Content at the core of Future Internet innovation

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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 !)

**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