The Future of
Content, Conduit & Commercials:
An Inevitable Bottom Line of
Ultra Broadband Economics

W. Russell Neuman
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Five Elements of the Argument

- Bandwidth is Abundant
- Intelligence is Ubiquitous
- Content is Unprotectable
- Conduit Profitability is Declining
- Commercial Support is Declining
The Ultrabroadband World

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How the internet killed the phone business
The Ultrabroadband World

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Advertising Economics


To Sum Up

- Content Napstered
- Conduit Skyped
- Commercials TiVoed
In the Ultrabroadband World

- Access Fee Business Model Fails
- Advertising Business Model Fails
The Ultrabroadband World

- What’s left as a Business Model?
- Transaction-Based Business Model
You Need To Know What
This Man Knows

Amit Singhal
Google Ranking Algorithm Czar
Transaction-Based Business Model

- User-Created Content
- Pull Rather Than Push
- Context Sensitive Search
- Personalized Search
- Better Than Free
- Paradox of the Long Tail
Public Policy

- Aging Business Models Cannot Be Saved Just By Legal Fiat
- Network Neutrality
- Spectrum Auctions
- Municipal & Community WiFi
- Patent Protection
Content, Conduit & Commercials

Thanks