

Business and policy solutions: Emerging issues and implications

*A) Content creation Building the right
environment for innovation*

Yossi Vardi

*Chairman International Technologies / Member World Economic Forum ICT & Media
Industry Community*



Out of the box digital content distribution



Yossi vardi 2005

Content Redefined

- **Aggregation services:** the packing of hundred of feeds and sources of information onto a single page or pages
- **Directory services:** the categorization and linking of millions f sites into an intuitive, easy-to-use research and navigation tool
- **Communications services:** email, chat, message-boards, instant messaging, voice, video conferencing
- **Personal productivity tools:** calendars, address books, bill-paying services, reminder services
- **Personal finance tools:** bank accounts, portfolios, insurance, research
- **Information:** telephone listings, address listings, TV listings, restaurant listings
- **Reviews:** professional and individual feedback and ratings regarding products, services, sites, etc.
- **User-generated content:** photographs, message boards, reviews, clubs, videos
- **Commerce products and services:** shopping, auctions, classifieds, “bots”, price-comparison engines, wallets
- **Games**
- **News (and, more importantly, news aggregation)**
- **Horoscopes**
- **Entertainment – and the marketing and distribution of entertainment products such as music and movies**

The first 100 million users is always the toughest



The power of viral distribution



People are the killer-app!



Belonging

Not Any Group Of People Constitutes a Community

Communities

Mac users

Riding Harley Davidson

PBS watchers

Radio amateurs

Discussion groups

Web-like relations

PalmPilot buyers

Pioneers, early adapters

Gathering in Woodstock

Running the Marathon

ICQ users

Non-Communities

PC users

Riding NY subway

Advertorial watchers

Cellular phone users

Non-affinity Newsletter

Hub and spoke relations

Maytag buyers

Late joiners

Gathering in 7 - 11

Running after a bus

“Word” users

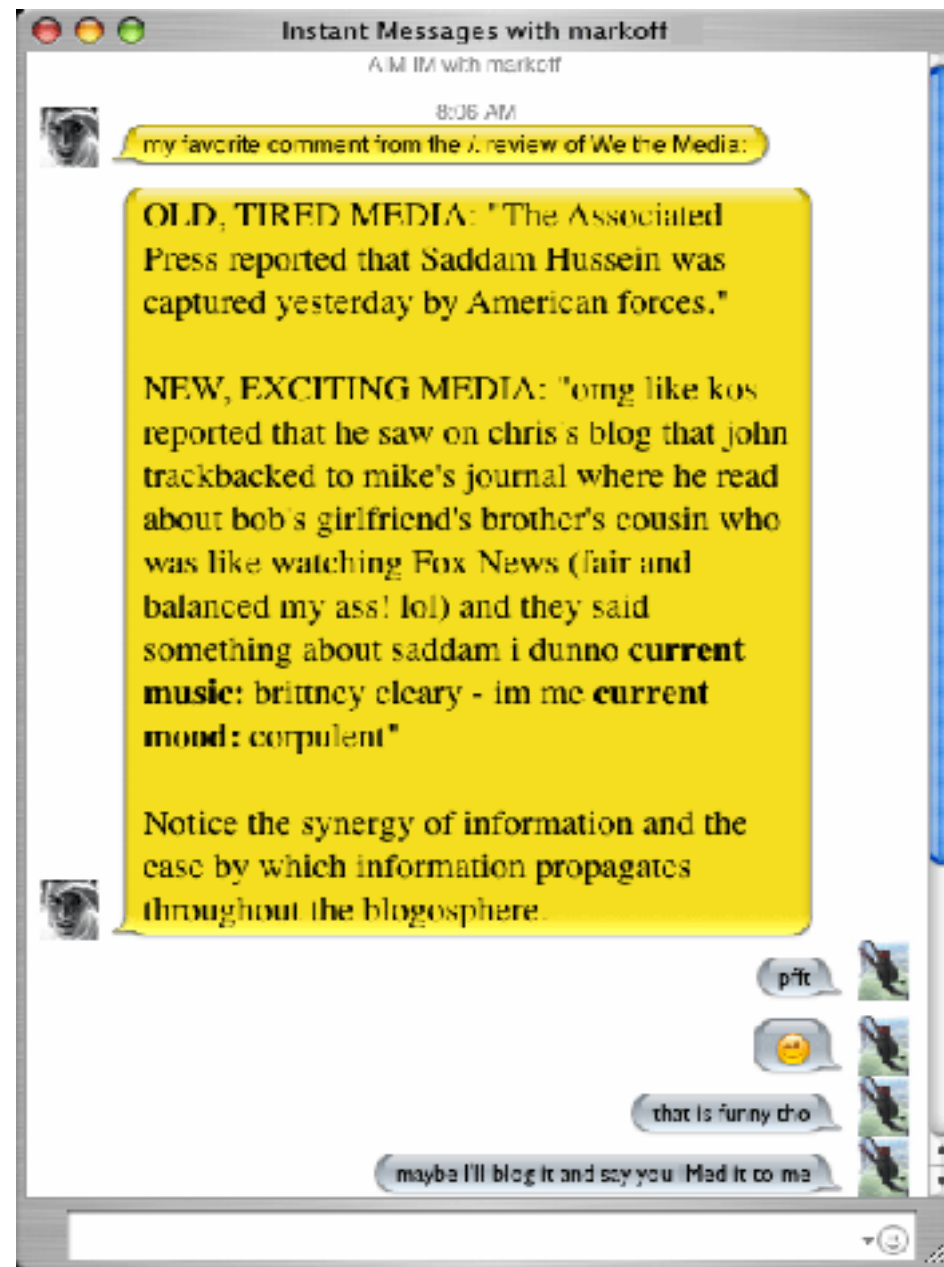
Togetherness



Sharing



User-created content

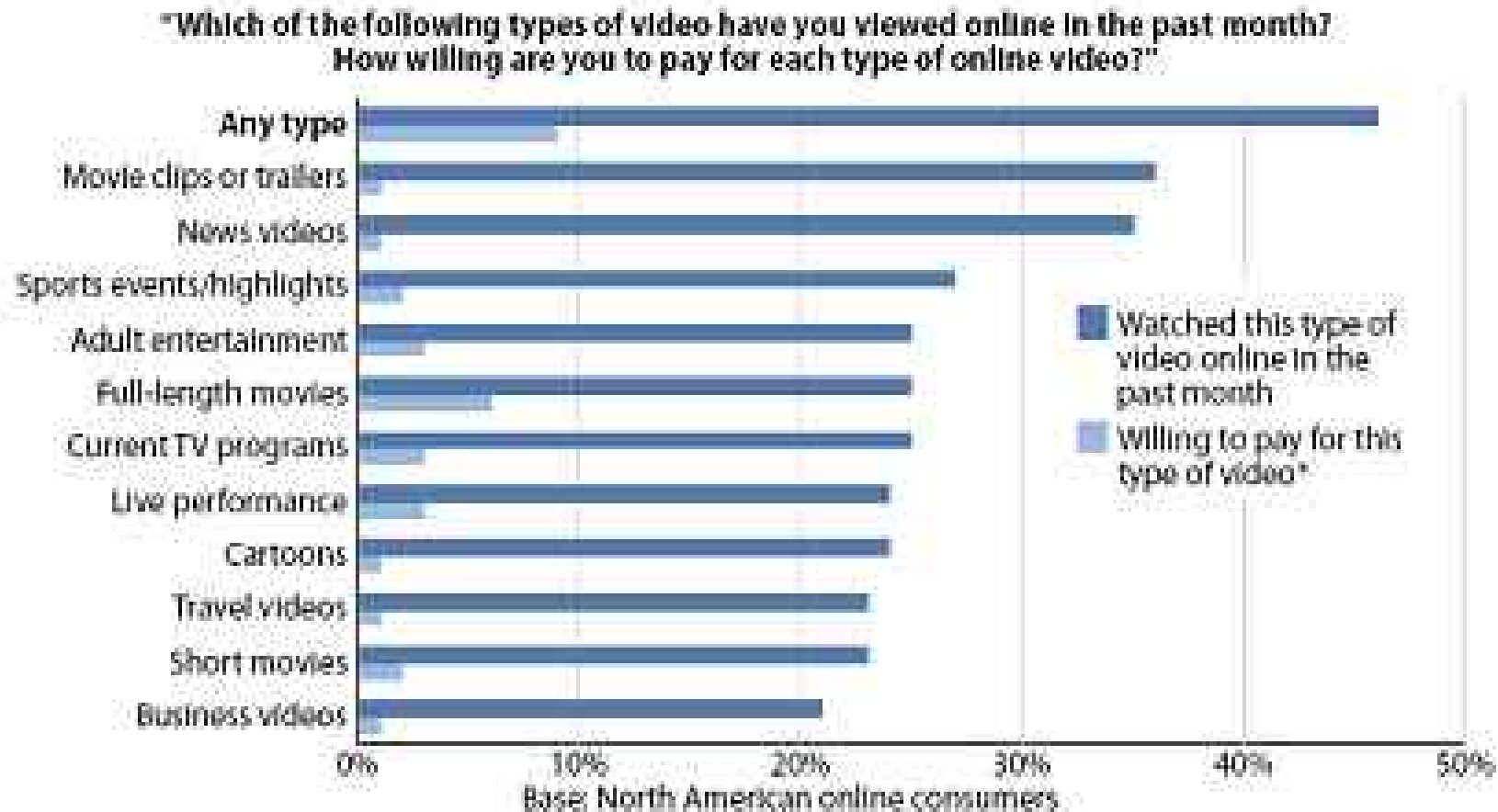


The Mass/Wave phenomena of the internet

- The internet as a distribution channel
- The internet as a market place

Free is wonderful

Figure 1 Internet Video Is Popular With Consumers



Source: Consumer Technographics® Q3 2005 North American Media & Marketing Online Survey
*Percentages indicate respondents who are somewhat or very willing to pay for each type of video.

Source: Forrester Research, Inc.