

Hi

Convergence is:

?

Convergence is:



Two great tastes that
taste great together

Two Great Tastes



Broadband
&
On Demand

Two Great Tastes



Two Great Tastes



Broadband
&
On Demand

Games
&
Movies

On Demand

- CableTV in the Home
- The VCR
- Pay Per View
- Better PPV
- ReplayTV and Tivo
- iTunes, MovieLink, GameTap



Anti-cable ad
1967

Broadband

- 2004 - Half of all residential internet users are on broadband
(Nielsen/Netratings)
- 2006 - More than half of all US households have broadband
(Comscore)
- Broadband usage accounts for nearly three-quarters of all at home time spent online

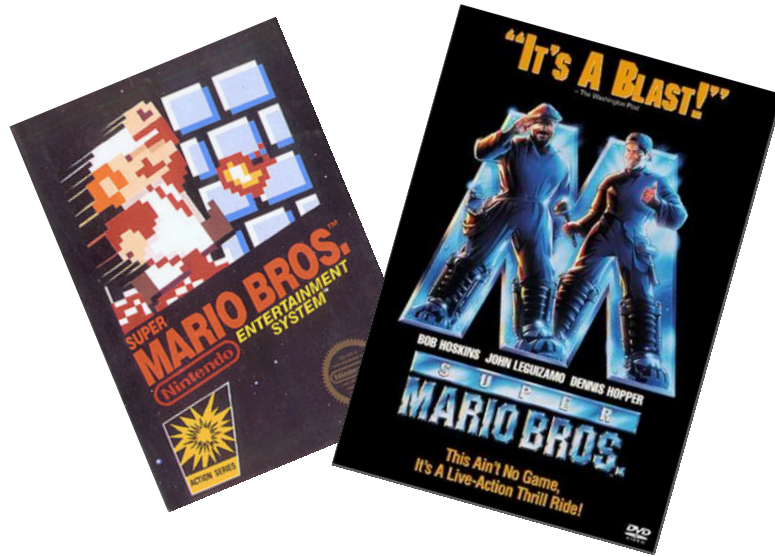
Broadband & On Demand

- Created new markets for older content
- Creating markets for new kinds of content
- Changing entertainment consumption habits

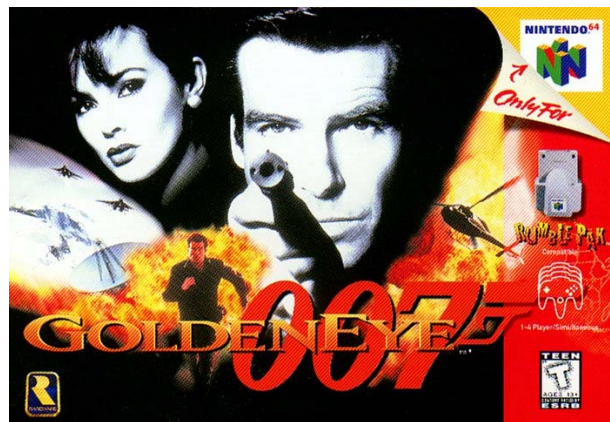
Movies & Games



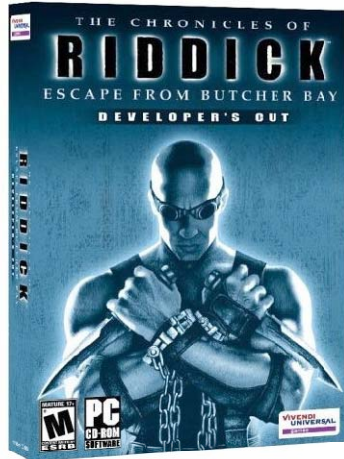
Games & Movies



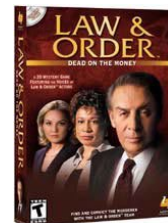
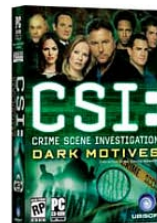
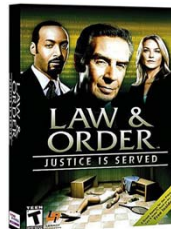
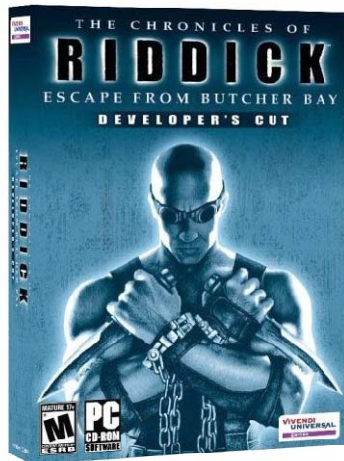
A good movie based game?



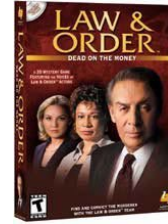
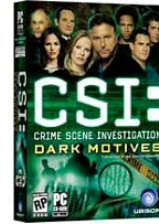
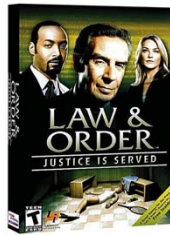
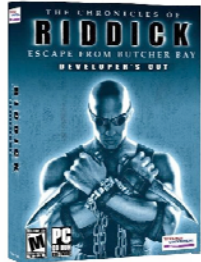
Extending the Franchise



Extending the Franchise



Extending the Franchise



Two Great Tastes

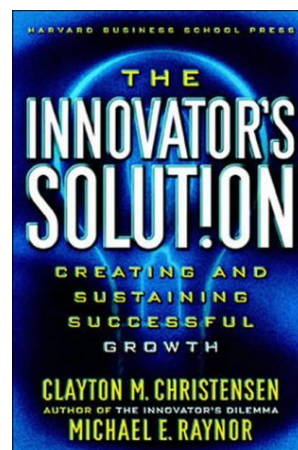
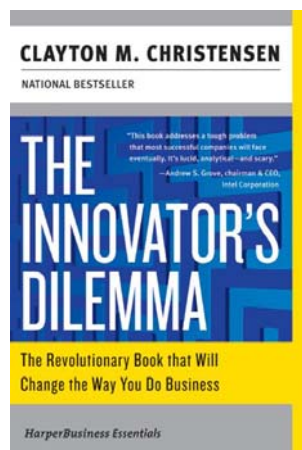


On Demand
Content

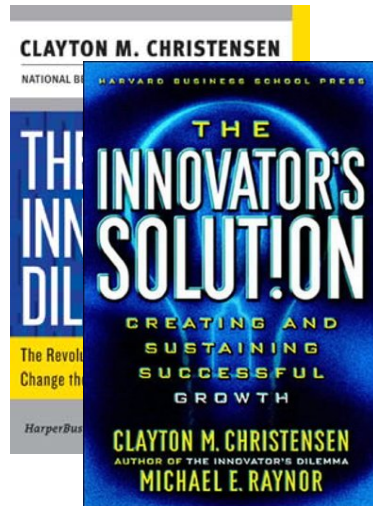
Franchise
Extension

So What?

Disruptive Innovation



Disruptive Innovation



Just “good enough” products can eventually unseat established category leaders

Disruptive Innovation



Just “good enough” products can eventually unseat established category leaders

First MP3 Player: Seahan/Eiger Labs MPMan - 1988

Convergence & Design

Franchise Extension + On Demand Content
=
Opportunity for Disruptive Innovation

Convergence & Design

Broadband	=	Consumers finally get to live "on demand"
On Demand	=	More markets for your ideas
On Demand also	=	Consumers are digesting media in smaller bites
Franchise Extension	=	Original IP can live in many forms

Two Great Tastes



Embrace bite
sized
content

Don't be
limited by
format

Thanks