“Who owns the living room?”

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Living room today is owned by:

A Couch Potato
Living room today is owned by:

A Couch Potato

watching

Cable TV and DVDs
While a revolution is happening outside

- New Content
  - Digital audio and video services
  - Blogs
  - Social networks
  - Vlogs (video blogs)
  - Shopping
- New devices
  - Mobile phones
  - Portable audio and video players
  - HDTV
  - Media PCs
- New networks
  - Broadband
  - Wi-Fi (LAN and WAN)
  - 3G mobile
Potential for growth and disruptions
Potential for growth and disruptions

Broadband (Wire line)

PC
Potential for growth and disruptions

Broadband (Wire line)

Gaming Device
Potential for growth and disruptions

Broadband (Wire line)

Gaming Device
Potential for growth and disruptions

Broadband (Wire line)

Networked Media

Gaming Device
The World-Wide Living Room

Internet A/V services:
Stream  Download  Share
The World-Wide Living Room

Internet A/V services:
Stream  Download  Share

WAN: 3G, GPRS
The World-Wide Living Room

Internet A/V services:
- Stream
- Download
- Share

Hot spot Wi-Fi networks

WAN: 3G, GPRS
The World-Wide Living Room

Internet A/V services:
Stream
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Hot spot Wi-Fi networks

WAN: 3G, GPRS
Conclusions

Plenty of challenges

- Bandwidth
- Reliability (wireless inside and outside the home)
- Interoperability
  - Formats
  - DRM
- Setup

- Plenty of growth opportunities
  - Networking and processing infrastructure
  - Networked media devices (play-out, storage)
  - Digital Content “packaging” and delivery
  - New user experience (screens from tiny to huge)

The World-Wide Living Room is wide open!