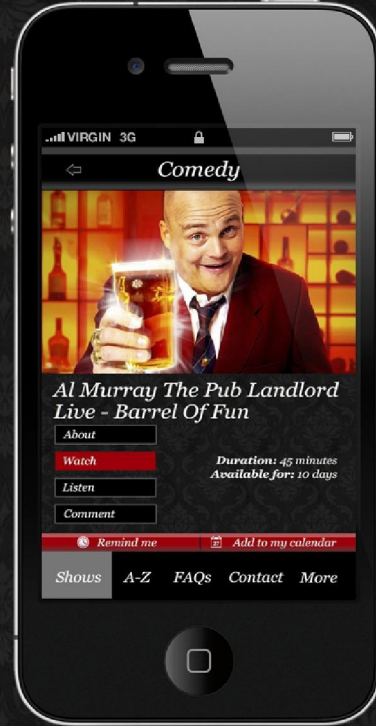


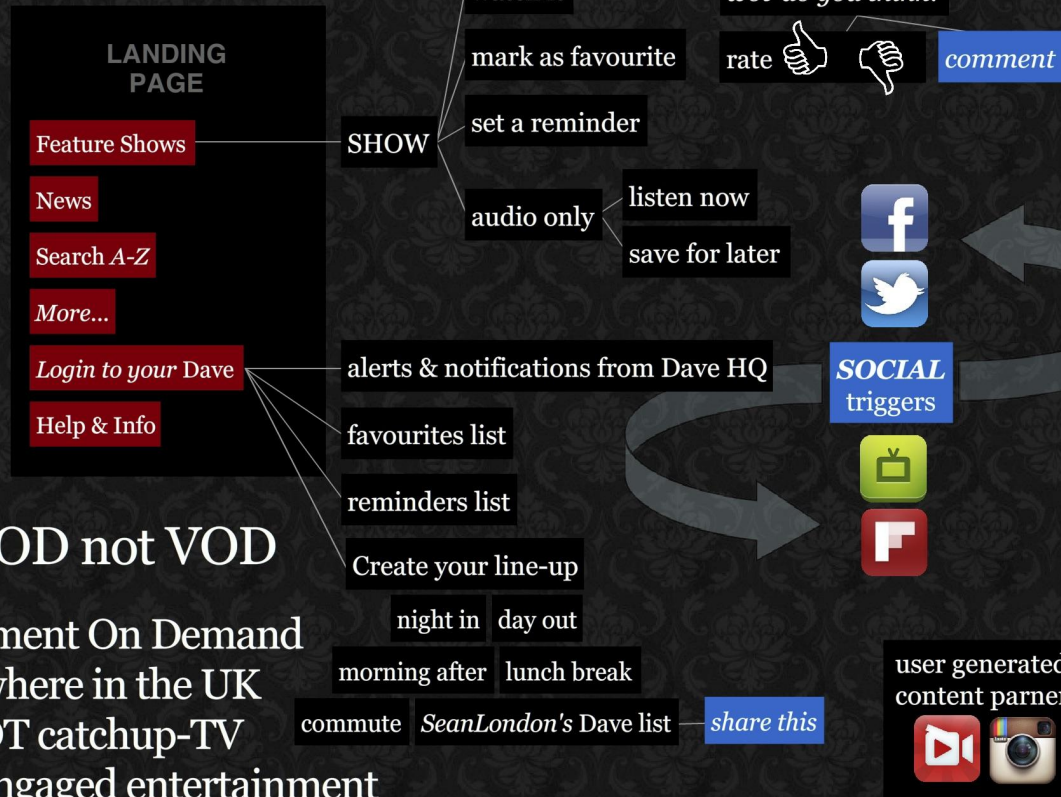
YESTERDAY



Dave



Dave



Think EOD not VOD

Entertainment On Demand
24/7 anywhere in the UK
This is NOT catchup-TV
but user engaged entertainment
built around the experience of the audience

The Potential and the Problem

A successful EOD/VOD strategy could potentially lead to the majority of content being consumed via the on-demand service (web or mobile). As Keith pointed out - a cannibalisation of the current and growing viewer numbers - 2011 was a big year. (uktv press release: uktv.co.uk/network/item/aid/617151)

However, we can't ignore the upward trend of mobile consumption despite the figures showing online consumption has levelled off, mobile has doubled. (BARB report Dec 2011: www.barb.co.uk/)

Is there a way to integrate traditional with on-demand? *Here is a thought...*

How many of the 39 million monthly uktv viewers actually know the coming line-up of shows?

By putting the entire schedule in your pocket more people are likely to time manage around the shows they want to see.

The better the User Experience the more likely it will be adopted and shared, but how do you build an enhanced UX for online + mobile around a revenue model dependent on advertising?

Could there be a way to make the production of UKTV's own content profitable? What about a concept for a show developed around a 'geo-fenced' demographic, produced exclusively for the on-demand space with a strong social element that results in it going viral!

What does AppleTV have planned and can we create a strategy that will adapt to new technologies and changing trends in media consumption?