Disney • abc Television Group
DIGITAL MEDIA

Market Evolution

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Evolution of Media Value Chain

	Content Producer →	Programmer / Aggregator →	Distribution Technology →	End-user Device
Traditional Media	**Film studio**	**Broadcast stations**	**Terrestrial broadcast**	**Television**
	TV studio	**Linear networks**	**Cable/Satellite**	

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Traditional Media	Film studio	Broadcast stations	Terrestrial broadcast	Television
	TV studio	Linear networks	Cable/Satellite	
Digital Media	VBloggers			
	Mobile producers			
	Games developers			
	Interactive apps developer			

quicktime | media player | bittorrent | phone | tivo

story links: vw bus drags, sonic banana, strandbeest, dancing bots, transformer failure, transformer failure][, punch-out reenactment (via), final fantasy reenactment, princess rajah dance 1904, japan's maglev, clerks2 feedback (thanks, jay!), apollo pony, be a gamer

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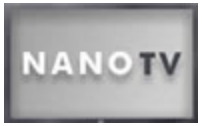
Traditional Media	Film studio	Broadcast stations	Terrestrial broadcast	Television
	TV studio	Linear networks	Cable/Satellite	
Digital Media		On demand services		
		Websites		
		Mobile providers		
		Portals / search engines		



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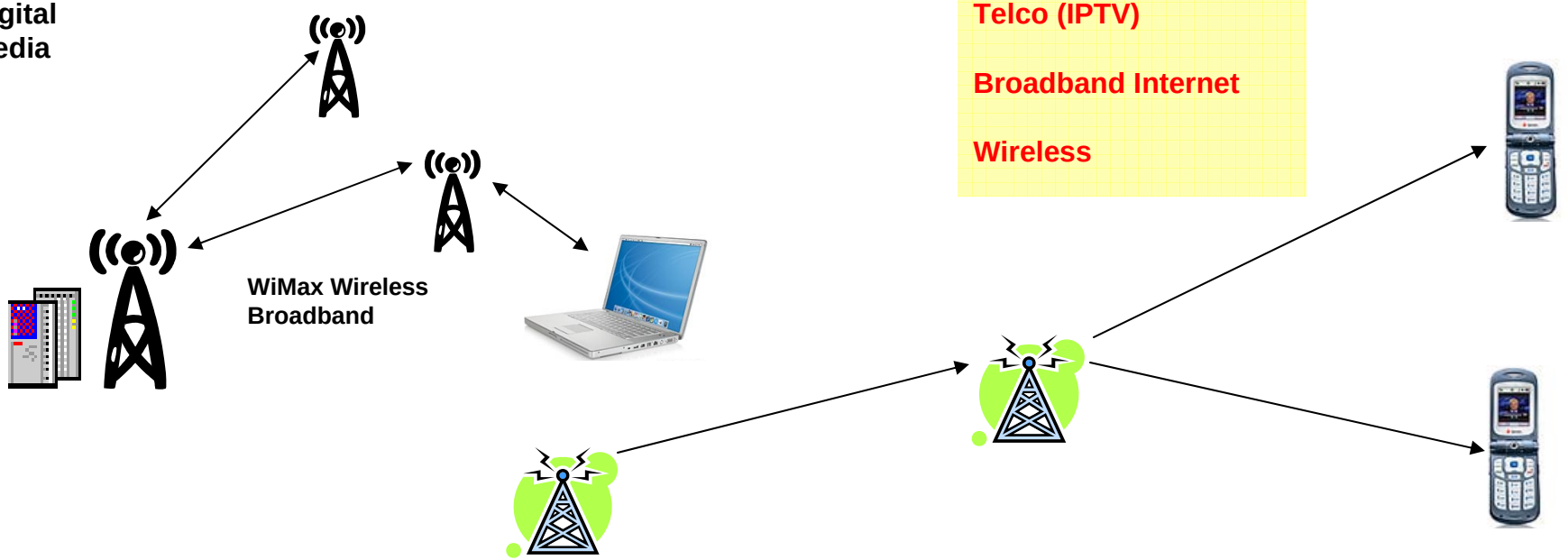
	TV studio	Linear networks	Cable/Satellite	
Digital Media			Telco (IPTV)	
			Broadband Internet	
			Wireless	



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	TV studio	**Linear networks**	**Cable/Satellite**	
Digital Media				**Computer** **Portable Device**

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Digital Media	VBloggers	On demand services	Telco (IPTV)	Computer
	Mobile producers	Websites	Broadband Internet	Portable Device
	Games developers	Mobile providers	Wireless	
	Interactive apps developer	Portals / search engines		

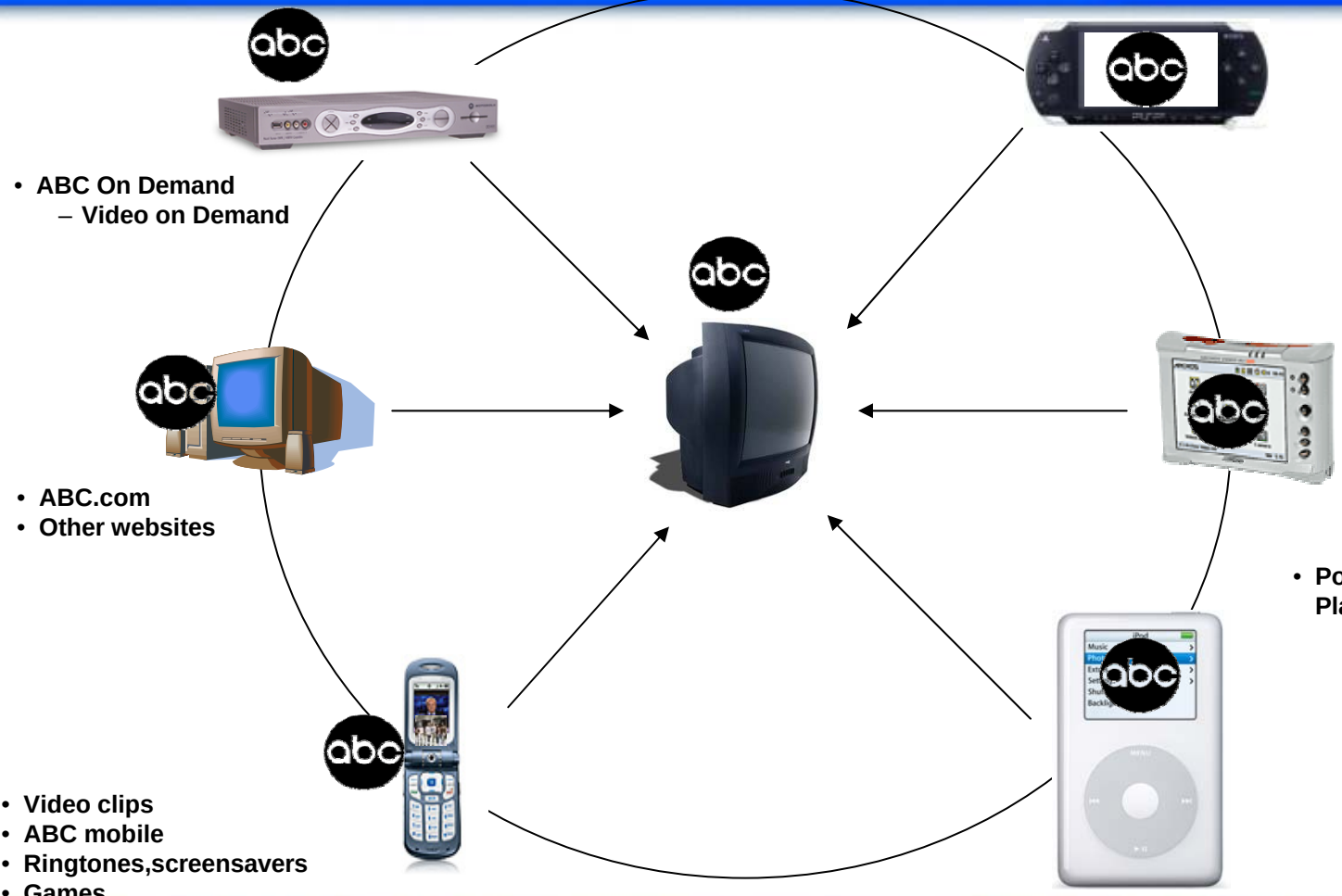
Technology has increased competition, creating more content producers, different types of programmers and aggregators that can be accessed through more distribution technologies and end-user devices

Strategy

- **Invest in quality content**
- **Create great consumer experiences**
- **Redefine the network**
- **Maximize technology**
- **Sharpen the brand**
- **Move towards interactive advertising**
- **Offer flexibility in business models**
- **Establish selective partnerships**

Increase network's reach to audiences by extending network to all digital platforms

Illustrative: ABC Network



- ABC On Demand
  - Video on Demand

- ABC.com
- Other websites

- Portable Media Players

- Video clips
- ABC mobile
- Ringtones,screensavers
- Games

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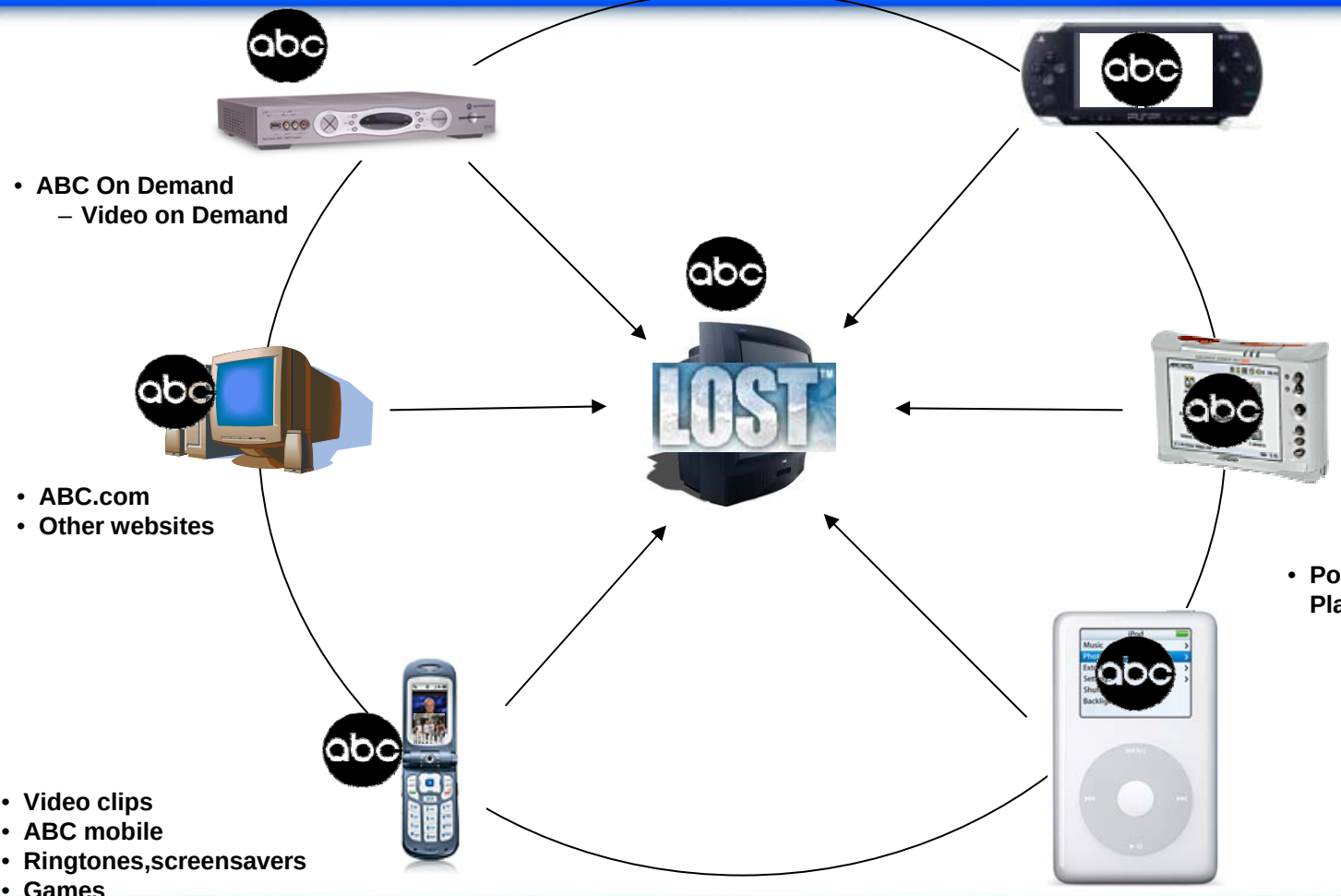

Multi-platform branded programming service

Illustrative: ABC Network

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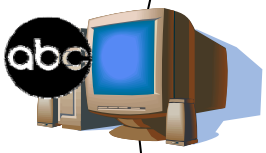
  - Video on Demand



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VIDEO ON DEMAND

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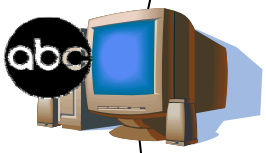

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BROADBAND

- Portable Media Players

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Broadband Dot Com

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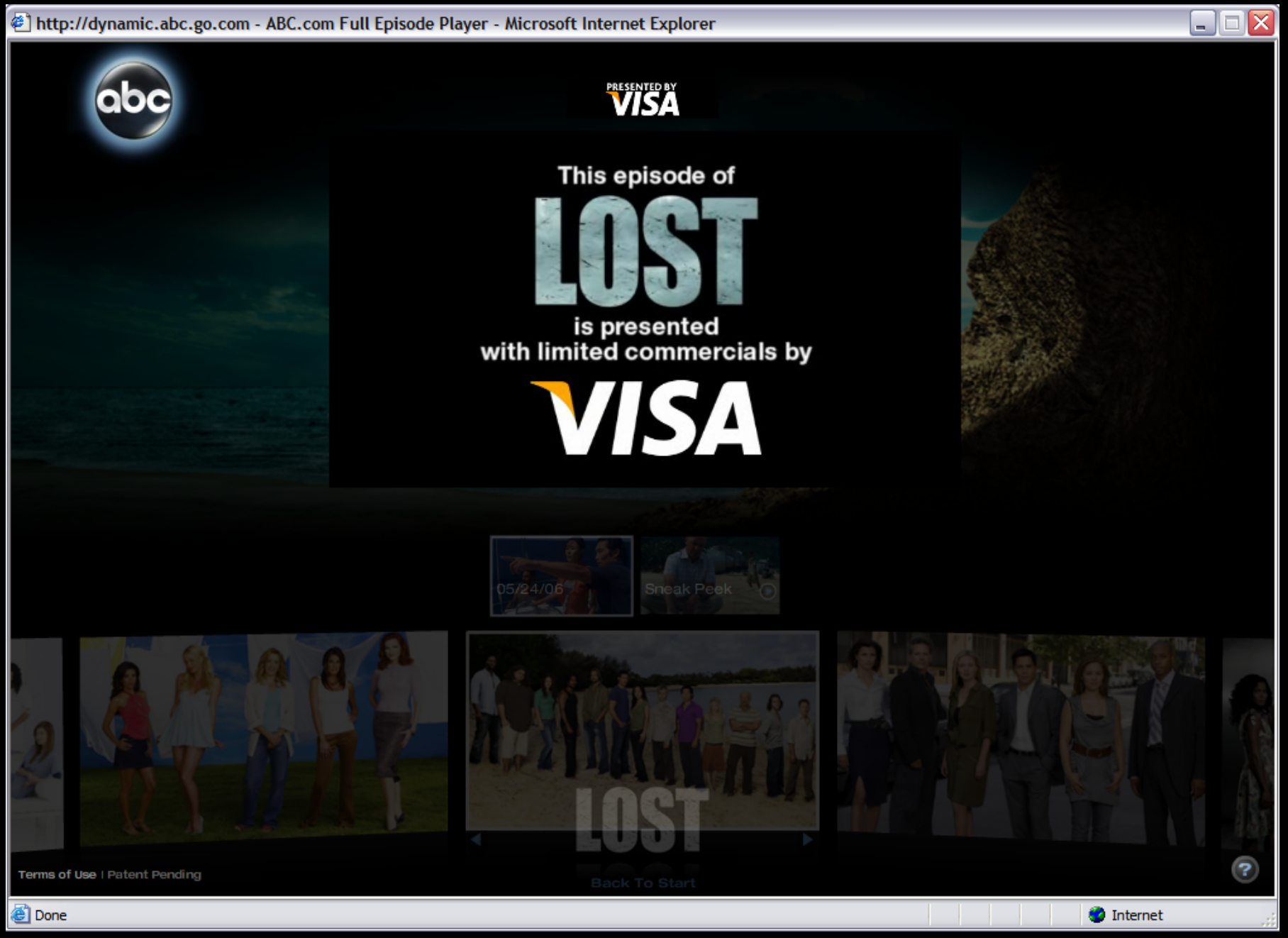
Terms of Use | Patent Pending
Done
Internet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This episode of
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is presented
with limited commercials by
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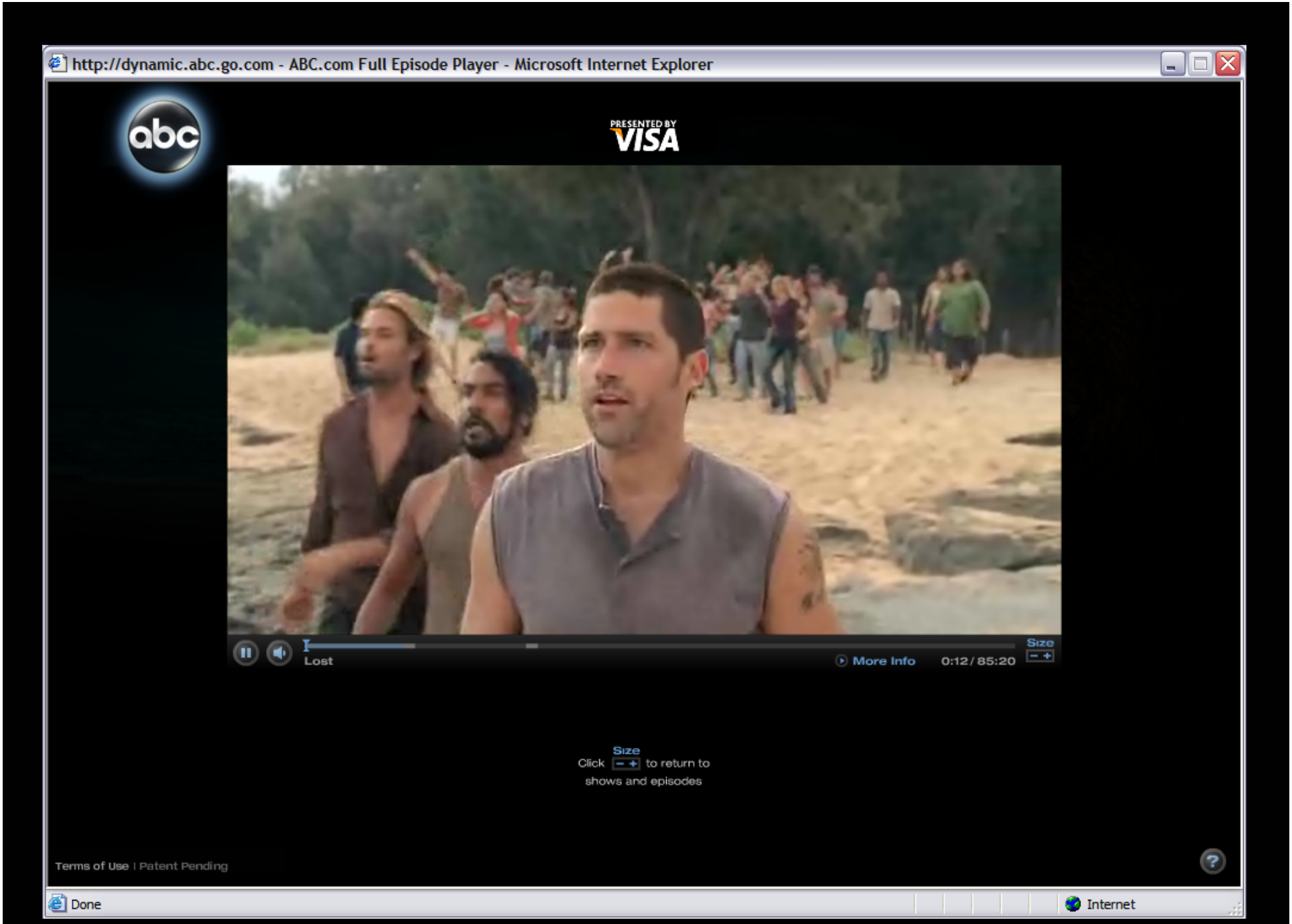
Internet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More Info
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Click to return to
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Internet

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abc

PRESENTED BY VISA

Will Return to Regular Programming in 12 Seconds.

LIFE TAKES PROTECTION

www.visa.com/SecurityStories

LIFE TAKES VISA

Done

Internet

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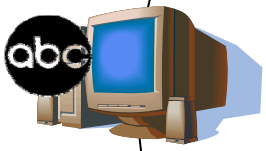

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MOBILE

- Portable Media Players

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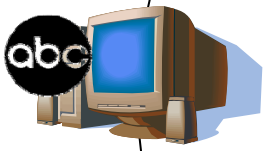

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E-DISTRIBUTION / PORTABLE PLAYERS

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