



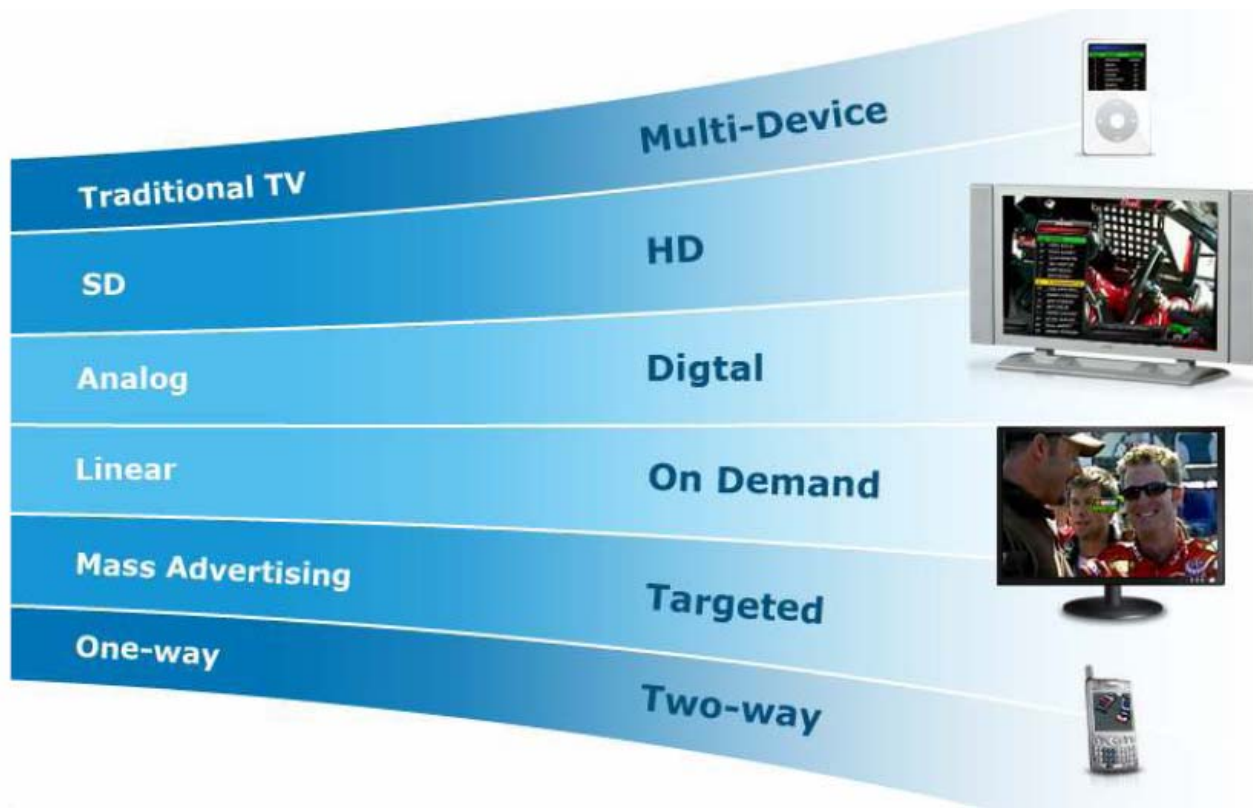
Clash of Titans. Why media and telecom will become BFF.

Andres Jordan, Head of Innovations, Deutsche Telekom North America Inc.,
Web Hosting Days, March 18th, Cologne, Germany, 2010

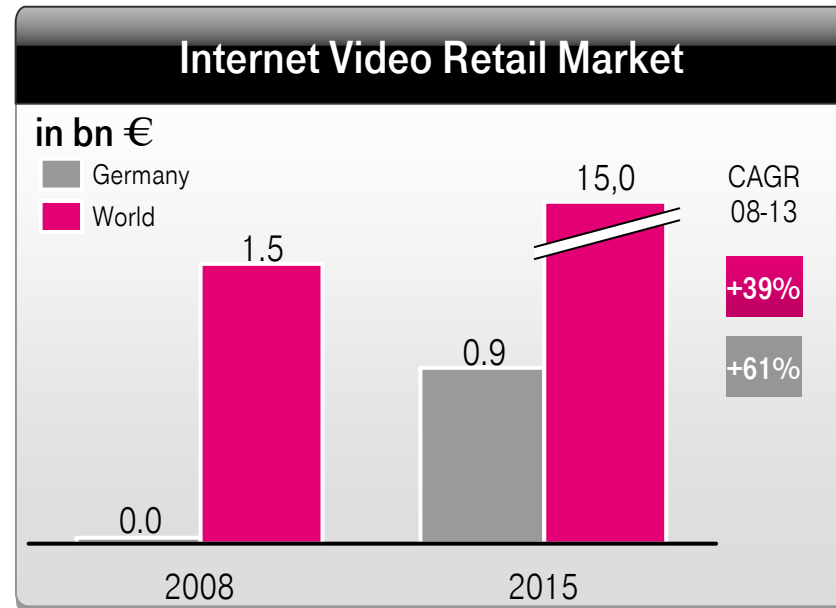
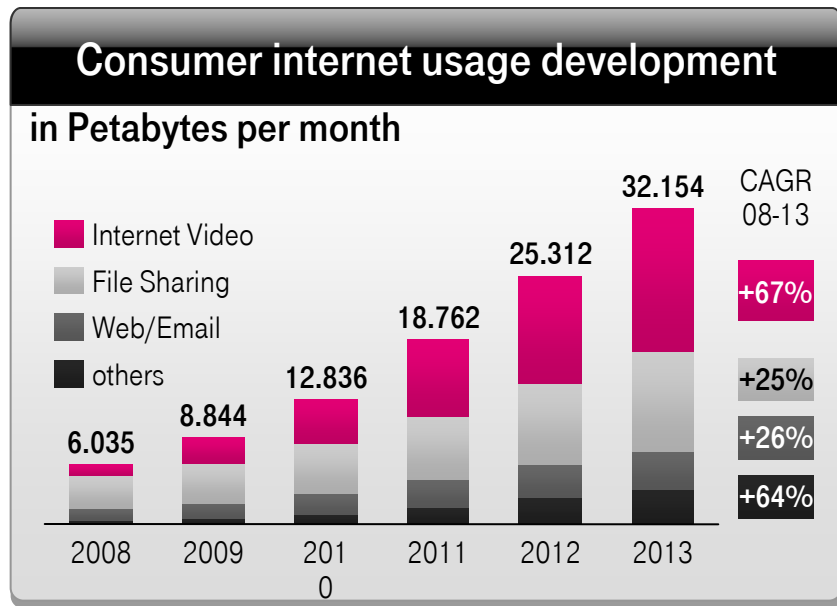
Life is for sharing.



Revolution...Media's move to the Web.



Internet video is the trigger for Internet traffic growth.



Capturing growing new media ecosystems.

A

- It is about visual and not just Video...It is a new nascent revolution

B

- It is about new -yet undiscovered visual, dynamic, interactive communication ecosystems

C

- Web is the new distribution mechanism. We are intermediating, integrating, facilitating, enabling

D

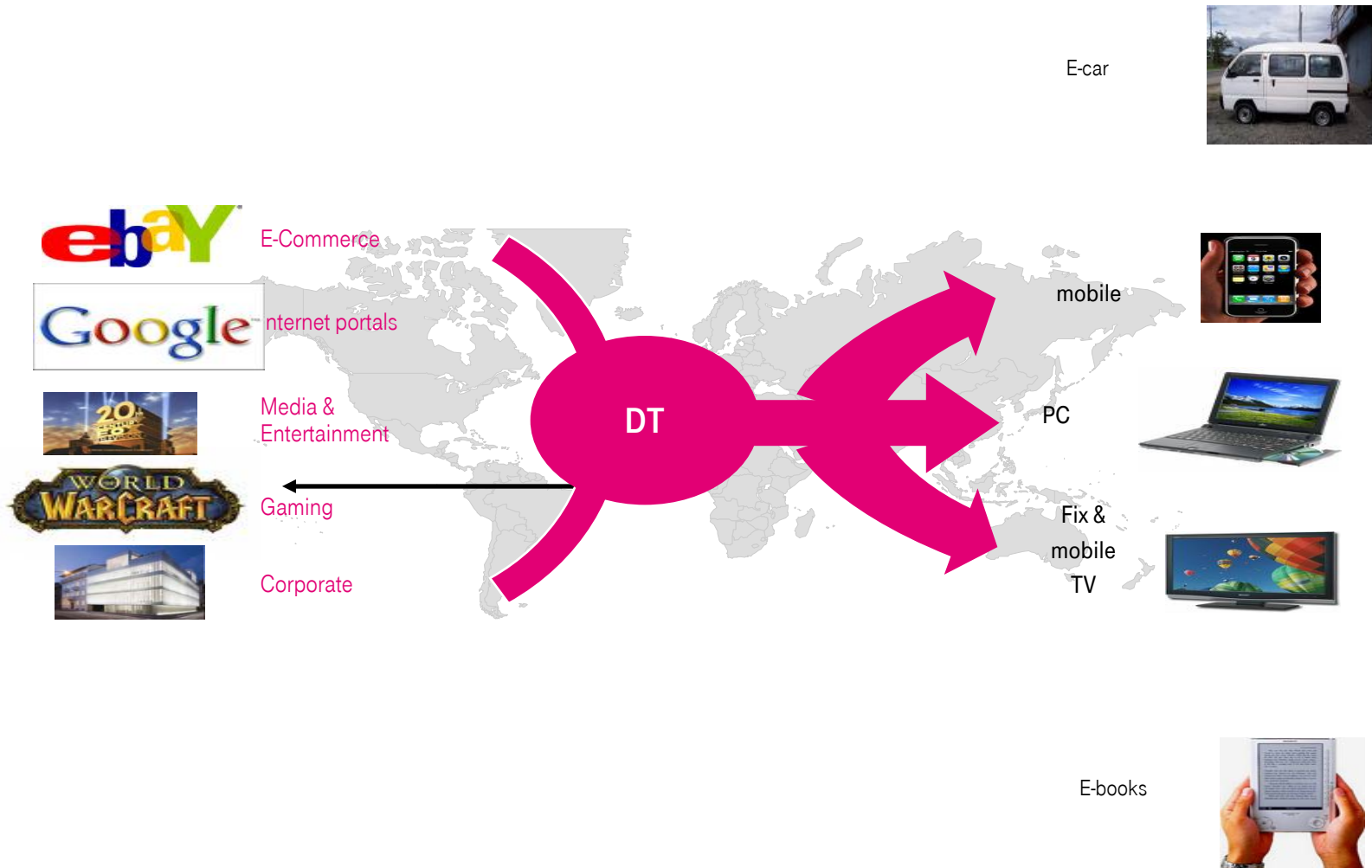
- It is happening: new hybrid structures are forming.
- Ex: “edutainment”, iCitizen reporter (CNN), GPS-based media, “Passion” economy, “Glocal”. augmented reality, your TV channel,



So what are we doing....



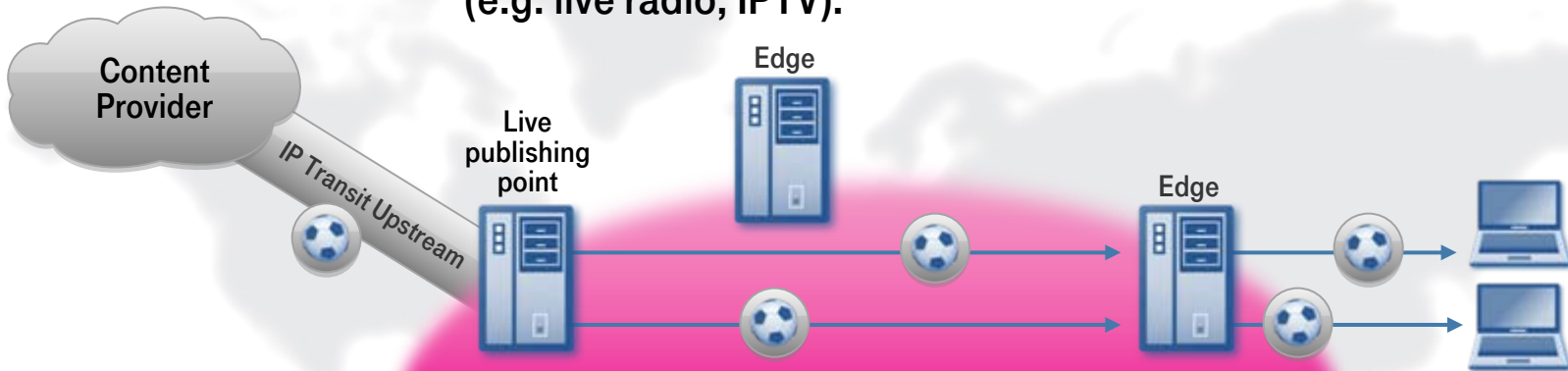
Content eco system.



Content Delivery Solution (CDS).

A complete set of services for cost-effective global content delivery.

Live streaming efficiently provides real-time streaming (e.g. live radio, IPTV).



Content Delivery Solution

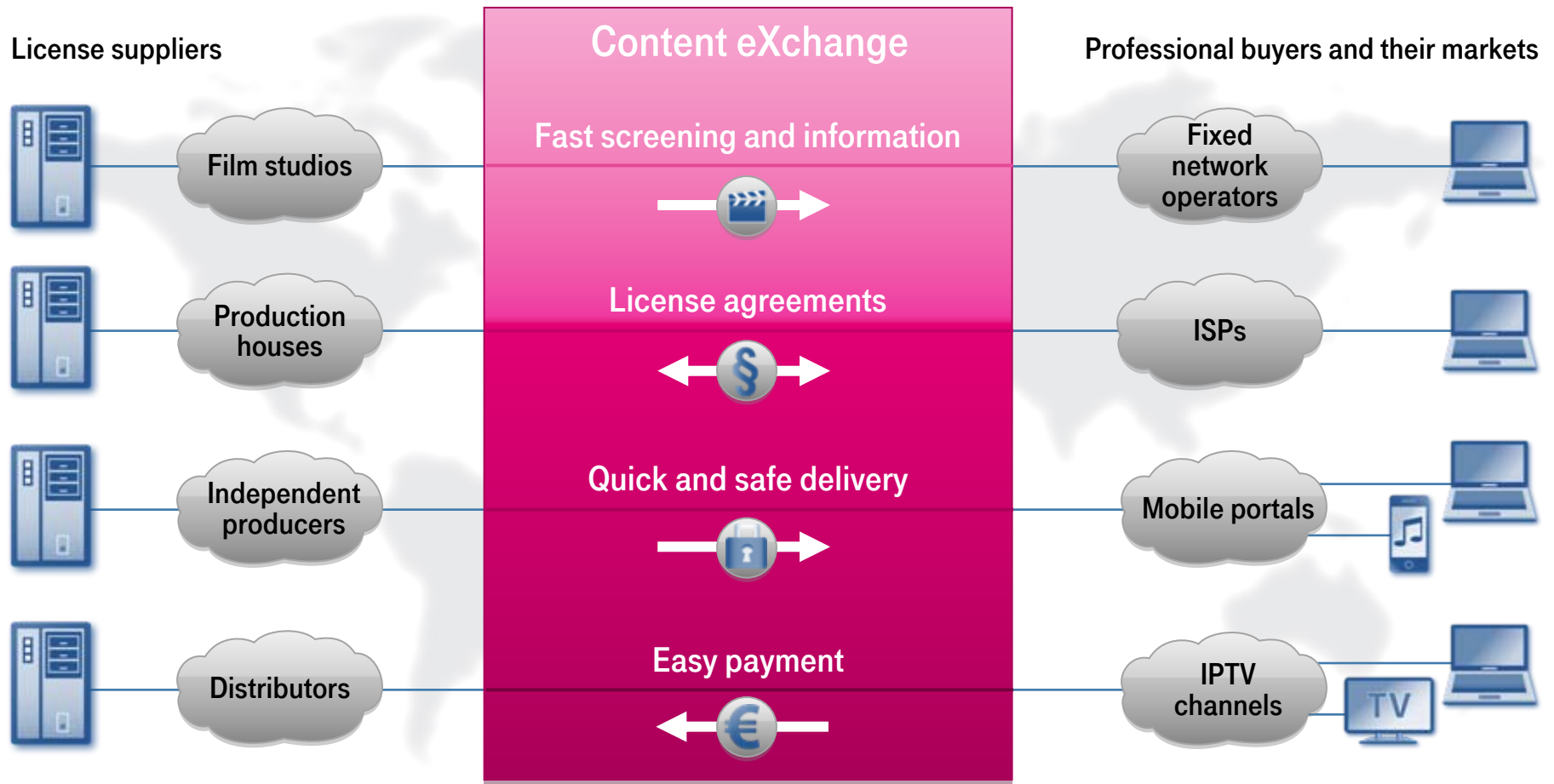


On-demand streaming offers high-performance video delivery in the end customer's vicinity.



Content eXchange – a Web-based marketplace for video content.

Content eXchange simplifies and accelerates content sourcing between producers and buyers.



MyCommsuite.



So, why are we doing what we are doing?



Some insights...

A

- Proximity absolutely matters

B

- new communication is about sharing, exchanging, distributing

C

- creative impulse drives relevance

D

- Content generating in digital Islands

E

- Consumption growing



Proximity redefined. It matters and is relevant...

Linked in

Technologically

facebook

Culturally



anthropologically



Where there is sharing there is the creative impulse and consumption



Passion Economy...still in its infancy



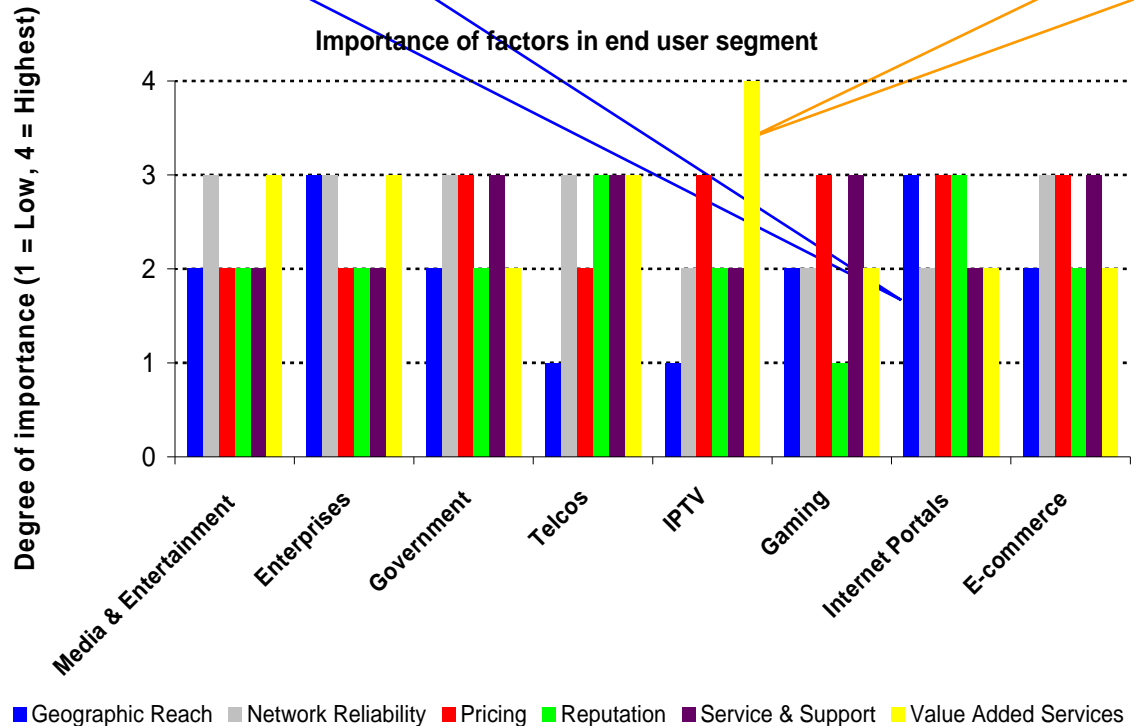
Our platforms are for sharing.



On average, CDN customers view network reliability and VAS as two of the most important buying factors.

A vendor's geographic reach is most important to internet portals

A vendor's ability to offer VAS is most important to IPTV's decision making process



I get it but what does all
this mean...



Content Ecosystem....A new view emerges.....

Proximity & Relevance

- Compelling Content
- Relevant *infotising*
- Effective campaigns
- Transparent metrics
- visibility

Presence

- Where
- How
- Doing what
- With whom
- Sharing
- Advocates

Bottom up

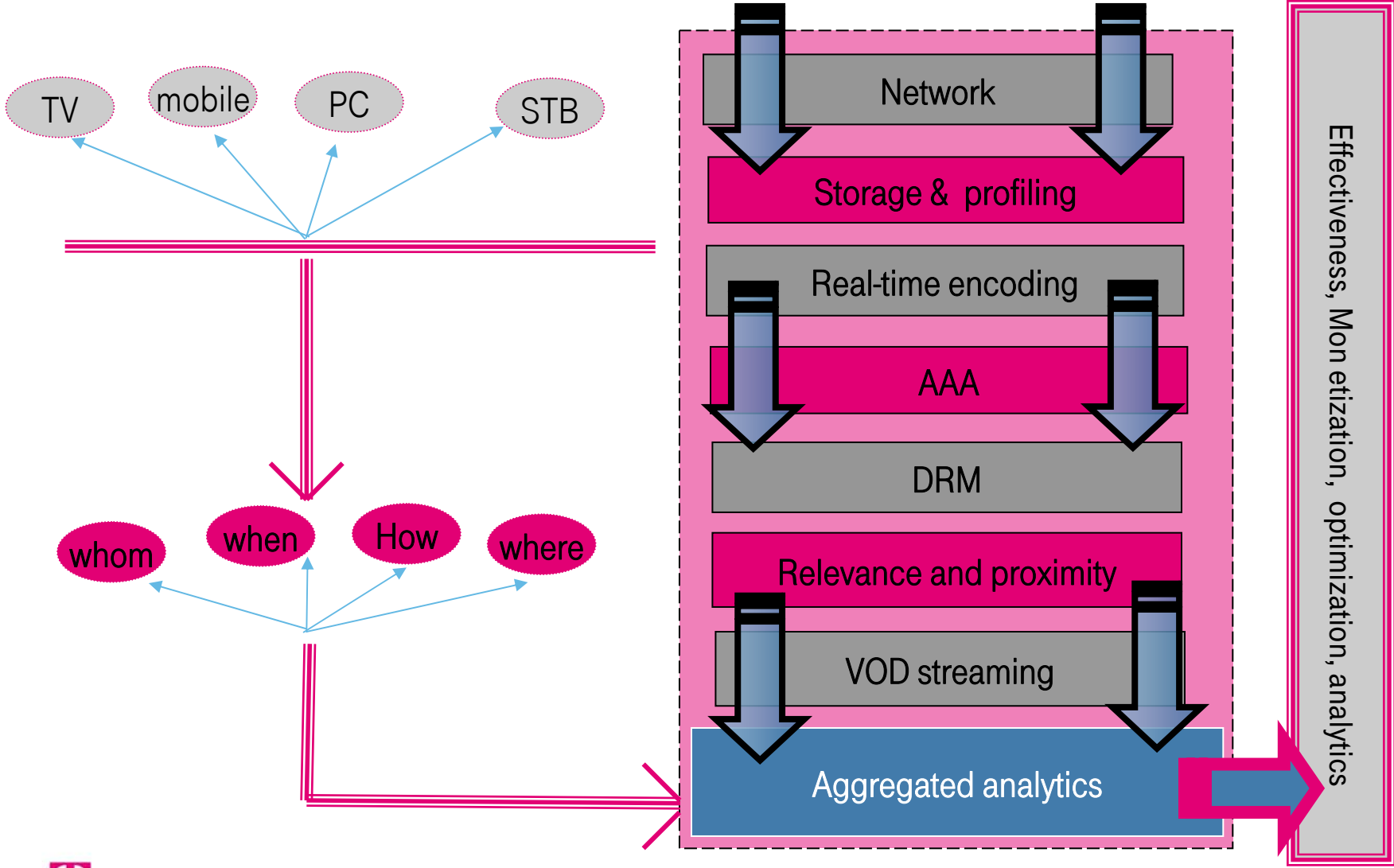
- Content design/s
- Visibility into evolving content markets
- Virtuous *refining* circle
- New product and platform opportunities

Analytics

- Whom
- What
- How
- When
- Aggregated behavioral



A peak into the near future...the future is about “presence.”



The beginning



BFF!!



Thank you for your time!!

