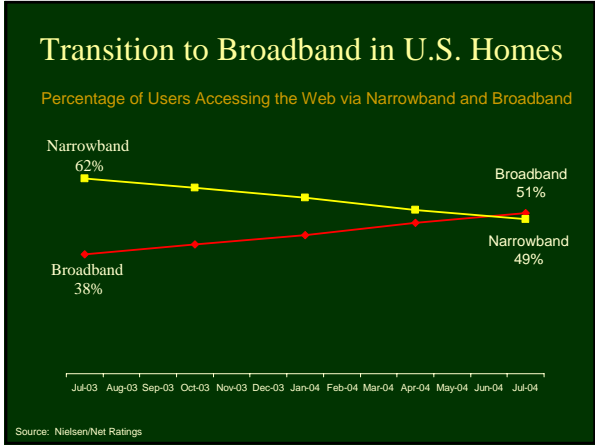


Peer to Peer Video

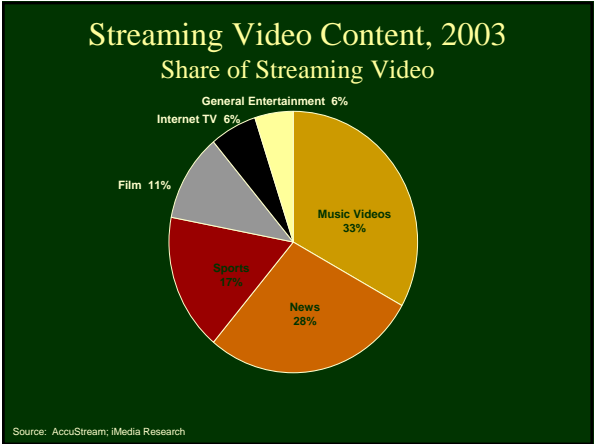
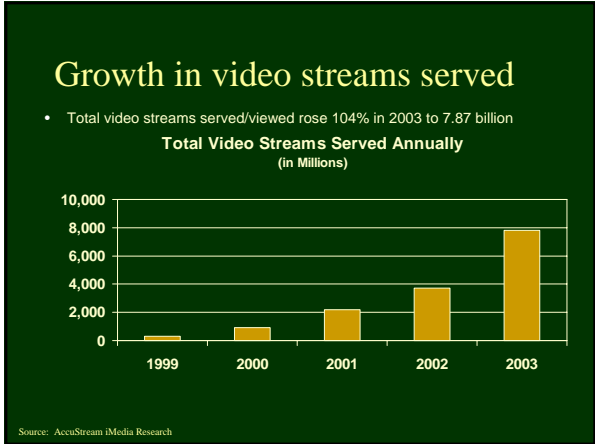
What Can We Learn From Consumer Behavior?

John Carey
Fordham Business School

Enabling Technology: Broadband



Growing interest in TV/video over broadband

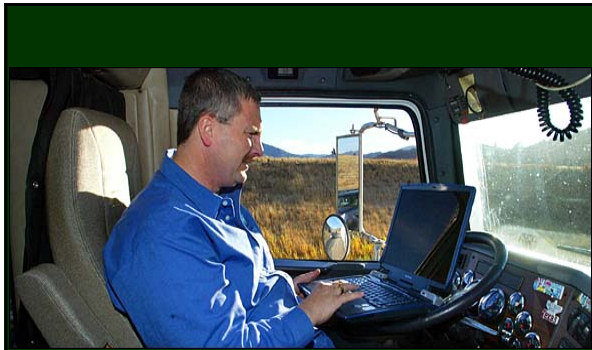


Early Adopters



The demand for
mobile access to media





The New York Times



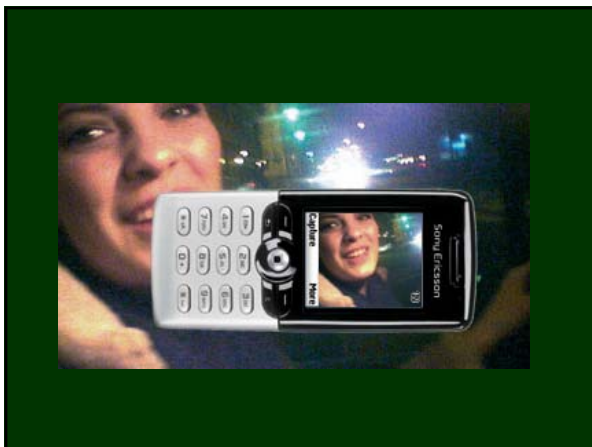
Atlanta



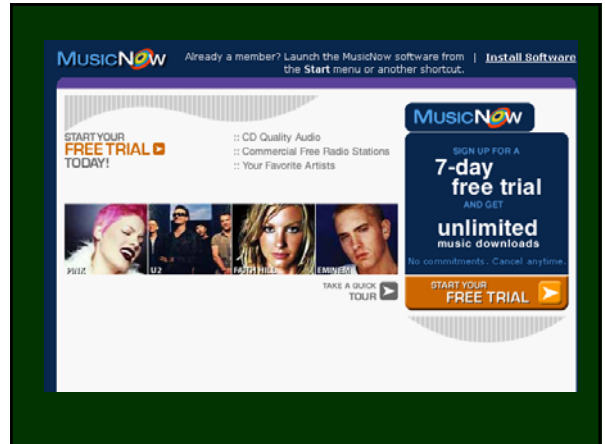
Times Square, NYC



San Francisco



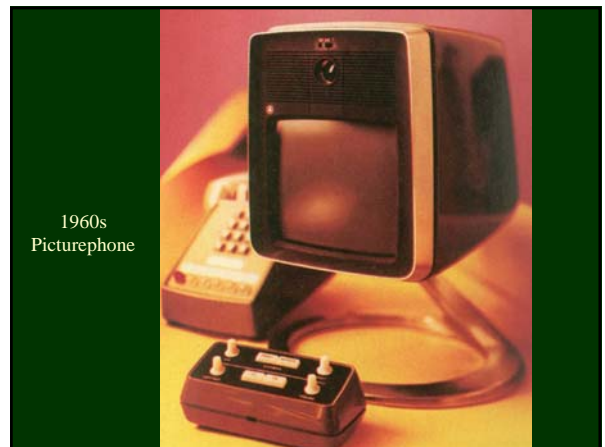
Transfer or build on existing habits:
music file sharing

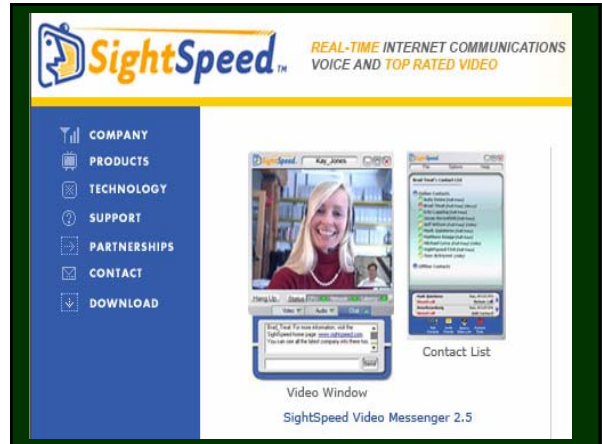


Digital Photography to Video Clips?



Videophones and Videoconferencing





New Incremental Activities

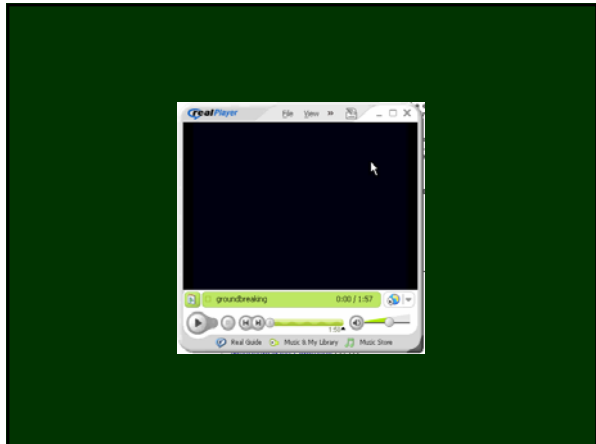
Underground Video



Video Blogs



Institutional video file sharing



Consumer versus Enterprise
Video File Sharing

Video File Sharing Sites

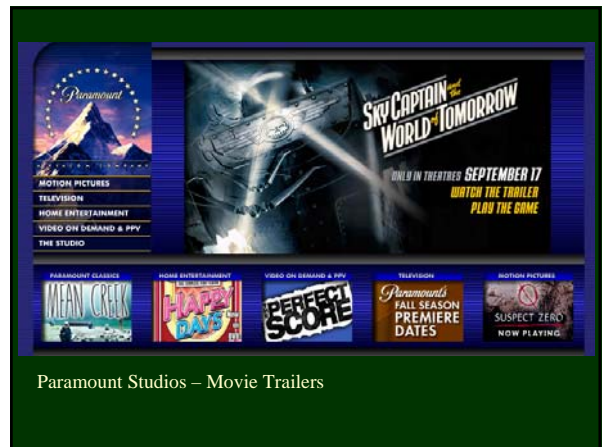


Encouraging video file sharing by traditional video publishers



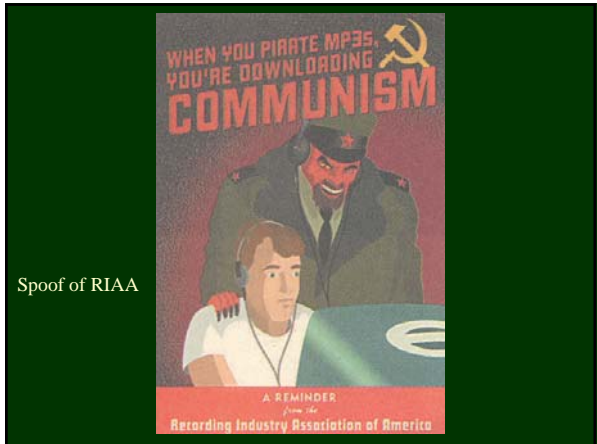


NBC Screening Room – Program Promos



Paramount Studios – Movie Trailers

Will the industry encourage
or discourage video file sharing?



Spoof of RIAA

What Devices? One Device or Many?

PVRs
Personal Computers
New Generation Cell Phones
Laptops
Proprietary Devices
Hybrids



MobitV Demo

Is there a “killer” application?

In the long term

Mass Entertainment:
Movies and Television Programs

In the short term

Adult content often leads the way...



Obstacles

Discussion