Consumer Innovation in a Multi-Screen World

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The Audience Can’t Wait!
Audiences Are More In Control Now Than Ever

53%
Consumer Behavior Shifts

Audiences Also Want to Participate in the Creative Process

63%
Businesses Need to Respond to Market Segments

Consensus Endstate for 2012

- Open
- Content Access
- Limited

Generational Chasm

- Massive Passives
- Kool Kids
- Gadgetiers

Consumer Media Control

- Passive
- Involved

IBM
Consumers Do Not Expect to Pay For All Content

Global Users interested in Online Video
Ad-supported versus paid content online

- Would watch advertising before or after quality, free content
- Would pay a few dollars/months for quality content adfree
- Would pay equivalent of DVD price in monthly fees for adfree content
- Other (only wants free content)
Revenues are Growing 6X on Multiple Screens

- Mobile Video
- Handheld Media
- Broadband Entertainment
- User Content
Advertisers Plan to Adjust Spending

In a 2006 study, 78% claimed that television was less effective than two years ago.
Companies Must Innovate in the Multi-screen World
Are You Ready?
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