fing) fondation internet nouvelle génération

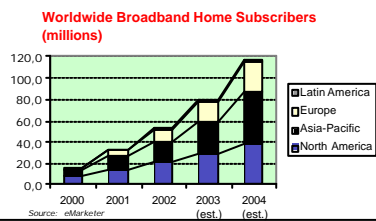## Broadband and consumer — In need of applications?

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Global Forum 2003

Broadband creates important challenges and opportunities for commercial content...

... But the reverse is not so true

Worldwide Broadband Home Subscribers (millions)

Legend:
- Latin America
- Europe
- Asia-Pacific
- North America

120,0
100,0
80,0
60,0
40,0
20,0
0,0

2000 | 2001 | 2002 | 2003 (est.) | 2004 (est.)
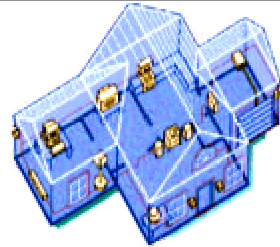
Source: eMarketer

The killer apps of broadband is... networking...

E-mail - Chat - IM – SMS
IP Telephony
Transactions
Networked gaming
Community
Groupware
... and P2P

Remember?
Theatrophone
VoD
MSN (1995)
Web TV
WAP...

Slide 1

… In all its guises…

Shared access
Home PC(s)
Game computers
TV(s)-Digital VCRs
Digital camera(s)
Hi-Fi
Home appliances
Security…

Usage aggregation
as well as
"rich" uses

Slide 2

… And empowerment

"Self-produced"
>3.5 M personal
websites in France!
Weblogs
Digital photo & video…

"Terminal" → "Initial"

"Free for good reasons" content
Corporate / promotional
Research
Free speech
Ad-supported
Other valuation
mechanisms…

Slide 3

U.S. Yearly information flows, 2000

Photographs (80 Bn)	410,000 Terabytes
Home videos (1.4 Bn tapes)	300,000 Terabytes
E-mail (610 Bn)	11,300 Terabytes
Web (pages, not traffic)	23-100 Terabytes
Published information (books, papers, cinema, music CDs, DVDs)	285 Terabytes, of which 195 are office documents
TV (broadcast)	14,150 Terabytes
Telephone	576,000 Terabytes

Source: « How Much Information », Peter Lyman, Hal Varian, University of California

Slide 4

So, the success of broadband does not depend on professionally produced content…

Slide 1

… But broadband provides huge opportunities for the content industry

Slide 2

Broadband increases online usage across the board

Typical Internet day (U.S., Pew)	Broad-band	All users	
Chat rooms	10%	5%	
Travel info.	23%	6%	
File sharing	17%	4%	
Content creation	16%	3%	
Photography	14%	1%	
Games, video D/L	22%	4%	
Radio station	19%	4%	
Online gaming	22%	10%	
Product purchase	21%	3%	

Source: Pew Internet Report, 2002

"Broadband" content does not determine the move towards broadband;

But broadband increases both paying and non-paying content usage.

Slide 3

Broadband allows the takeoff of advanced contents and uses
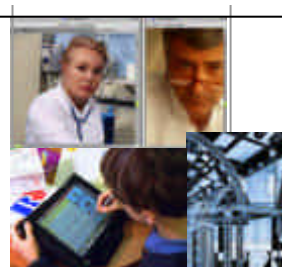
"Collective" uses
e-Research
e-Health
e-Education/Training
Multimédia libraries
Advanced e-Government
e-Tourism…

Information, Media & Entertainment
Rich content
Immersive games
Contextualised contents & services
… With new distribution mechanisms and models

Slide 4

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Thank You / Merci !

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