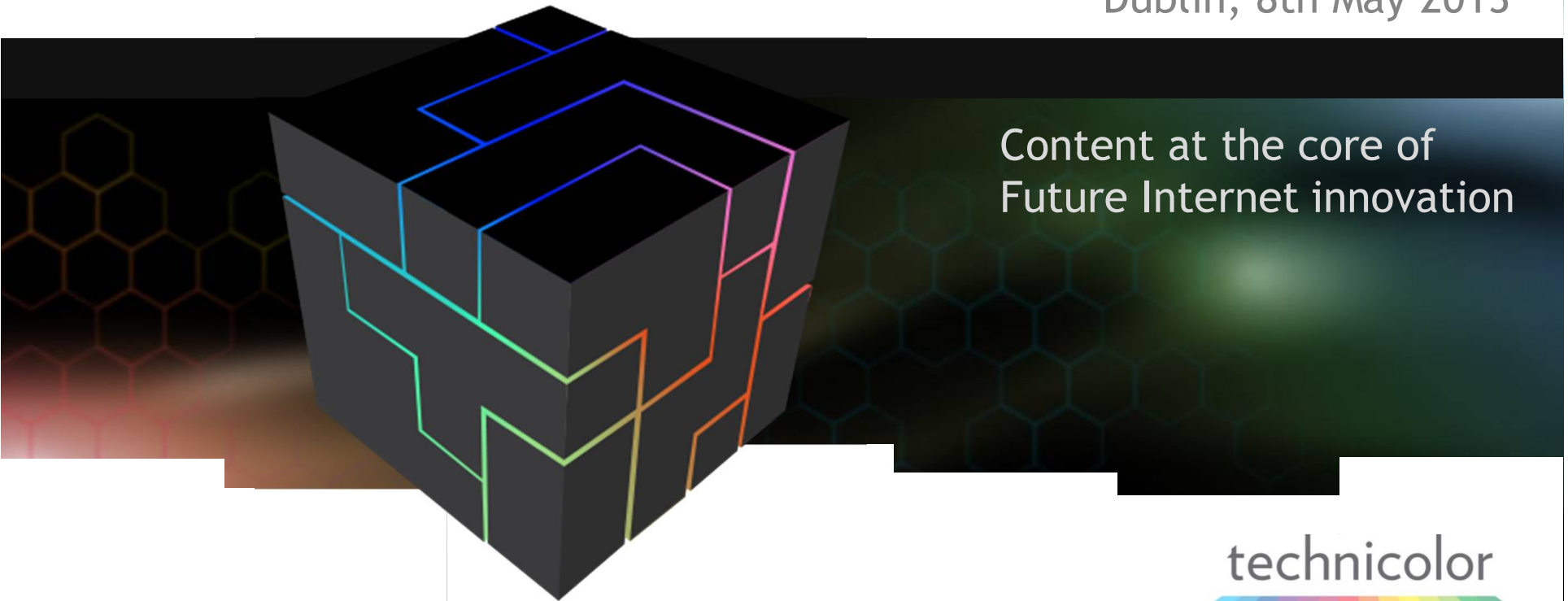


Future Internet Assembly

Dublin, 8th May 2013

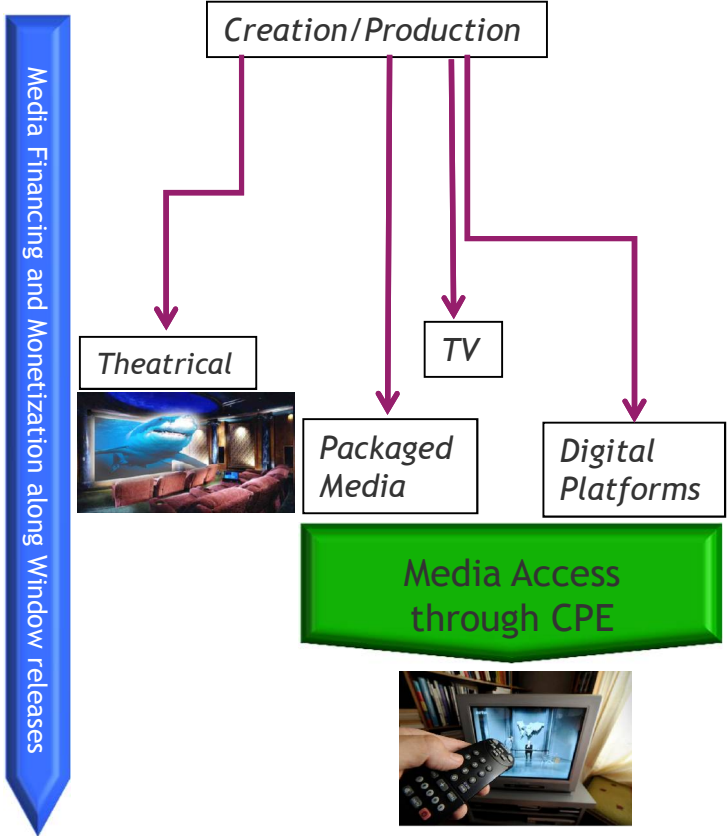
Content at the core of  
Future Internet innovation



*Franck Lamouroux,  
SVP Research & Innovation*



From known Media and Entertainment value chains ...



Battle for Eyeballs, Ecosystems, End-User knowledge, Neutrality and regulation, Value capture



## Innovate in this landscape - End User Interaction as a Game changer for Content (as well !)

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### **Content / End User (in control)**

Digitalization of content makes easier the production and publication of any type of content on any device

End-Users are now at the **heart** of the Innovation Pipeline.

Content is not only Video, allowing all the actors to target a part of the cake ...

### **Innovation Observation**

This evolution has impact everywhere:

- Multiplicity of viewing surfaces, including interaction, multi-screen and mobility
- Convenience is needed since choice is there
- Network implication are huge, including Privacy matters
- Focus on making user's life **simple** and **immersive**

### **Some paths**

Test innovation very quickly to get end-user feedback (and choose your audience)

Work with all actors of the eco-system to collaboratively achieve results

Offer an infrastructure allowing all the applications to be tested in real conditions