



video to mobile

What's really going to work on
mobile?

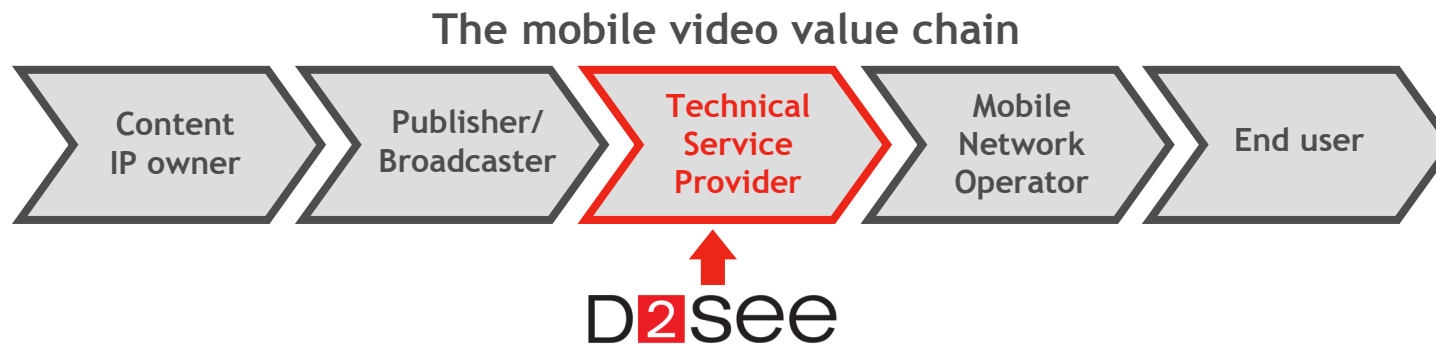
World Telemedia

Budapest

November '06

D2see at a glance

- **Mobile video specialist.**
- Technical service provider **enabling content IP owners to monetise and deliver video content to mobile phones.**
- **Experienced management team with proven track record** - blue-chip backgrounds including Accenture, BSkyB and Vodafone.
- High quality commercial engagement/partnership and flawless service delivered over **scalable carrier-grade infrastructure - D2see Oxygen platform**
- D2see **does not aggregate or publish content.**



Mobile video formats - what is going to work?

- Mobile TV
- Adult Video on Demand
- Catch up TV
- Long-tail content
- User-created content
- TV participation
- Internet services extended to mobile

Terrestrial broadcast on 3G?

- Possible, but sensible?
- Uninteresting commercials
 - Say £5 per channel, on 50% revenue share with IP owner
 - Assume 20 mins of usage per user, and average data rate of 100kb/s = 17p/Mb for data plus content
 - Same operator charges prepaid users 750p/Mb for Off Portal data usage
- Rationale
 - Share price?
 - Showing what's possible?
- Future of mass market broadcast content
 - DAB-IP
 - DVB - H
 - MBMS

What are the delivery options?

For 2006/07 3G video calling presents the best mass-market consumer experience and commercial model - off-portal IP services will become viable as standards and commercial models start to settle.

	Video on demand			Broadcast
	Stream		Download	
	Video calling	IP		
Network	3G (circuit-switched) - guaranteed 64 kb/s ensures quality of service	3G (packet switched)	2.5G (download is the only usable option) 3G	DAB IP / DMB / DVB-H - infrastructure required
Device compatibility	Works on all 3G handsets	Fragmented - dependent on device, codecs, settings, media player, bandwidth, screen size, processor, memory available, tariff, network operator, quality of service		Bespoke devices required
Service discovery	Dial number/SMS/WAP initiated dial-back	WAP portal / WAP-push (SMS)		Bespoke
Navigation	Via DTMF / IVR (phone's key pad)	No navigation in stream		Bespoke
DRM	N/A - stream cannot be saved	Various - standards still bedding in		Bespoke
2-way	Yes - video & audio	Not in stream - some handsets can record then upload		No
Billing	Per minute charge - no 'bill shock'	Data carriage: Variable data charges (up to £7.50 / MB) Content: SMS / PayForIt / credit card / other		Bespoke


D2see services - 'mobile video'


'Mobile TV' - complementary to mobile video

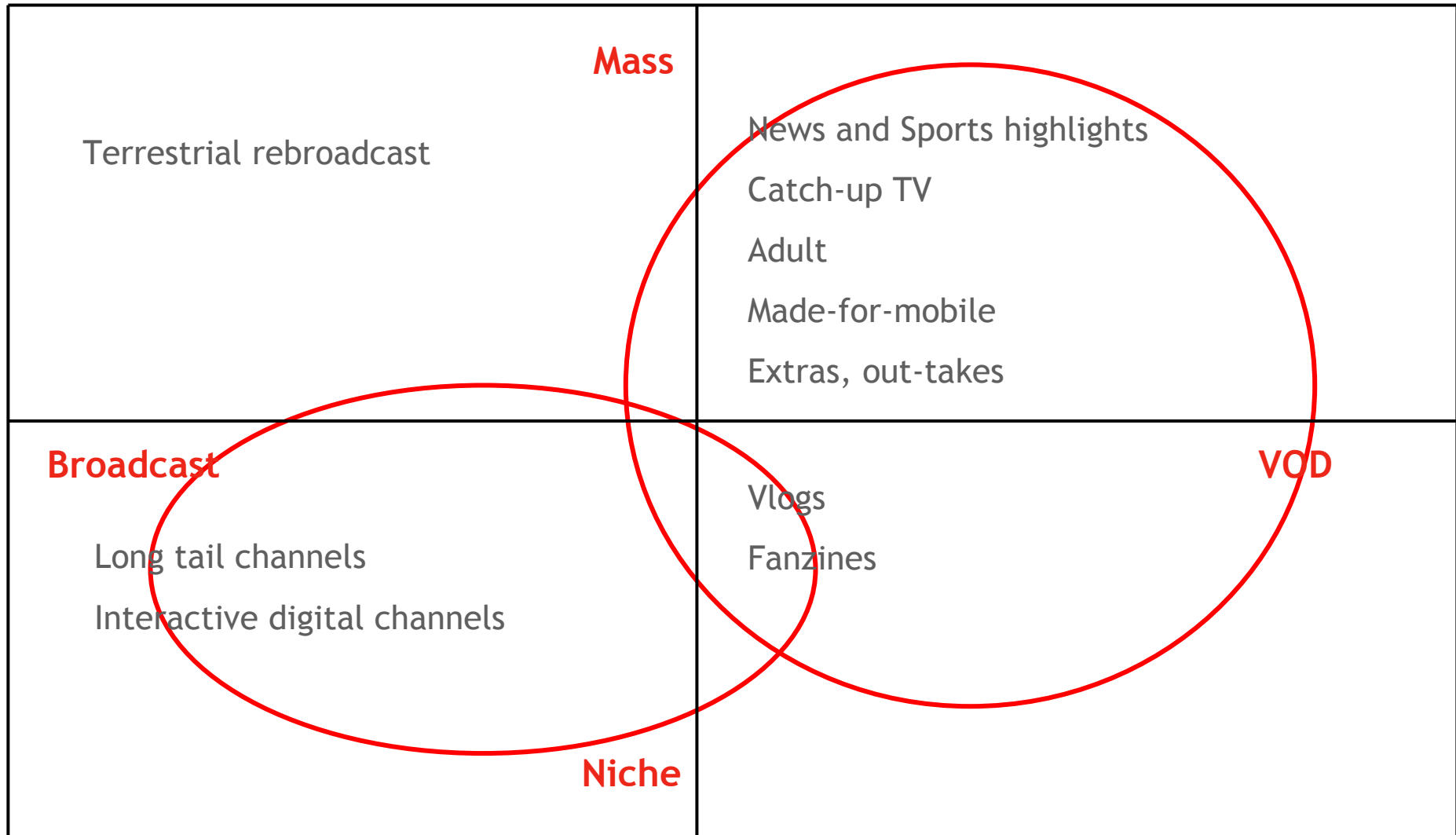
3G Christmas?

- 3G play
 - Only realistic bearer for “I want it now” video
- Green shoots?
 - 6m growing to 10m 3G devices after Xmas
 - 3G users have 9 x propensity to use video than 2.5G users
 - As much video consumption as ringtone downloads
 - 30 out of 37 Vodafone Xmas phones 3G; 5 entry-level
- At last the network platform is there and devices are getting onto the streets
- But
 - Data charges of up to £7.50/Mb
 - Codecs
 - DRM
 - QoS

Changing social trends, changing business economics

- Click Culture
 - No longer just sitting down to consume entertainment
 - Proactive search for appealing short snippets of entertainment
 - Users as creators, not just consumers
 - Content publisher no longer a director, but a conductor
- Long Tail
 - Cumulative demand for long tail items can exceed the demand for top products
 - Amazon -*We sold more books today that didn't sell at all yesterday than we sold today of all the books that did sell yesterday*
 - Crack “Storage and Distribution costs” a.k.a. service discovery, and mobile video will be a Long Tail market

Who's got it right?



Winning content categories

- Need to take full regard of the unique attributes of mobile
 - Small screen, but always in pocket
 - Users with time to kill
 - Discreet, personal
 - Network quality especially UK railways
 - Its got its own web cam
- Its not a TV!
- Pure Mobile
- Broadcast TV + Mobile
 - Catch-up TV
 - Interactive
 - 15 secs of fame
- Internet + Mobile
 - Vlogging

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