

Michael Smellie



Communications Alliance Industry Conference 2009
Imagining a Broadband Future
11th February, 2009 – Melbourne

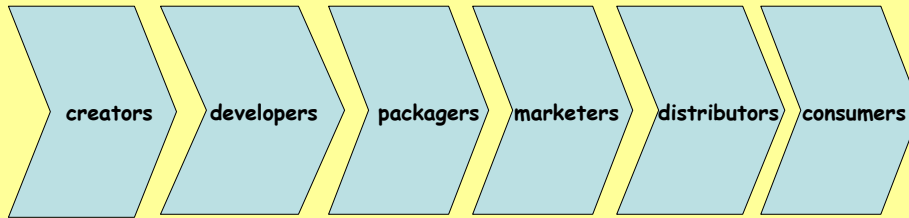
A Murky Future but...

- Establish new commercial relationships
- Deal with Australian content
- Telcos must be investors and innovative
- Avoid temptation to duplicate “old” business models



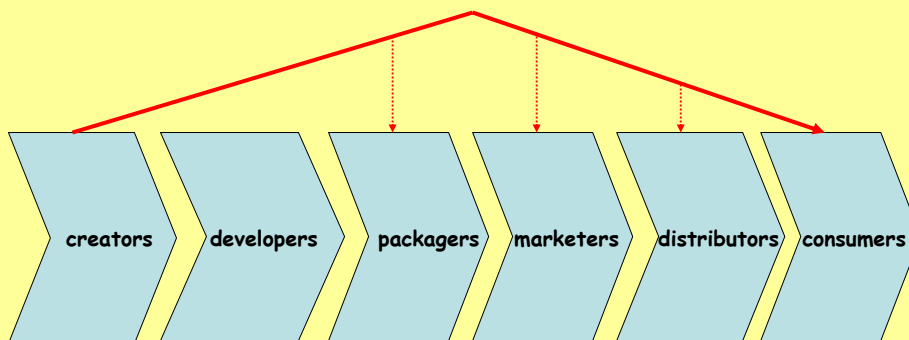
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Historical Value Chain for Content Exploitation



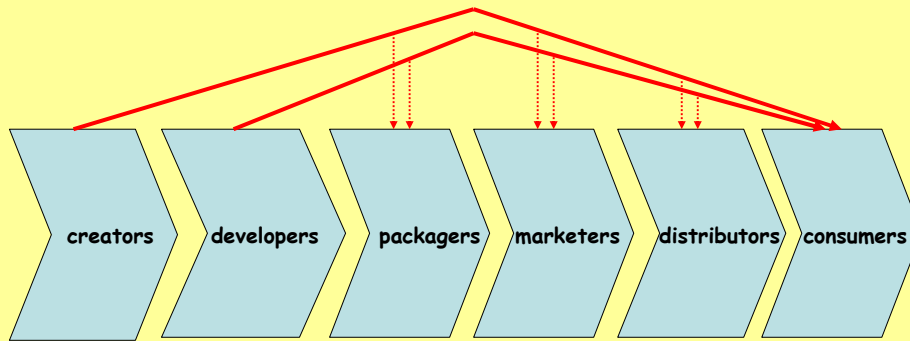
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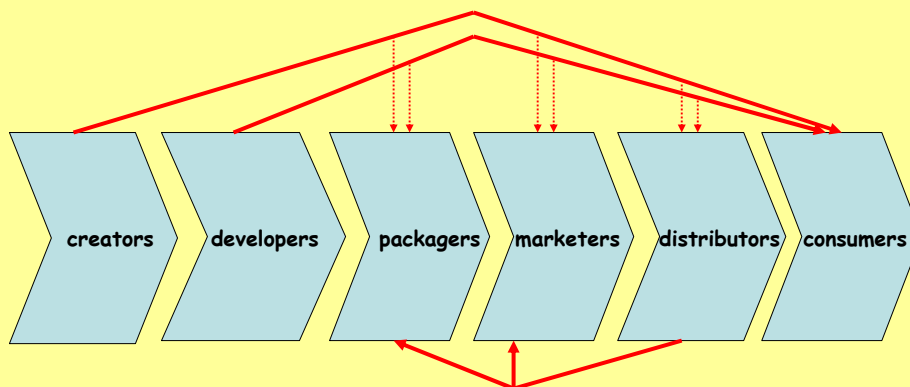
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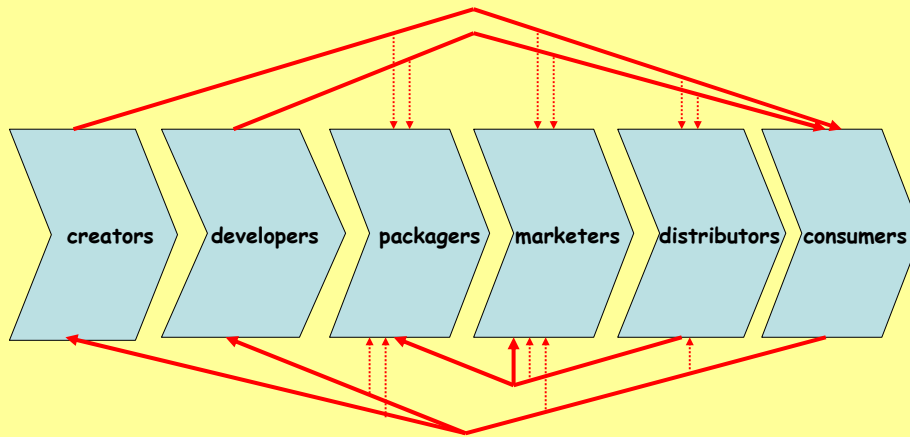
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Content

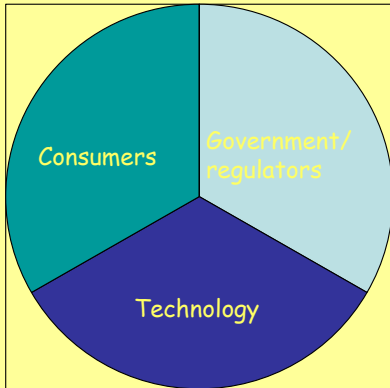
- Driver of demand/differentiation
- Driver of asset values
- Needs Australian component
- Needs exclusivity
- Needs © protection



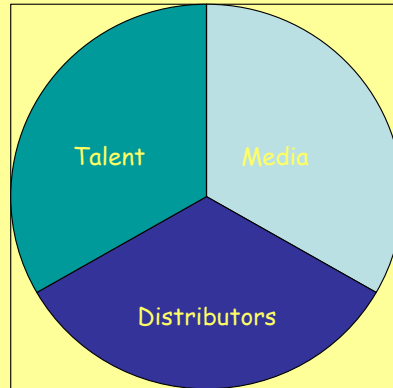
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Common Ground?

Telcos

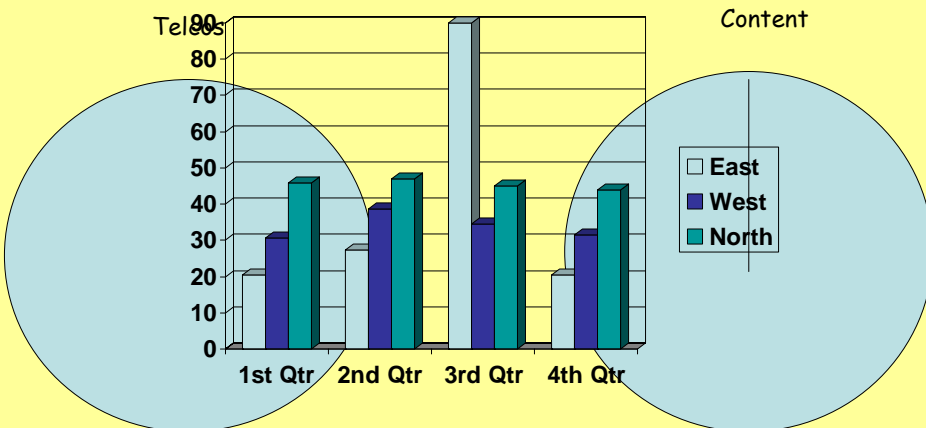


Content



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