FIA 2011 Poznan
Session 5
The future of Networked Media and the Internet: Facts, Reflections and the Road Ahead
Paul Moore
Atos
Media Cloud Provider Competition
According to Gartner in early 2010...

Consumption
- Device manufacturing
- Marketing, Distribution

Search
- Discovery
- Index
- Ads
- Data

Distribution
- Security
- Business models
- Payment
- Customer Service

Content Management
- Workflow
- Templating
- Content Creation
- Aggregation
- UX

Platform/OS
- Dev environment
- App support

Infrastructure
- Bandwidth
- Hosting
Media Cloud Provider Competition
And now???
Business Models?

- Advertising
- Data (social graph)
- HW
- Content Distribution
- Infrastructure/cloud
- Retail
But...

- Advertising
- Data (social graph)
- HW
- Content Distribution
- Infrastructure/cloud
- Retail
But...

- Advertising
- Data (social graph)
- HW
- Content Distribution
- Infrastructure/cloud
- Retail
So...

A new revenue mix is needed

- Advertising
- Content Distribution
- Data
  - Social graph
  - Data Mashup (Big Data)

But also

- Selling experience/ participation in
- Selling goods and accessories for Virtual Communities
- Selling content extracted from
- Groupon?
Thank you