

# **Next Generation Media - NGM Media Strategy of Telekom Austria**

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# aonDigital TV: Triple Play Enhances Fixed Line Attractiveness

Product Offer	Channels	Roll-Out
<p><b>Basis Package EUR 14.90* monthly rental</b></p> <ul style="list-style-type: none"> <li>More than 40 channels</li> <li>Pay per View: Top movies &amp; series for EUR 1 to EUR 3</li> <li>Music videos &amp; current cinema trailer</li> <li>Electronic program guide (EPG)</li> <li>Traffic &amp; weather information</li> <li>Subscription offer till June 06: 14.90</li> </ul>	<p><b>Basis Package</b></p>	<ul style="list-style-type: none"> <li>aonDigital TV launched on March 6, 2006</li> <li>Technology: ADSL2+, MPEG-2</li> <li>Launch started in Vienna;</li> </ul>
<p><b>Set-Top-Box EUR 59.90*</b></p> <ul style="list-style-type: none"> <li>Special offer for minimum contract period of 18 months instead of EUR 139.90</li> </ul>	<p><b>Premium TV</b></p>	
<p><b>Premium TV Package EUR 7.90* monthly rental</b></p> <ul style="list-style-type: none"> <li>Includes 10 premium channels: action movies, classic, cartoons, music &amp; documentary, motor sports</li> </ul>		



\* Installation for aonDigital TV is free of charge until June 30, 2006. The basis package starts at EUR 14.90 instead of EUR 19.90. All prices include 20% VAT.

# NGM ... a Paradigm Shift ...

- New user behaviour:
  - “Prime time” to become “my time”:  
time-shifting
  - Mood-driven vs. planned (DVD rental)
  - Specialty or catalog content difficult to find
- Local meets Global – and facilitates Individualisation
- media are important means to create personal identities
- more personal exchange, experiencing new ways of joining together



*... Content is a medium for the interaction between people ...*

*... establish a service with a social value and people speak about → “build a community for conversation” ... social networks ... WEB 2.0*

# NGM - Innovation in new applications

User Generated Content Models

New TV Formats



New interactive TV Formats



European Forum Alpbach Interactive



H. L.



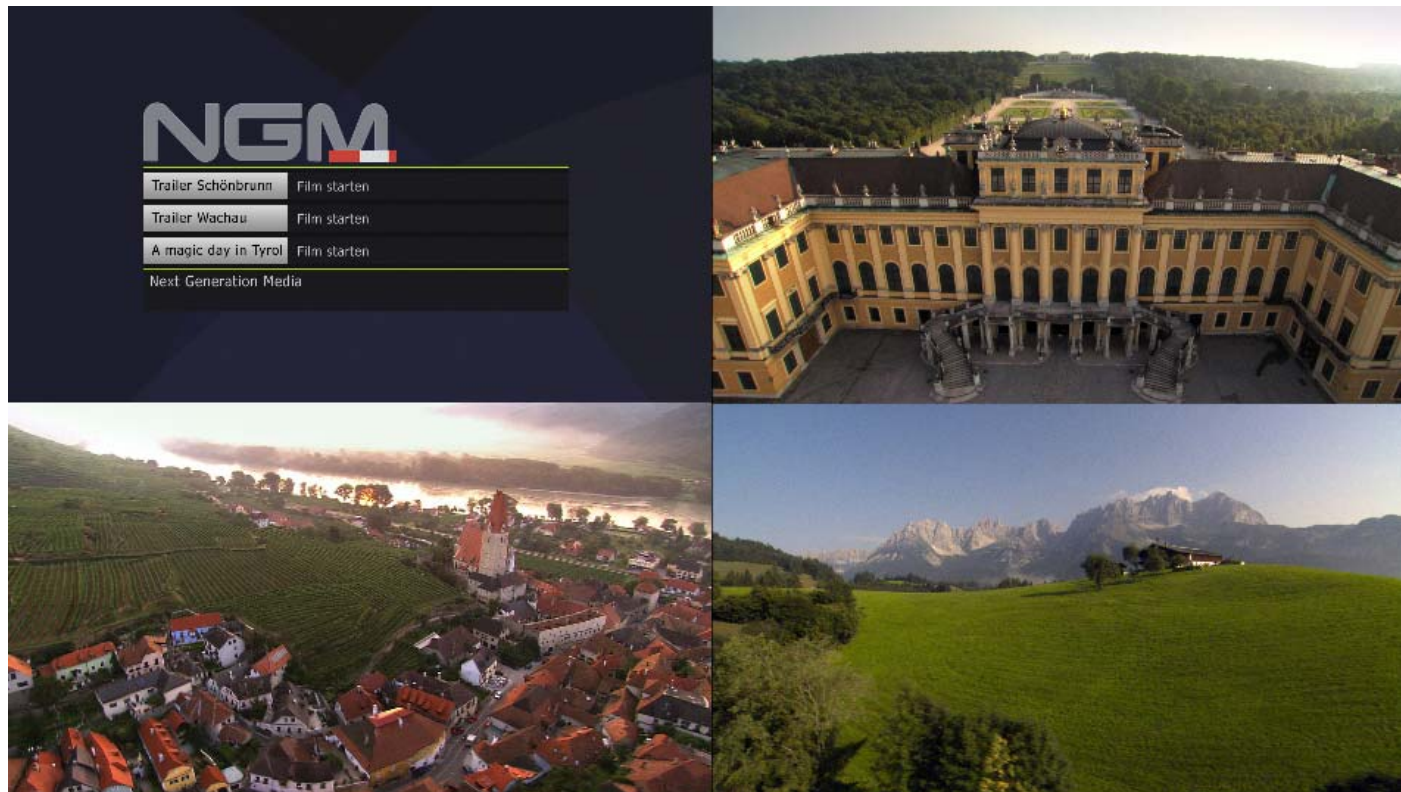
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# The next generation on broadband networks ... HDTV (1080i)



[www.brainsandpictures.com](http://www.brainsandpictures.com)

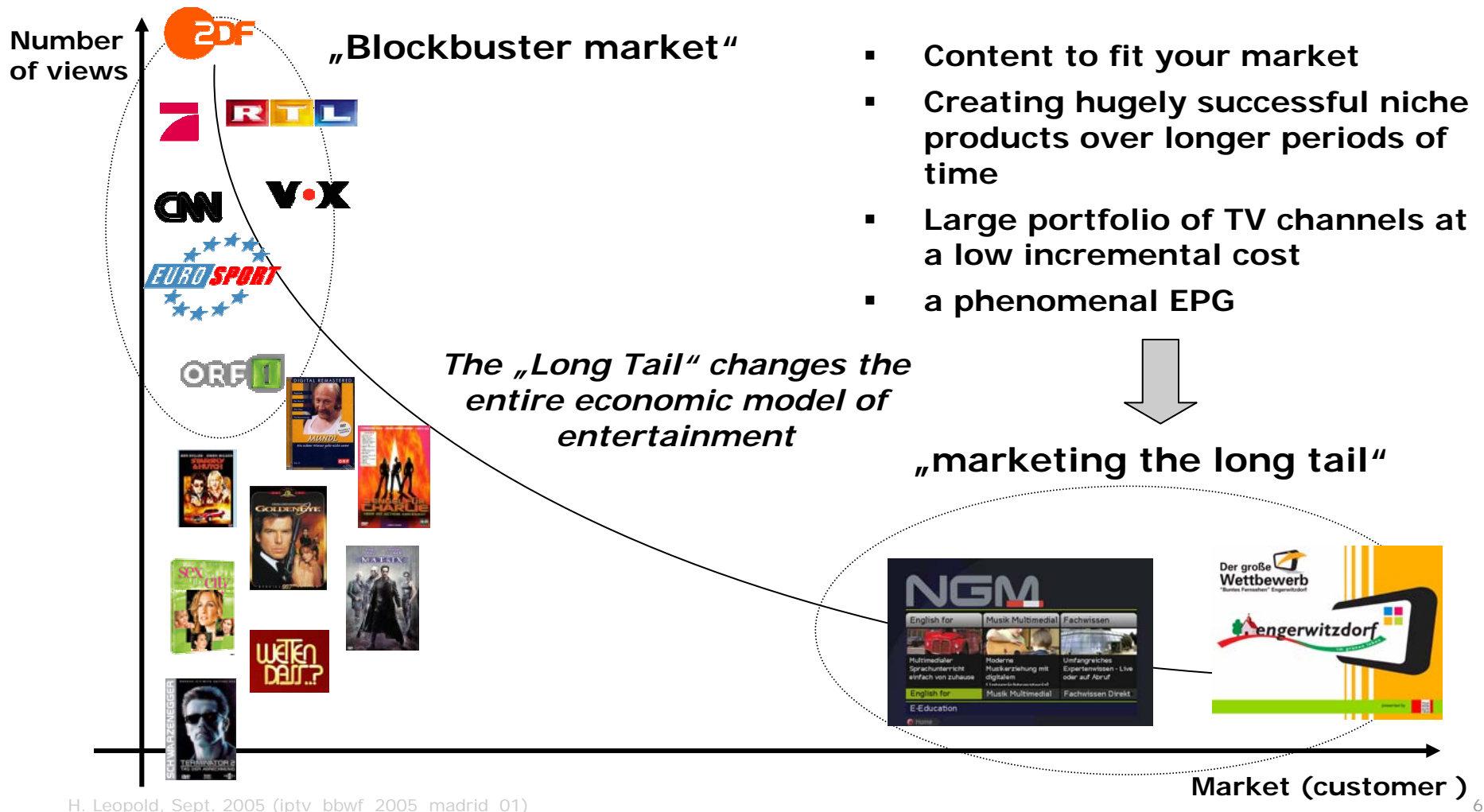


**The first HDTV signal sent out over Telekom Austria's  
Broadband network on  
August 25th, 2005**

H. Leopold, Sept. 2005 (iptv\_bbwf\_2005\_madrid\_01)



# IPTV, first true opportunity to monetize the Long Tail ...



- Content to fit your market
- Creating hugely successful niche products over longer periods of time
- Large portfolio of TV channels at a low incremental cost
- a phenomenal EPG

H. Leopold, Sept. 2005 (iptv\_bbwf\_2005\_madrid\_01)

**Thank you very much!**

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