



Content Provisioning & Business Models

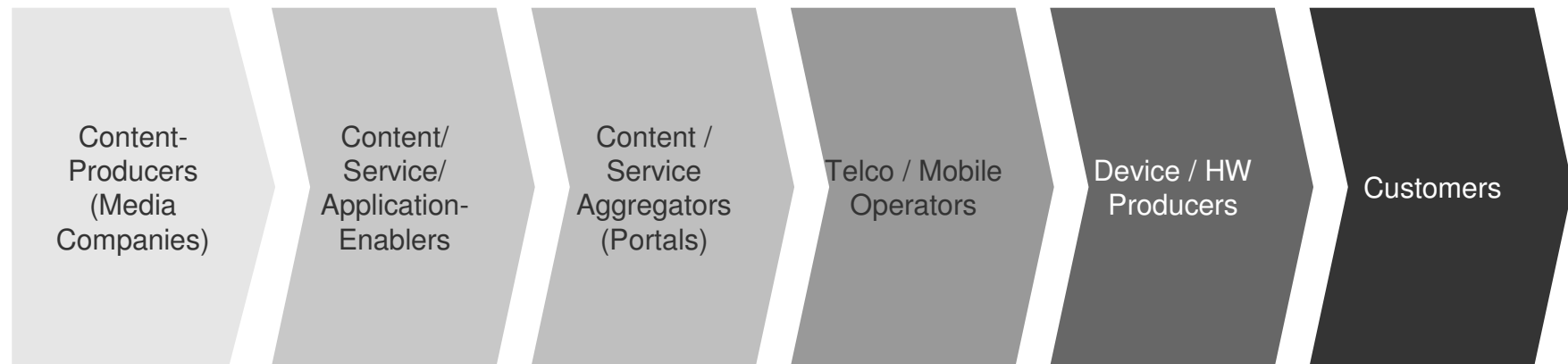
Dr. Marcus Englert, CEO Kirch Intermedia

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1. The Value Chain
2. Mobile Offerings
3. Revenue Streams
4. Product Strategies

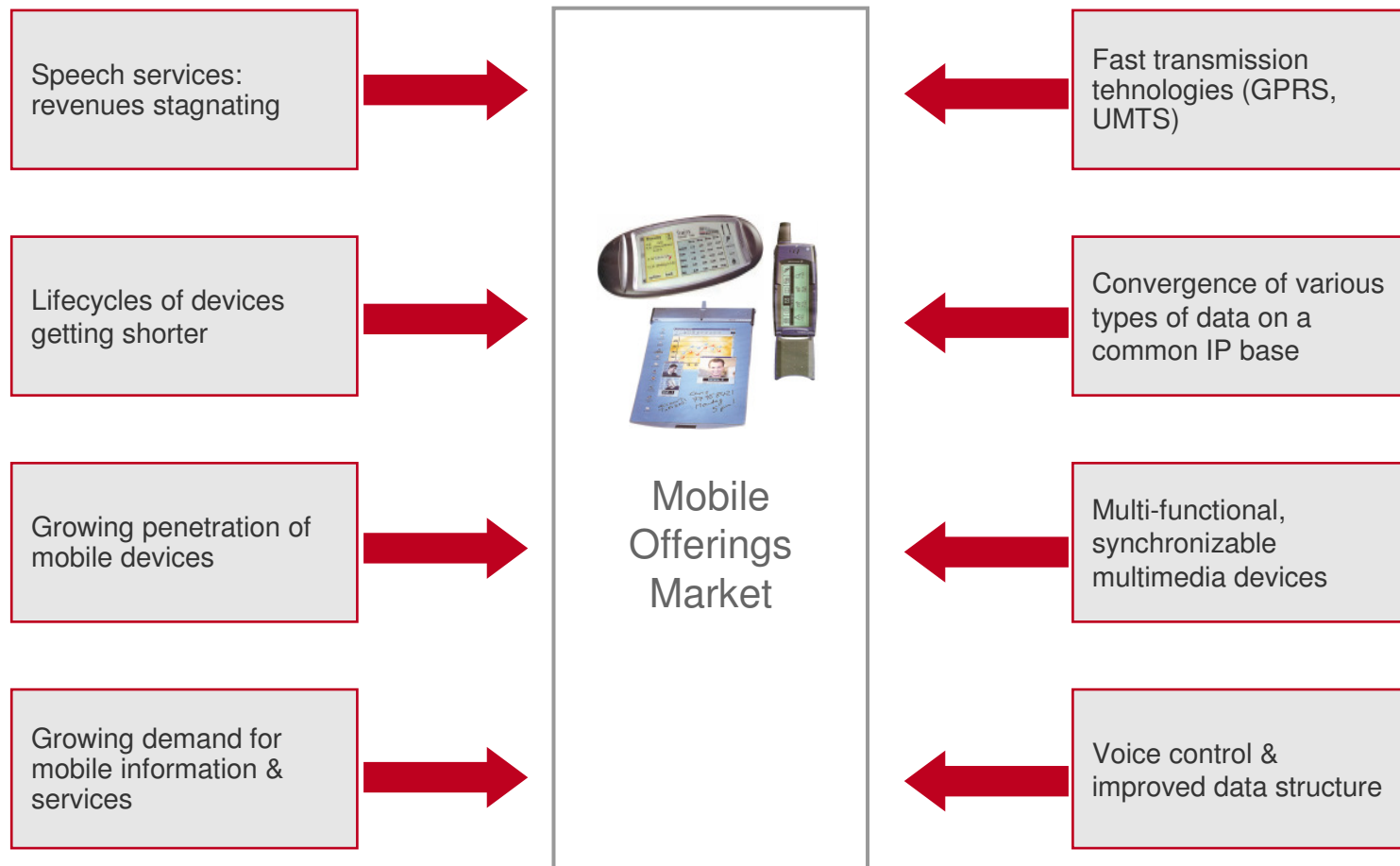
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The Mobile Value Chain



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Market Drivers for Mobile Offerings



Media Usage is Getting Independent of Time and Location

Independent on location	Queries	Games	News	Dictations
	News	Entertainment	Queries	Time scheduling
	Schedules	Headlines	Entertainment	Queries
	M-Commerce		M-Commerce	M-Commerce
Dependent on location	Emergencies	Local information	City guides	
	Nearby restaurants & shops	Weather	Entertainment	
	City guides			
	„Now“	„Kill Time“	„Dead Time“	„Save Time“

Information services

(Information, information-based applications)

Entertainment

(Games, gambling, music, edutainment etc.)

M-Commerce

(Products, services, cross-services)

Communication & Community

(E-Mail/ SMS Messaging, Unified Messaging, Personal Information Management, Chats etc.)

Advertising

(Alerts, coupons, discounts, sponsoring etc.)

Location Based Services

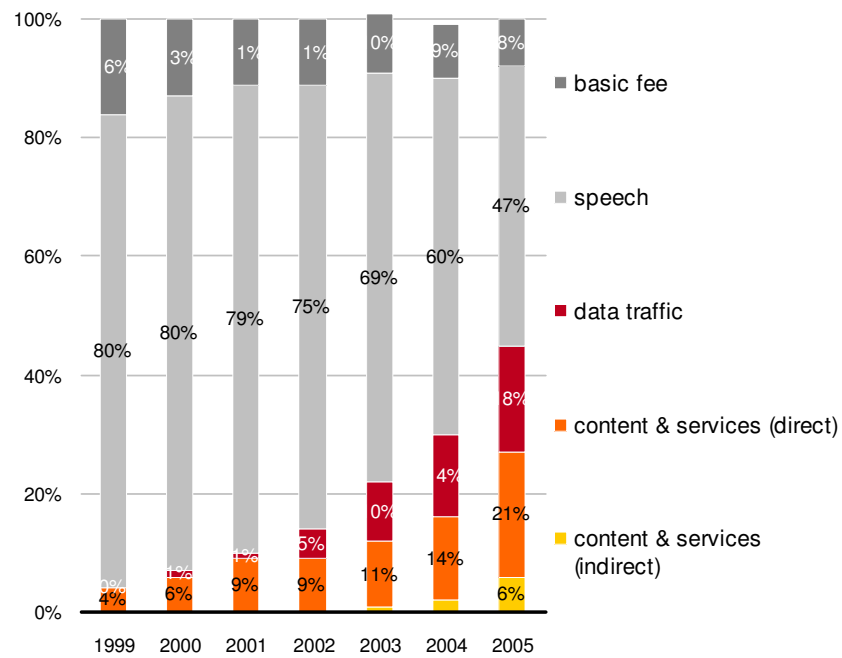
(Location based advertising / instant messaging, location based commerce)

Multimedia

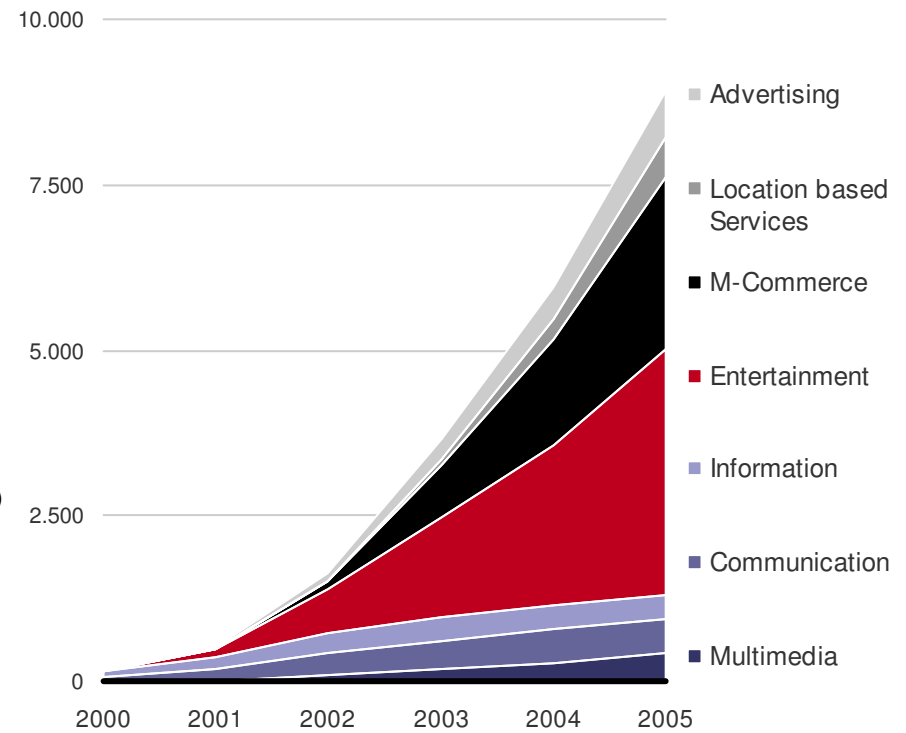
(Audio / video files for downloading or streaming)

Mobile Content Offerings will gain in importance

Revenue split mobile offerings (Europe)
In %



Categories of mobile revenues in Germany
m DEM



Mobile
gaming

Mobile
gambling

Mobile
music

Mobile
text-based
entertainment

Mobile pictures
& video

Mobile
edutain-
ment

Communica-tion
&
community

- Entertainment offerings are sticky applications, which increase usage frequency and customer loyalty
- Entertainment offerings satisfy *kill time* and *dead time* needs
- Important revenue source referring to market size and market growth
- High development potential for new offerings

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Advertising

- Banner
- SMS Ads
- Ads before/after Audio-/Videofiles
- Sponsoring (Branding)
- Push-Services
- Cross-Media-Sales

M-Commerce

- Transactional revenues (commission, sales)
- Ads

Market Research

- Test markets
- Surveys

Air Time Sharing

Content Sales

- Pay per Use
- Pay per Click
- Subscriptions
- Premium Content (pay for availability)
- Cross Media Bundling

Content Syndication

- Pay per Use
- Pay per Click
- Pay per Visitor
- Subscriptions (also for Intranets)
- Bartering
- Revenue Sharing

M-Services

- Hosting
- Storage
- Mobile Publishing Services
- Billing

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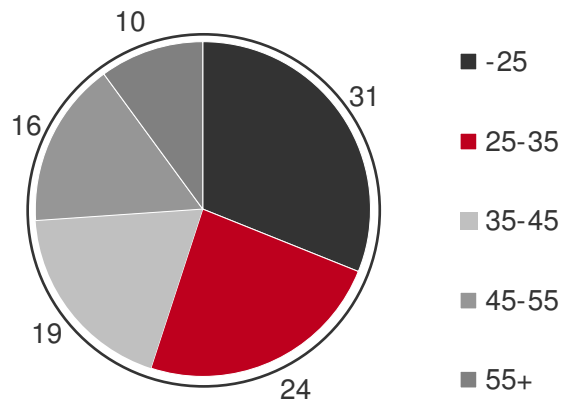
Mobile Targets Depend on Technical Developments



SMS is the First Step to Mobile Offerings

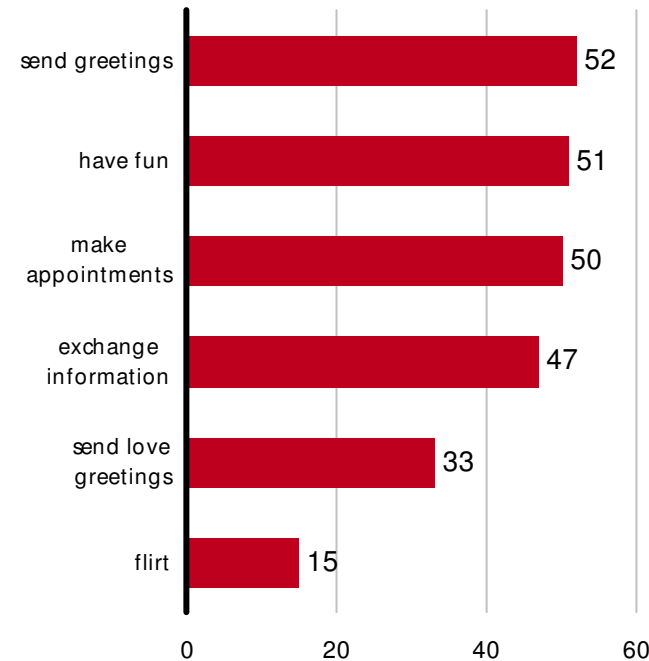
SMS usage by age

In %



SMS usage by purpose

In %



- SMS Services are still booming
 - 2 billion SMS per month are sent in Germany
 - 66% of all mobile phone customers are using SMS
- Future technologies (EMS, MMS) are emerging

Mobile will be the Core Element of Integrated Communication Strategies



Teletext

Internet

Audiotex

SMS

WAP



- Program information
- Online reference
- Audiotex

- Program accompaniment
- Online votings
- Online lotteries
- Fan area
- Fan downloads
- Logo, Ringtones

- Lotteries
- TEDs, Votings
- Information Lines

- SMS lotteries
- SMS votings
- Fan information services
- Logos, Ringtones
- etc.

- WAP lotteries
- WAP votings
- Connection to EPG
- etc.

