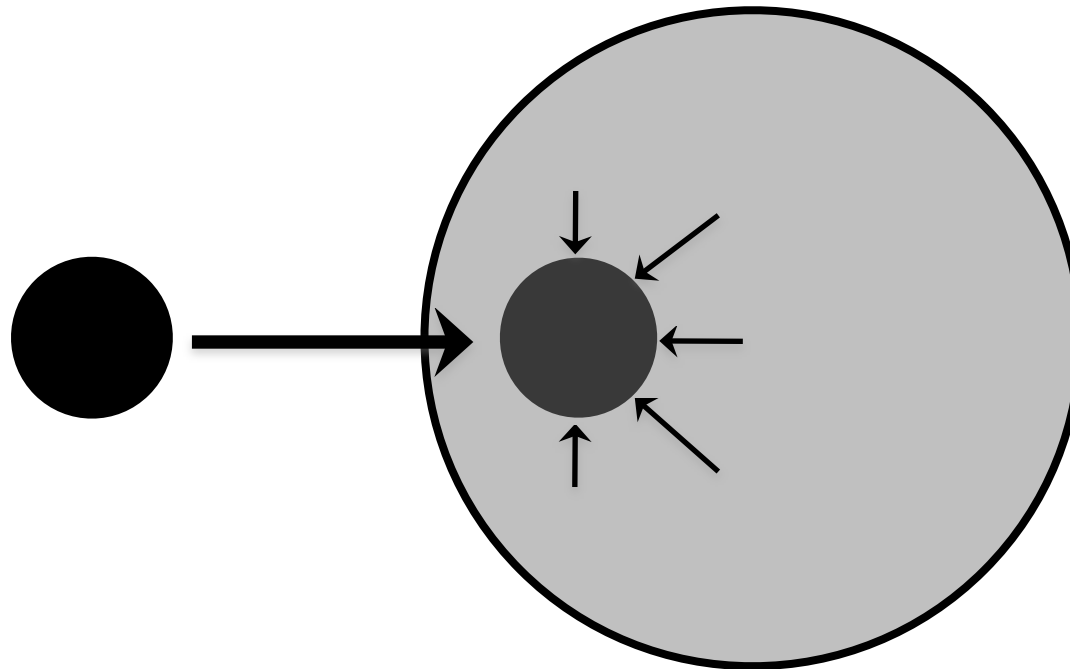
CONSULT

OVATIONS

ser
cking

Promotion

VERNETZUNG

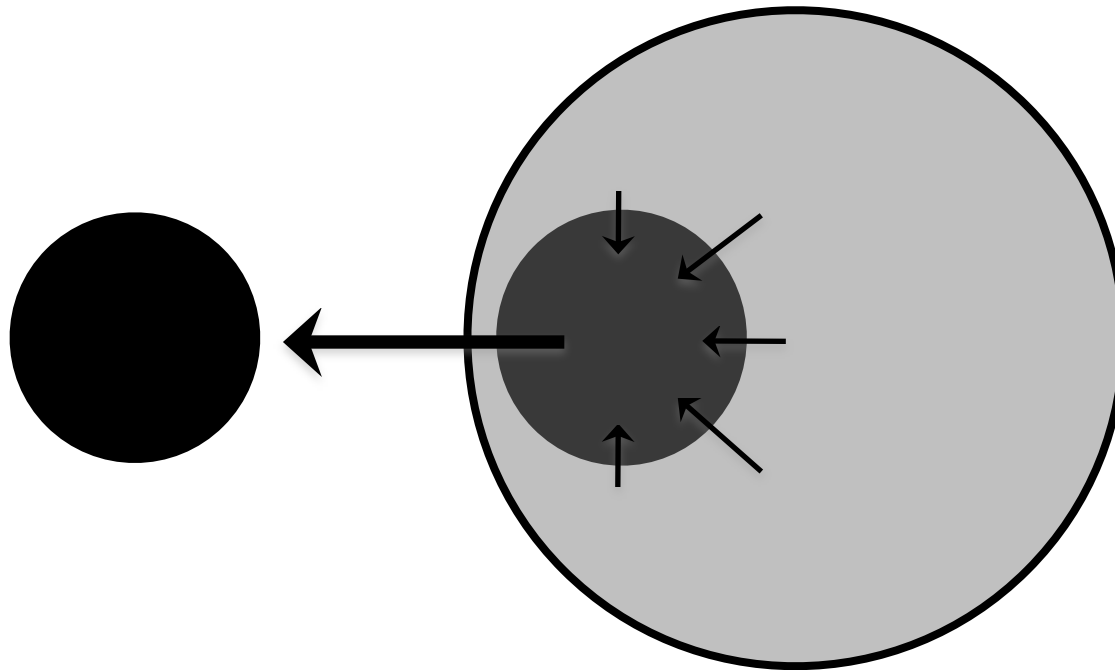


Wachstum

INNOVATIONS

ser
cking

VERNETZUNG



Conversion

OVATIONS

CONSULT

ser
cking

1 Portal vs. Plattform

2 Kooperation vs. Konfrontation

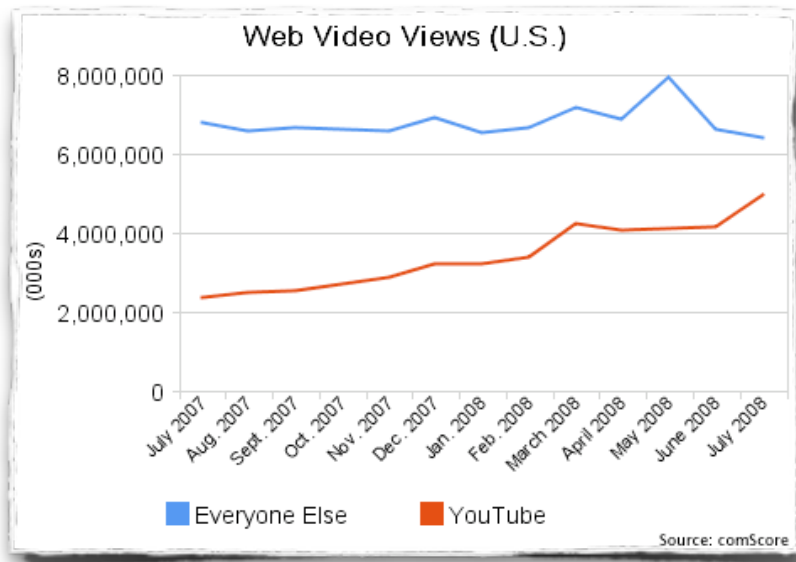
3 **Neue Regeln und Herausforderungen**

...VIDEO IS

BIG

...VIDEO IS BIG.

ABER: YOUTUBE ROLLT DEN MARKT AUF!

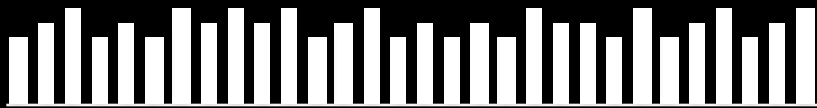


- 41 % aller US Video Streams im Dez 2008
- 15h Video werden jede Minute hochgeladen!
- 5,9 Mrd. gesehene Videos pro Monat (US)
- 100 Millionen Unique Viewers im Dez 2008 (US)

REICHWEITE IM NETZ STEIGERN

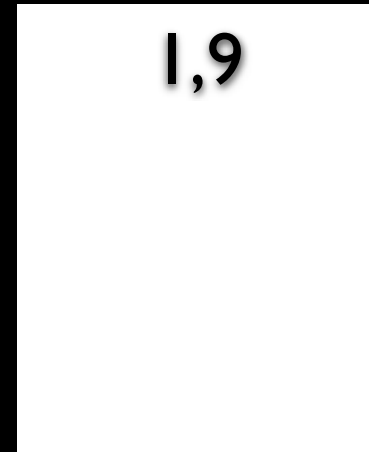
1,73 Mio. Unique
Video User in 30
Tagen

1,94 Mio.
Zuschauer in 15
Minuten



Video Reichweite im Internet

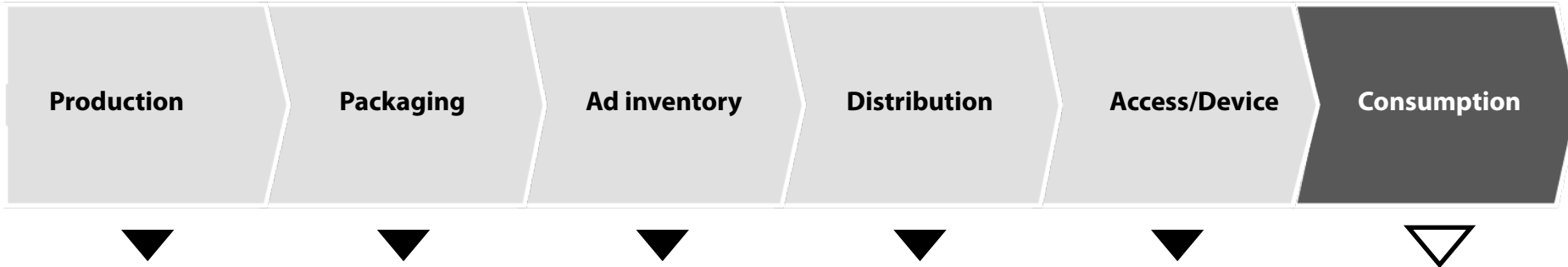
VS.



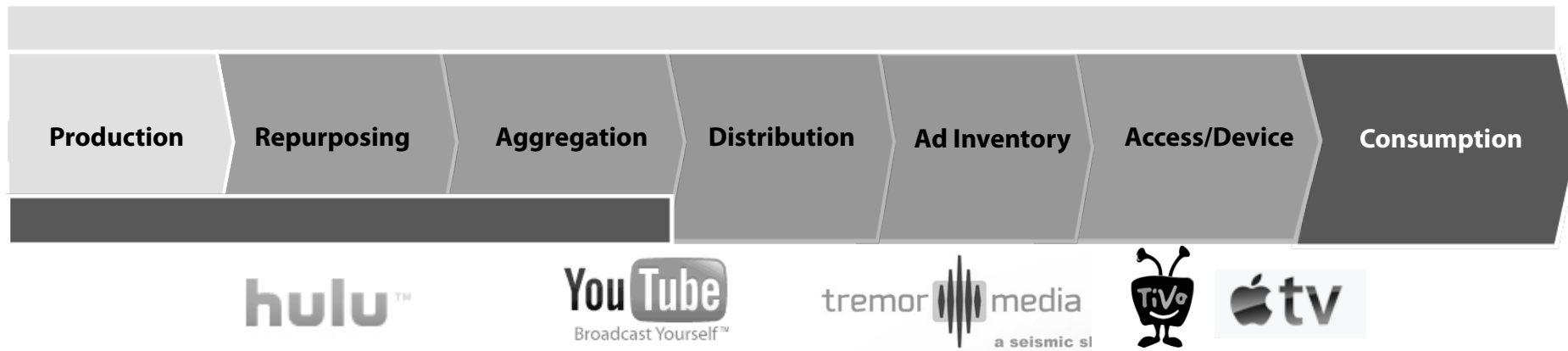
RTL Aktuell 18:45 / 03.02.

NEUE WERTSCHÖPFUNGSKETTE BEACHTEN

ETABLIERT



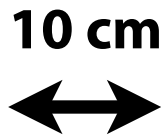
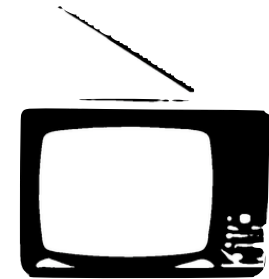
TRANSFORMATION



■ Traditional Player ■ New Player ■ Audience

VERÄNDERTE KONSUMGEWOHNHEITEN

Videos rücken näher an den Konsumenten heran.



NEUE DISTRIBUTIONS PARADIGMEN.

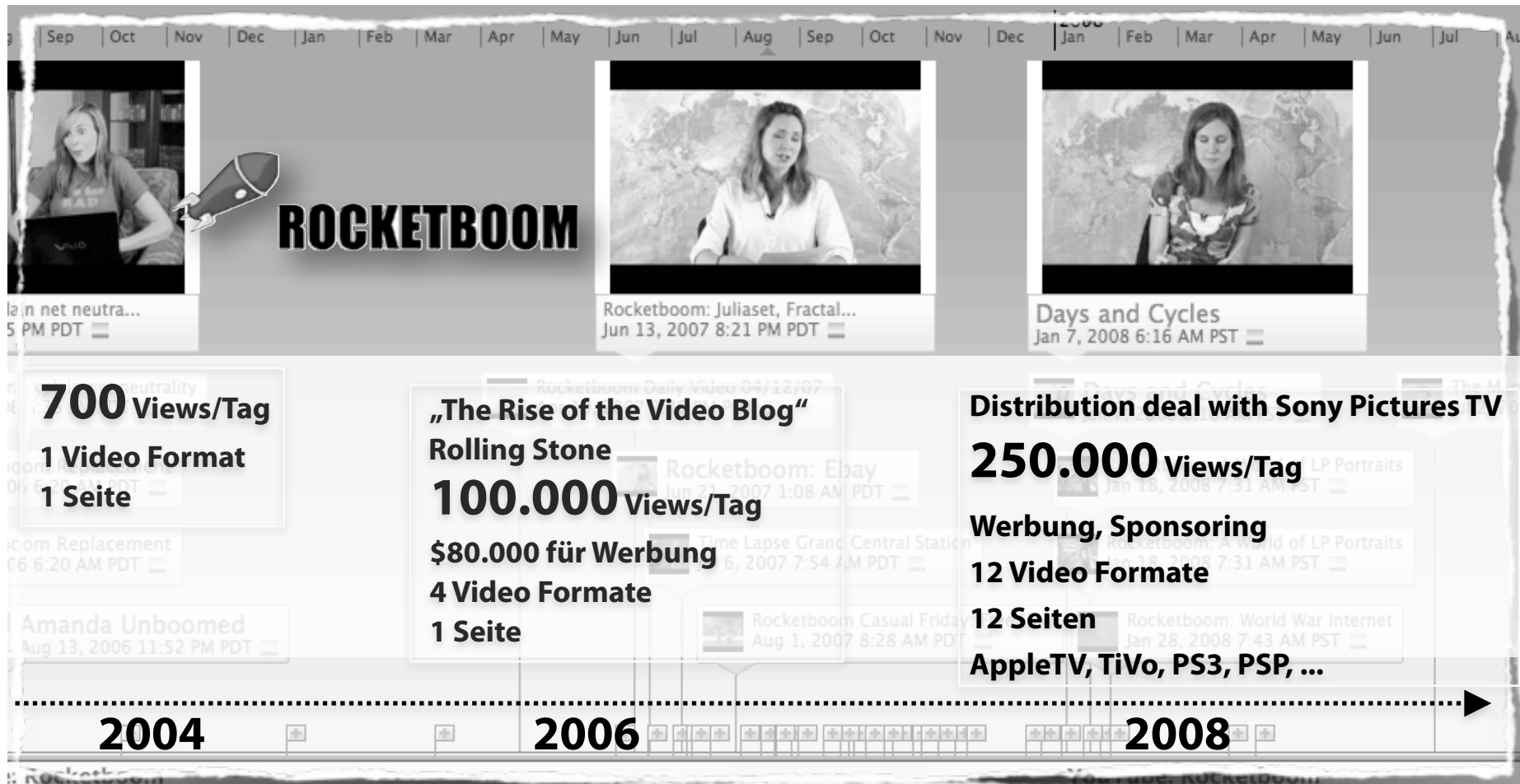
Von der EXKLUSIVEN Distribution hin zur UBIQUITÄT.



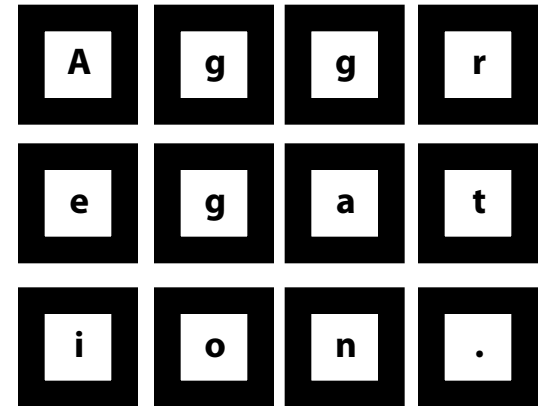
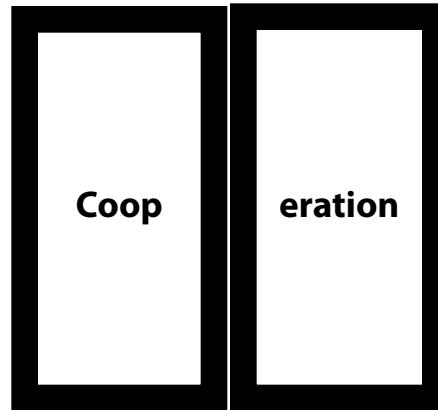
iPod vending machine

ANYTIME & ANYWHERE WIRD REALITÄT.

Inhalte sind nicht mehr auf einen Kanal beschränkt, sondern können überall und zu jeder Zeit abgefragt werden.



USER stärker einbeziehen.



VIELEN DANK.

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info@gugelproductions.de

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