



Digital Entertainment Opportunity – Content Providers Perspective

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Driving issues

- Killer applications like True Video On Demand and interactivity will prove to be the driver.
- Mobile model – a credible benchmark: Presence of larger players and Telcos will assure organized trade with transparency & better accountability.
- Capability of the platform to generate analytical data will help the content provider offer the best.
- Platforms like IPTV & Internet will enable the long tail of cinema.
- IPTV & Internet will give rise to New Revenue Models through interactivity and newer content and technology applications



Types of Content

Film-based:

- **Bollywood :**
India is a film-crazy nation and nothing can get bigger than bollywood.
- **Hollywood & Foreign films:**
Our audiences need their Spielberg , Kurosowa, Bradd Pitt & Demi Moore.
- **Regional Content:**
The offering is incomplete without content from our regional languages.
- **Music**
Including music videos, etc.

Television-based

- **Broadcast content :**
The consumer cannot live without the daily dose of the daily soaps and the news channels.
- **Time-shifted TV:**
Controversial but a reality



Types of Content

Other categories:

- **Health & Lifestyle, Spiritual/Devotional and Mythological content:**
This will help attract a different category of eye balls.
- **Edutainment/Animation, etc. for children :**
This audience is the most demanding and needs to be taken care of.
- **Indian Theatre, Arthouse Cinema , Documentaries ,Short films, historical & cultural:**
This will keep the lovers of niche content happy.
- **Live shows/events/concerts & music videos:**
Today's youth consider this content to be **Happening!!**
- **Local events, news, etc:**
Potential killer app.
- **Gaming**



Concerns

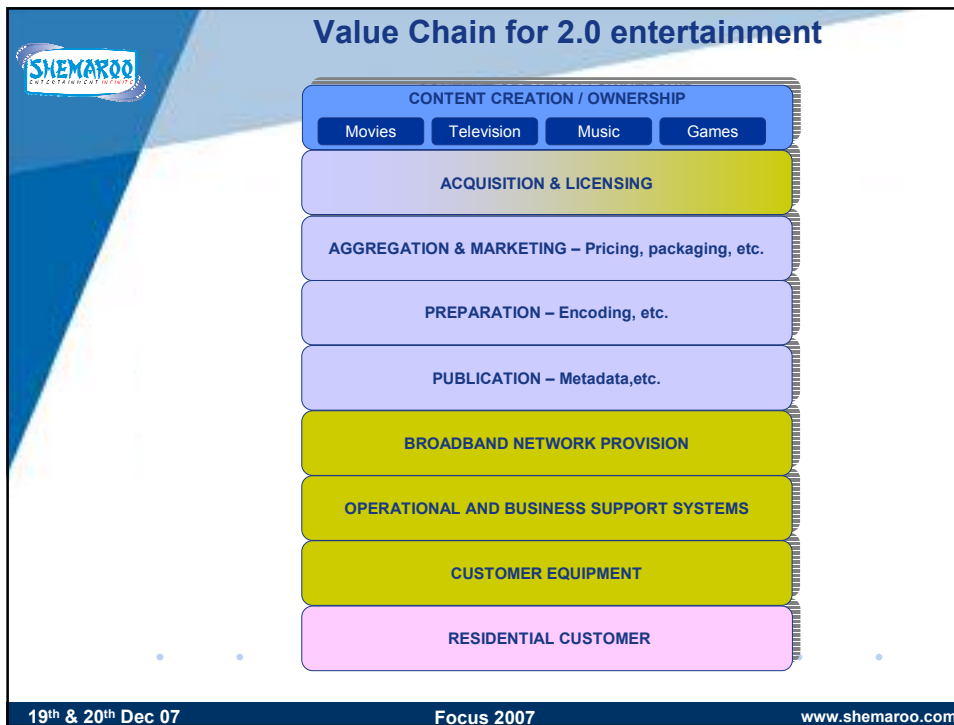
Concerns of the content owners:

- Revenue – time-frames are very short
- Transparency
- Security
- Ability of the service providers to understand commercial and marketing issues
- Content discovery.
- Time frame for the technology to stabilize & concrete deployment plans - last mile connectivity & network quality.
- Business number projections for IPTV & Internet homes.

Concerns

Concerns of service providers & network owners:

- Fragmented nature of the industry.
- Ambiguity about licenses & rights ownership.
- Unrealistic expectations.
- Lack of awareness of technology and related issues among the content owners – underlying negative attitude towards new technologies.
- Content not available in the desired formats, hence an added cost and time involved in conversion.



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- Commercial structures**
- **Exclusivity**
 - Content
 - Time
 - **Royalty**
 - Outright
 - MG + Rev share
 - Pure revenue share
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Points to Ponder

- Consumer pricing models
 - Buffet vs. a la carte
 - Premium vs. economy
- Time window of new content
 - At what stage do you put content on Digital Platforms.
- Consumer is oblivious to back-end technology
 - For him it is about entertainment, information and interactivity

What are the options for a potential collaboration ?

Direct Approach :

The service provider/ platform owner approaches and deals with every content owner .

Working with an Aggregator :

Working with aggregators who will procure the content and / or introduce service provider with content owner

One Stop Shop – Content Manager:

- Approaching and working with a partner who can identify & complete the dots of the supply chain under one roof.
- A partner who has dedicated resources & created a robust mechanism for content identification, content acquisition, repurposing, format conversion ,packaging, positioning, promoting, marketing & managing the content .
- Technical, commercial & creative knowledge and experience to carry on the above functions.



What to look for in a partner?

A **Partner** that can make available :

Content:

- The best of content from across the globe.

Know How :

- A Partner that understands the Indian audiences along with strong know how of the industry .

Marketing & Promotion:

- A Partner that can promote & market content over New age mediums with effective packaging on your platform & create high-impact promotions for the content.

Quality:

- A Partner who can take care of technical , legal and commercial quality of the content to enhance the consumers experience.



Thank You

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