

Why live mobile television will be the next king

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Tomorrows
television
are here today!

Innovations that enables live mobile television

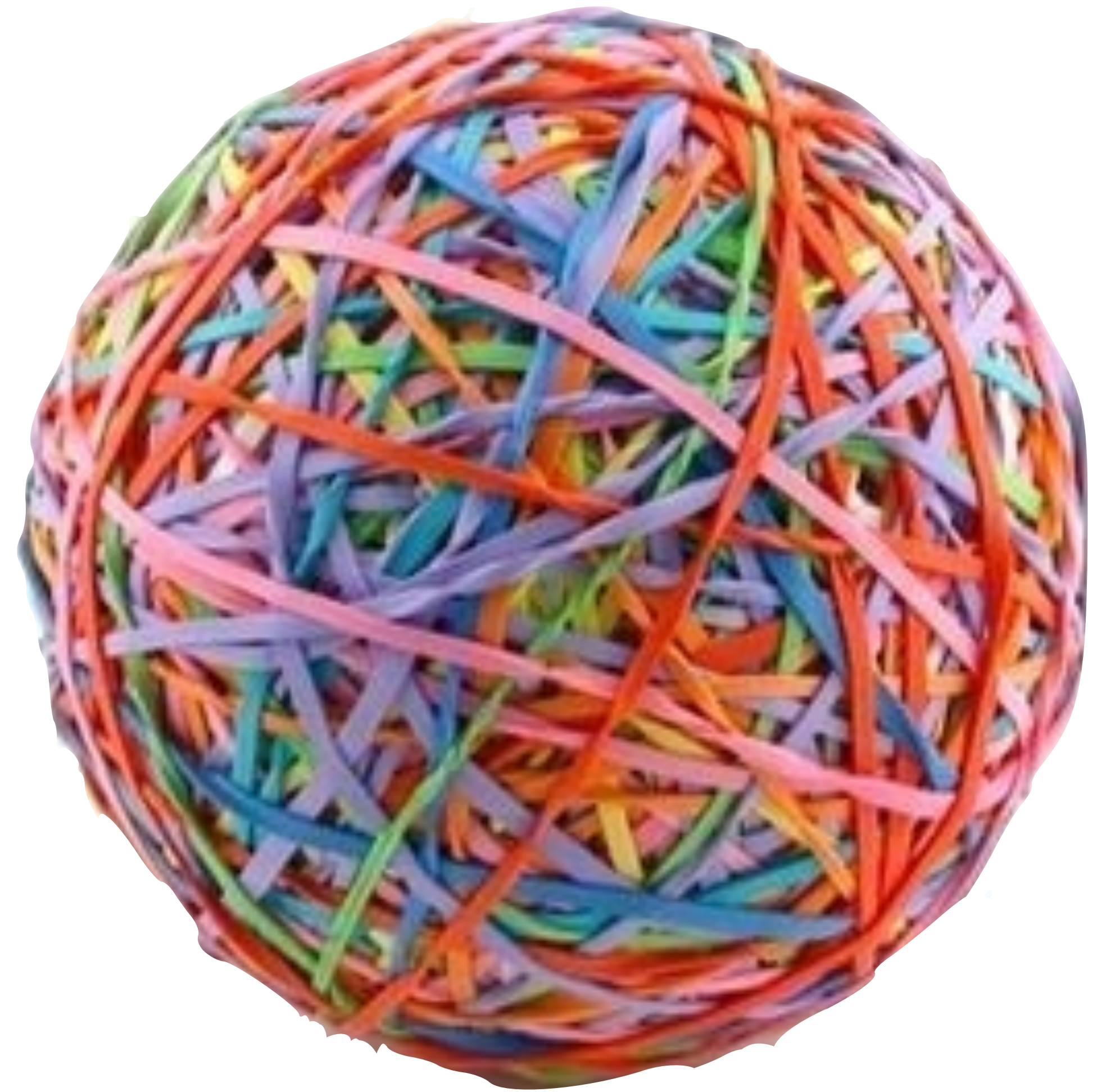


Color-Tv that came
to life in the 50's.





Elastic databases





Internet
began
it's
modern
history
in
1984

IP - The global phonebook



A hand in a blue shirt sleeve is shown from the bottom left, palm up, holding a large, stylized blue cloud with a white outline. The cloud contains five lines of white text. In the background, there are other faint, lighter blue clouds. The overall background is a dark blue gradient.

High security

Scalability Crowd sourcing

Low startup cost

Global Broadcast

Why will
Live mobile television
prevail in turmoil landscape?

Let's look at this in
three steps

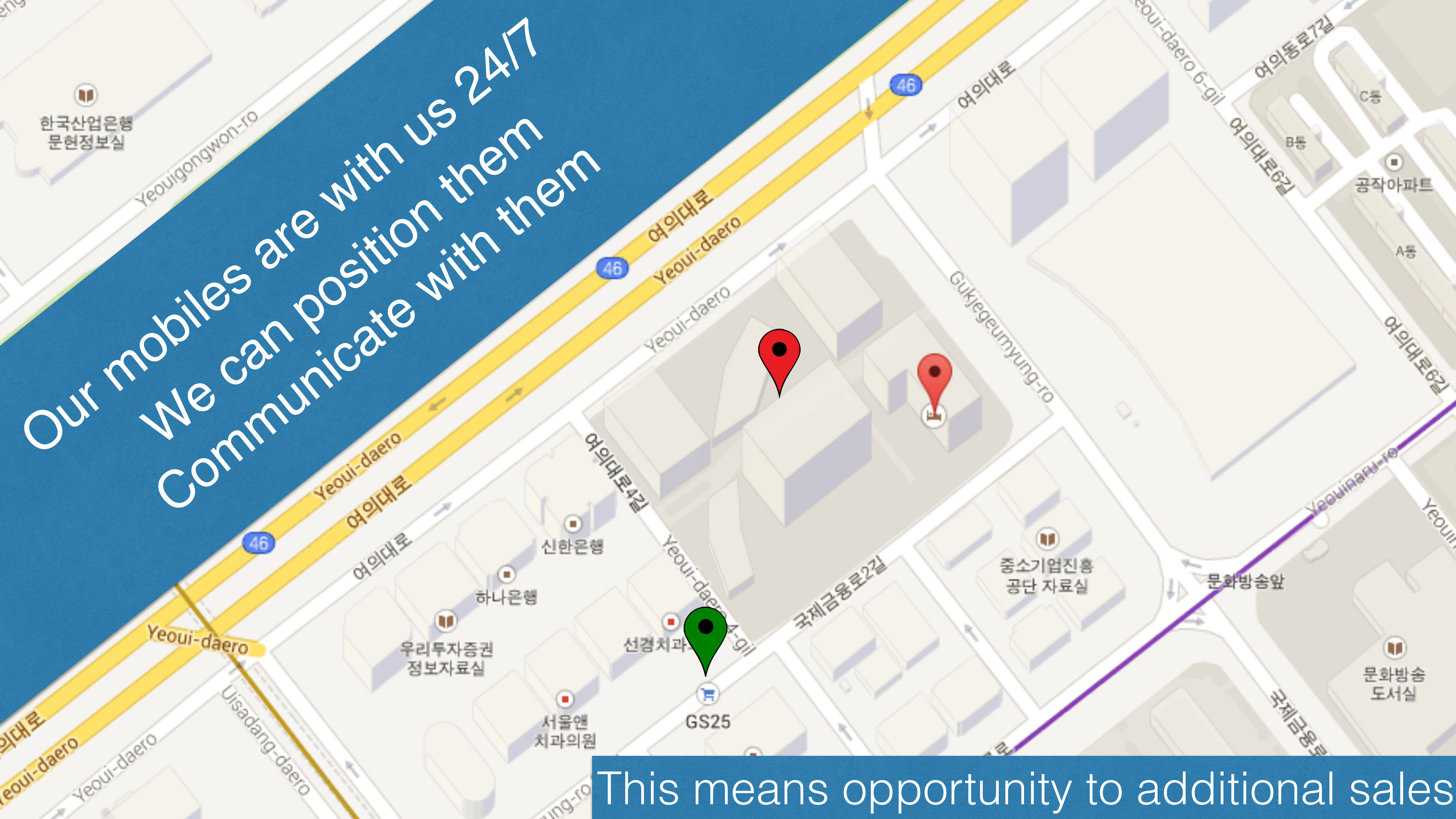
1. Mobile

2. Live

3. Problems that needs a solution

There's a number of
things that the
mobiles brings

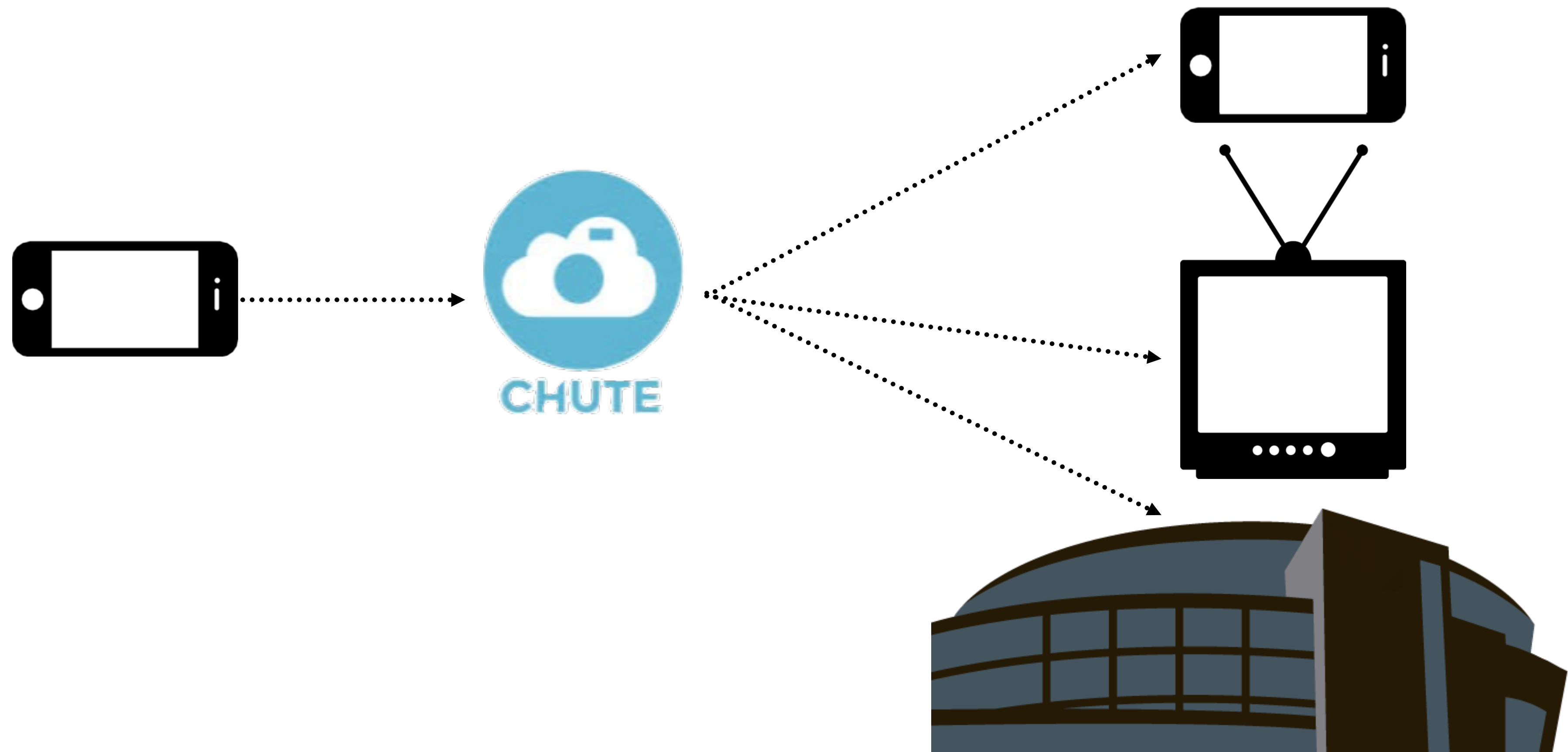
Our mobiles are with us 24/7
We can position them
Communicate with them



This means opportunity to additional sales

A collage of various social media and technology logos. The logos are scattered and overlapping, including Facebook, YouTube, Twitter, Google+, Flickr, Yahoo!, MySpace, eBay, and various browser icons like Chrome, Firefox, and Safari. The text 'Social live e events e social' is overlaid on the collage.

Social media as an enhancer to the event



We live in a culture of **Instant Gratification**

On my way to Korea I read this in the
New York Times

Webcams bring riches and stardom in China

ZIGONG, CHINA

Low-budget programs find success that has proved elusive elsewhere

BY DAVID BARBOZA

Dolled up with makeup and a blond wig, the pretty young Chinese woman sat at home in her bedroom on a quiet Sunday evening and began singing karaoke.

A large microphone and three webcams clipped to a desktop monitor streamed the performance over the Internet to thousands of fans who knew her only by her stage name, Poison.

"Hey, Big Brother!" she greeted one fan in between songs. "Did you just get back from vacation in Sanya or are you watching on a laptop?"

Poison, 26, lives with her parents and her dogs Blueberry and DuDu in a modest apartment. But she is one of the most popular attractions in a thriving new business in China: live interactive web entertainment.

Media and technology companies across the globe have tried for years to attract viewers en masse to live Internet broadcasts, with X-rated websites



At the end of the day, for all that we attempt to convince ourselves that humans live in a world apart, we're still **animals**.

Dosen't matter how sophisticated our personalities become, we're just dying for **attention**.

You Tube

vimeo

Why haven't
live mobile television
concurrent the world?

There's *a number* of
major issues that needs
to be solved

On the technical side,
let's look at two things

IPL Finals

Event	No of viewers	Resolution	Bandwidth	Transfer
3 1/2 h	500 000	mix of SD & HD	639 Gbit/s	971 TB
3 1/2 h	50 000 000	mix of SD & HD	62 Tbit/s	95 PB
3 1/2 h	100 000 000	mix of SD & HD	124 Tbit/s	190 PB

Now, let's say we had
SUPER fiber & 5G,
then..



We need to
authenticate

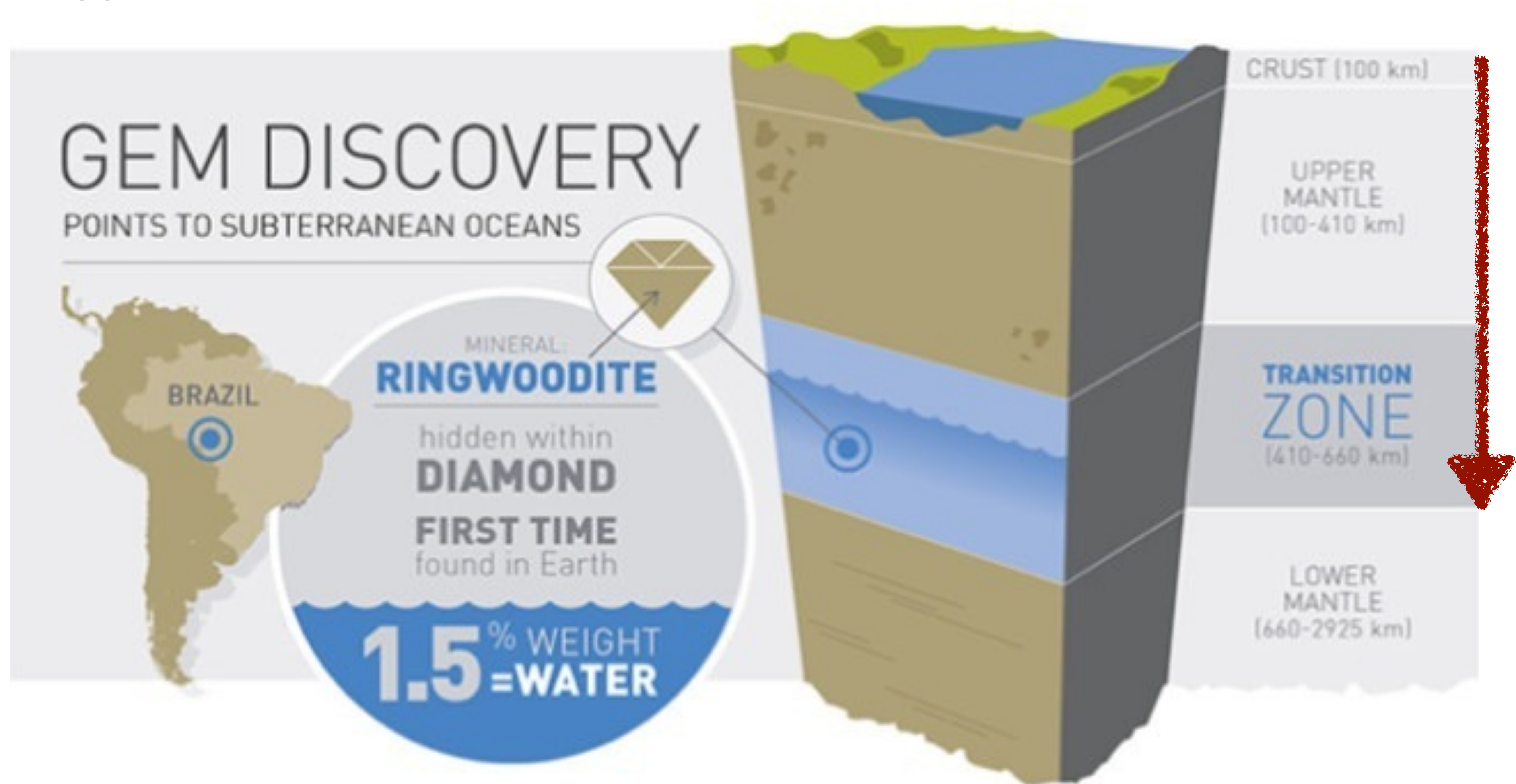


Let's scale the broadcast to **50 M viewers**
since we're talking about Cricket.

To authenticate
50 M consumers within 15 min
55 555 authentications/sec



If 500 000 viewers looked at the content, the total amount of data stored on DVD would pile up to 3,3 km stack. If we were to run the Cricket Finals with 100 M viewers, then the pile would grow to 660 km = Earths upper mantle



And still, I see the
organizational problem
as a bigger one.

Content owners need to become
business oriented and create
business solutions not just traditional
advertising solutions.

The successful content owners will create **partnerships** where they will increase the income by turning to revenue share models.

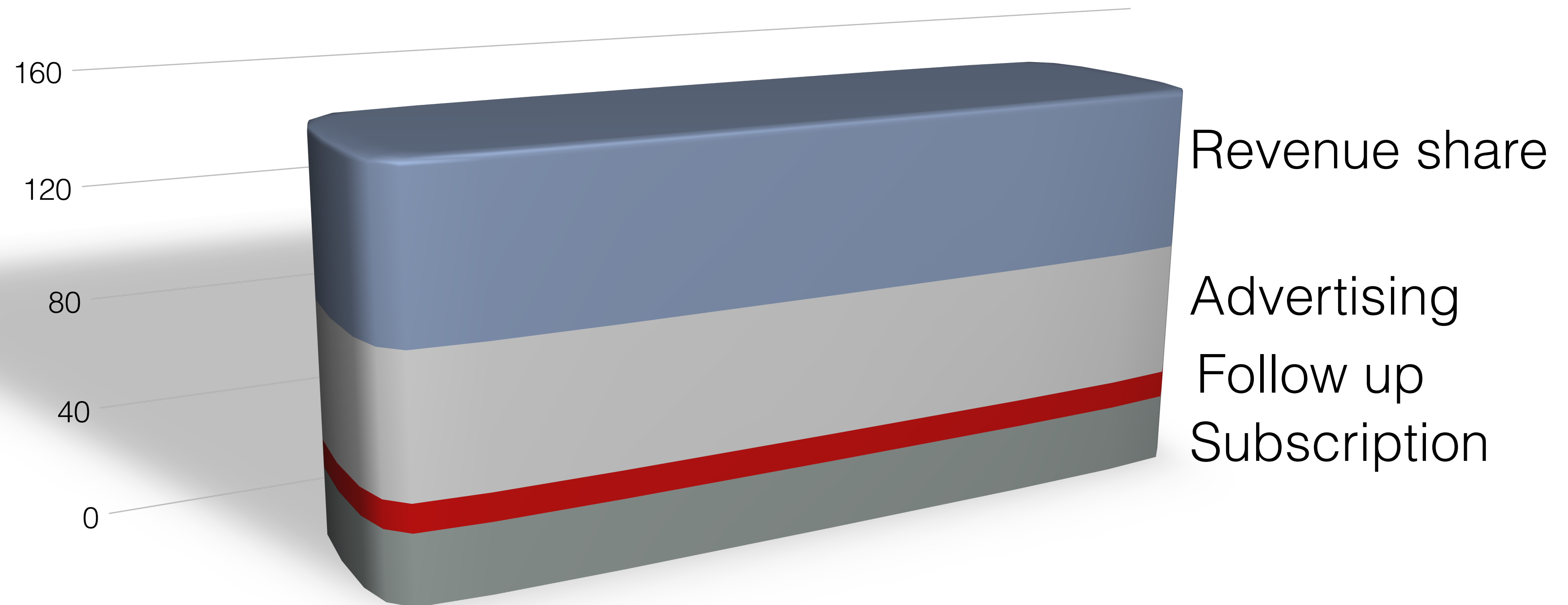
An example from Sweden

Tina

When she uses a cookware in her show, Sweden's biggest grocery ICA will **10 fold** the sales of that specific cookware.



If Tina had had a partnership with ICA,
then her **ROI** would have looked like this.



Why will **Live mobile television** win?

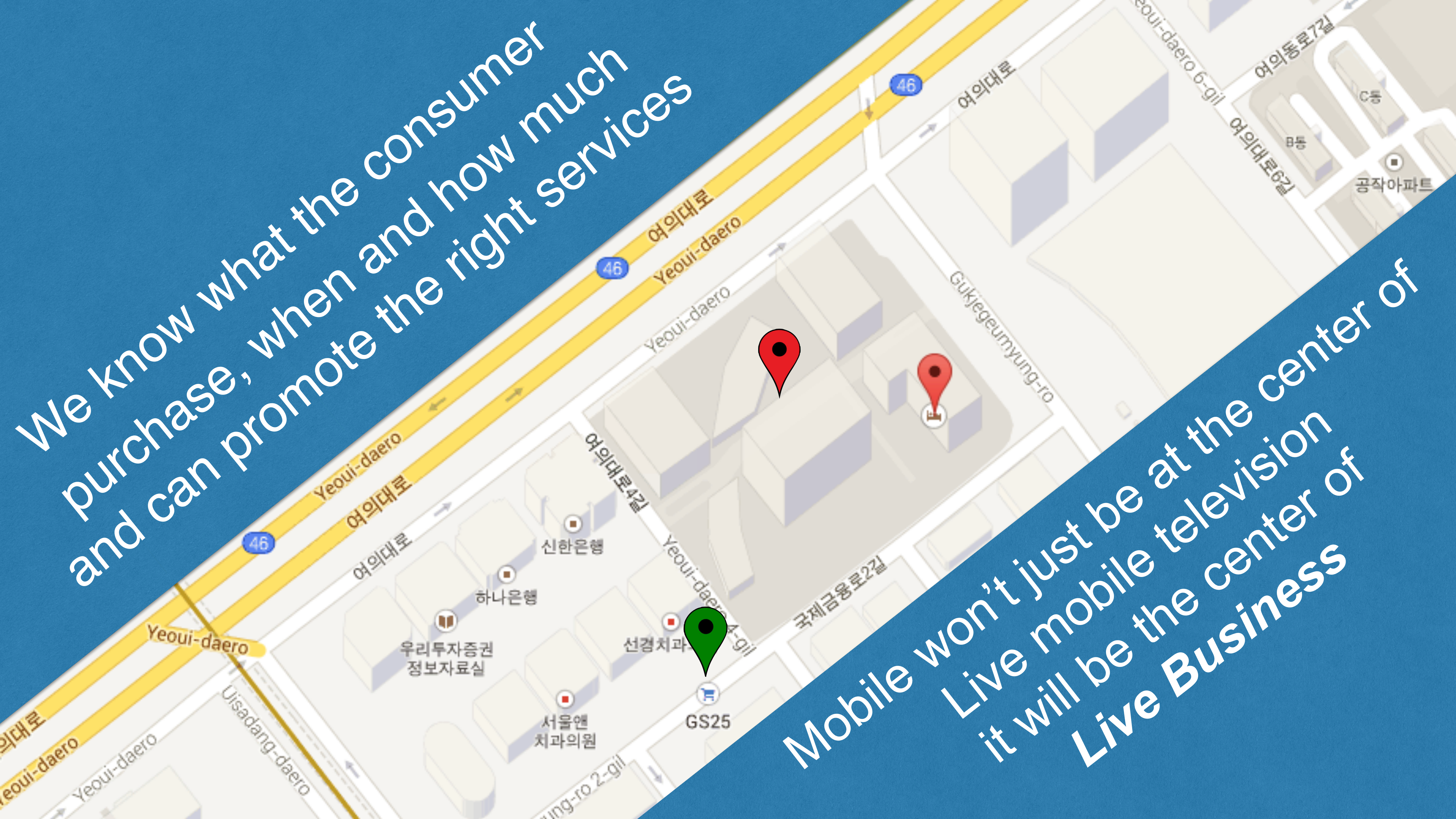
It brings new features to the table that has a close correlation to business and human needs.

- **Positioning** - We know where the consumer are
- **Real time social media** - What he/she does.
- **In the pocket of the consumer**
- **Communication tool**
- **Terminal**
- **Used for financial transactions**

EVERYTHING CONNECTS IN THE MOBILE!



We know what the consumer purchase, when and how much and can promote the right services



Mobile won't just be at the center of
Live mobile television
it will be the center of
Live Business