



The IEA & Marketforce's 7th Annual Conference

The Future of Broadcasting

Competition, content and revenue: assessing the outlook for broadcasting

30th June & 1st July 2009, Le Méridien Piccadilly, London

2009: A breakthrough year for Placeshifting?

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Managing Director



- Open Platforms, Applications and widgets enable new business models
- are we brave enough,
- we need a Napster!
- Placeshifting is such an application

TECHNOLOGY TRANSFORMING BUSINESS MODELS

- Broadcasting
- Multicasting
- Uni-casting
- Peer to peer
- Torrents

BRITISH BROADCASTING POTENTIAL PARTNERSHIP

the challenge of reduced revenue faced by ad' based broadcasting .

ADAPTING TO CHANGE

- Leaning Forward
- Leaning Back
- Mobile

RETAINING CUSTOMERS

- Historians will decide
- 10yrs ago Diamond invented MP3 player and the music Industry was never the same
- Something will have the same affect on Broadcasting
- Embrace it or suffer the consequences

A BREAKTHROUGH YEAR FOR.....?