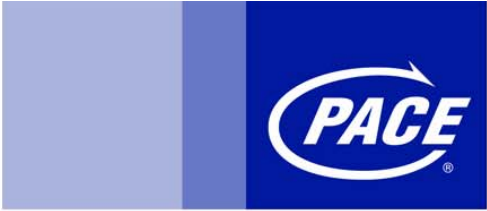


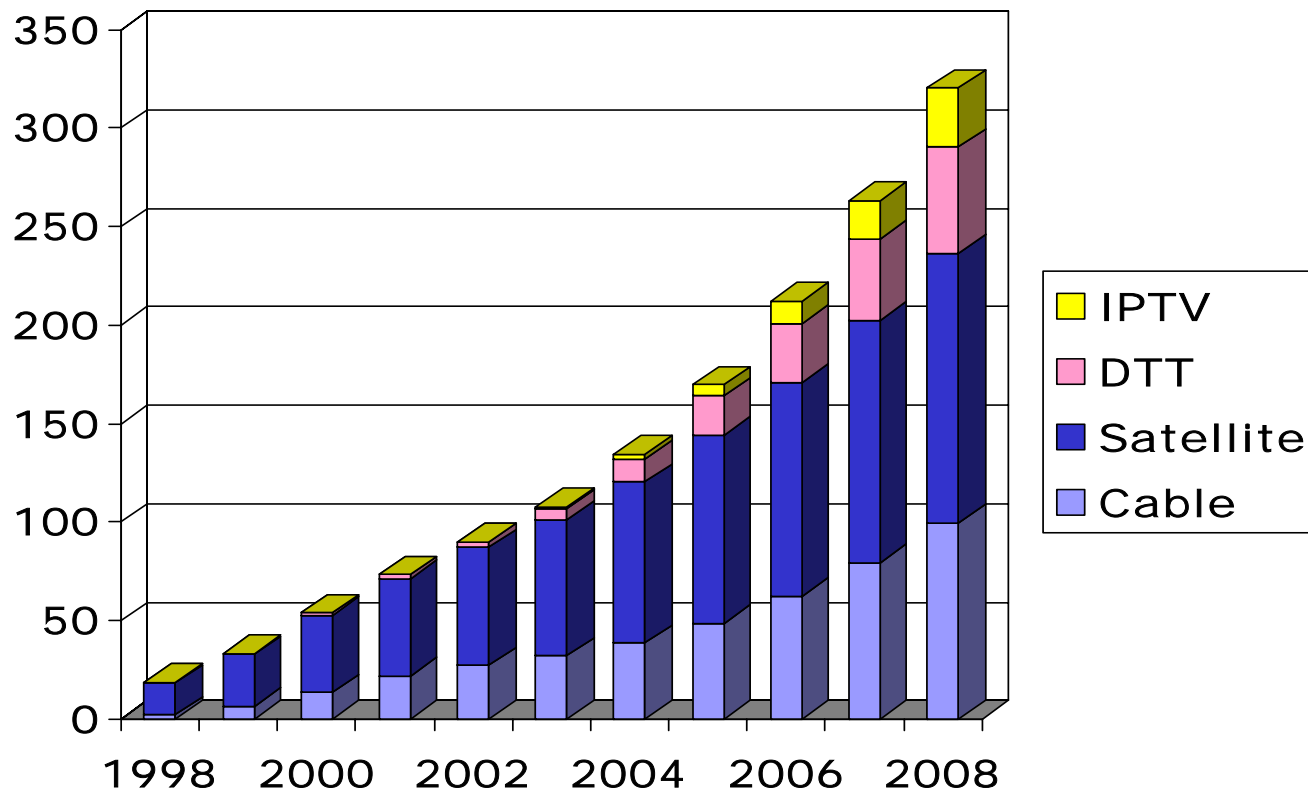
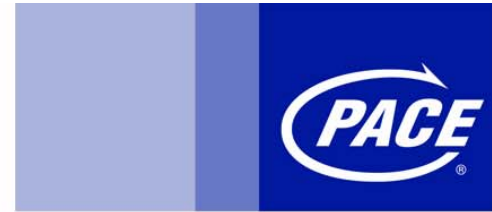
Next Generation Video & Audio –
Content Consumption
NAB 17th April 2005



Content Consumption Patterns Changing

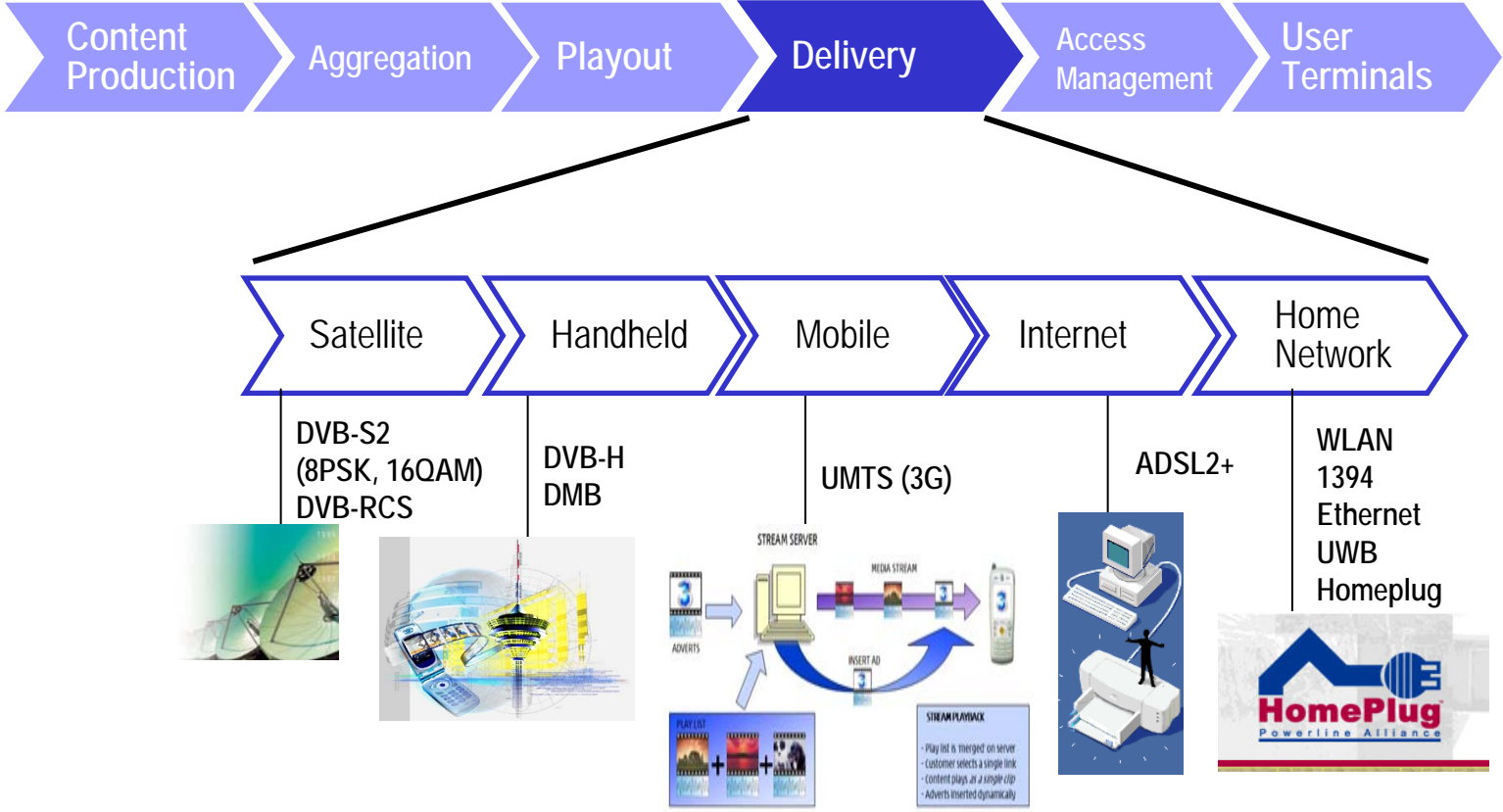
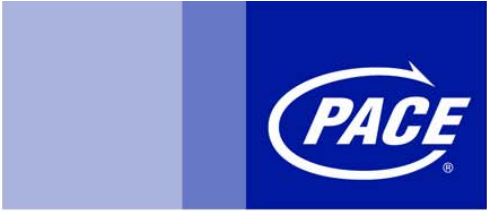


Worldwide DTV Penetration

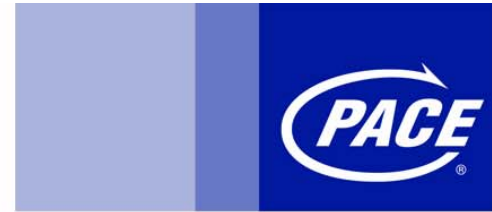


Source : STRATEGYANALYTICS

Content Delivery



Content Security and Selection



Distributed Networking



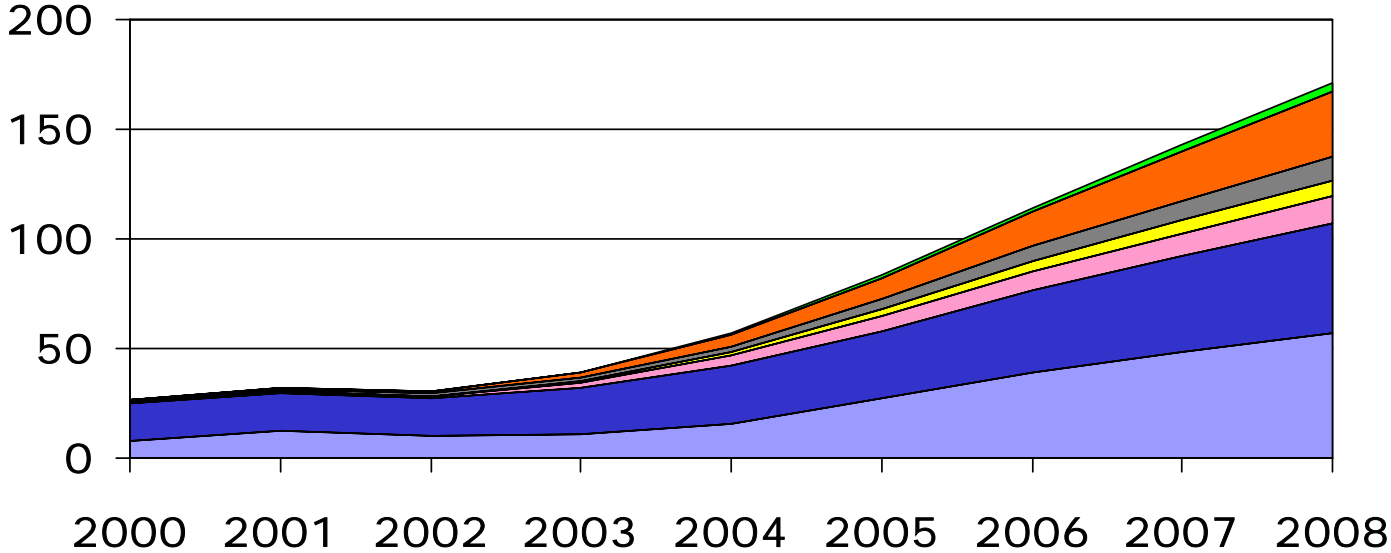
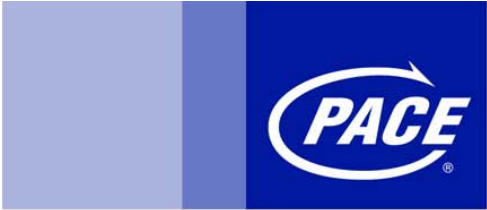
Windows Media
DRM V10
SVP
OMA (phase2)



Interactive Applications & Services

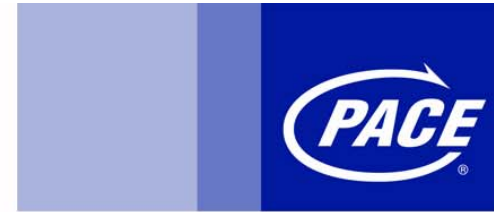


Growth by Product Range

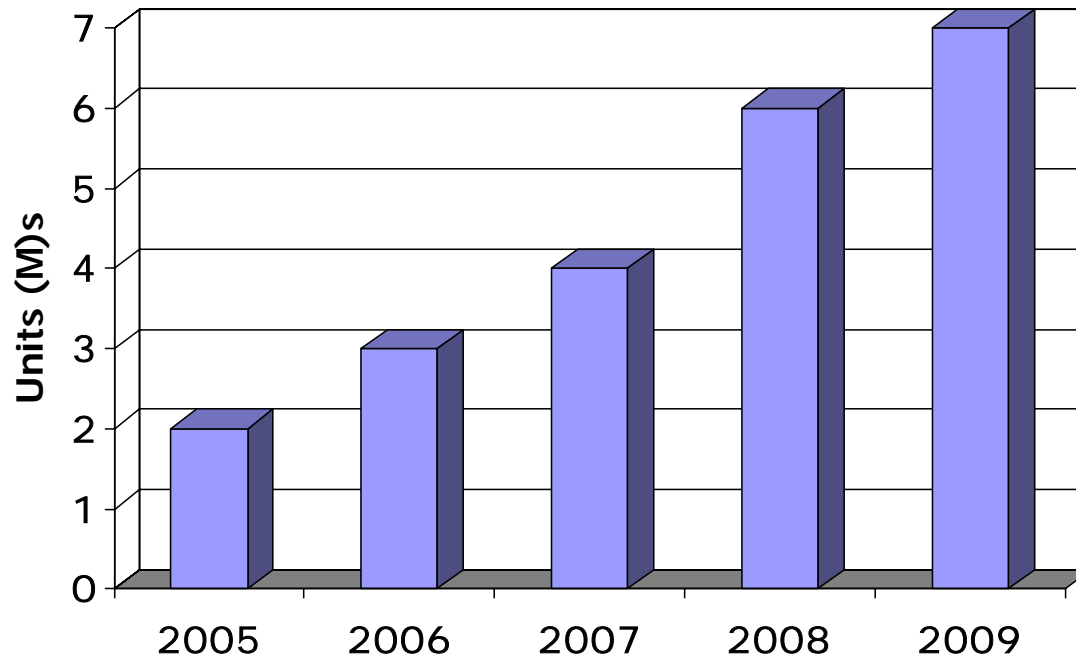


Source : STRATEGYANALYTICS

Content on the Go !

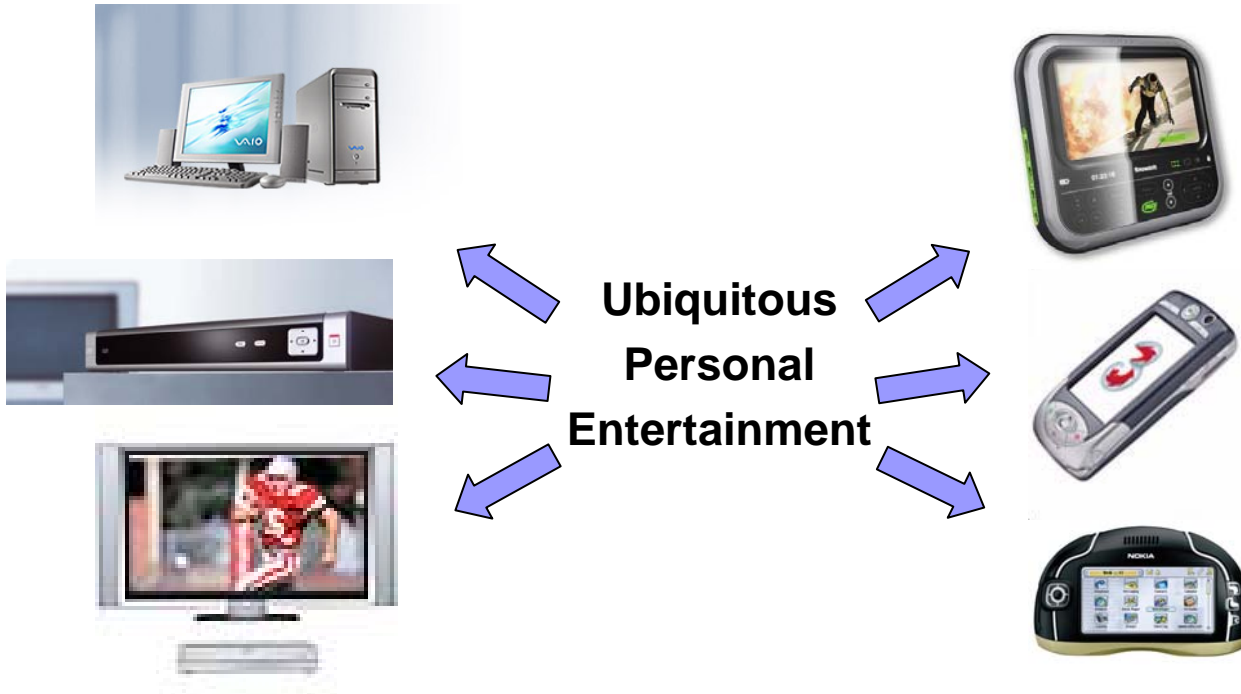
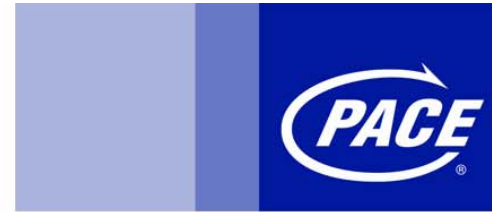


PMP Global Sales

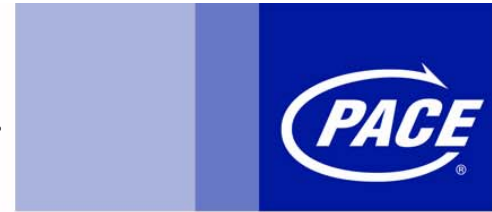


Source : STRATEGYANALYTICS

Content Access



Criteria for success remain the same...

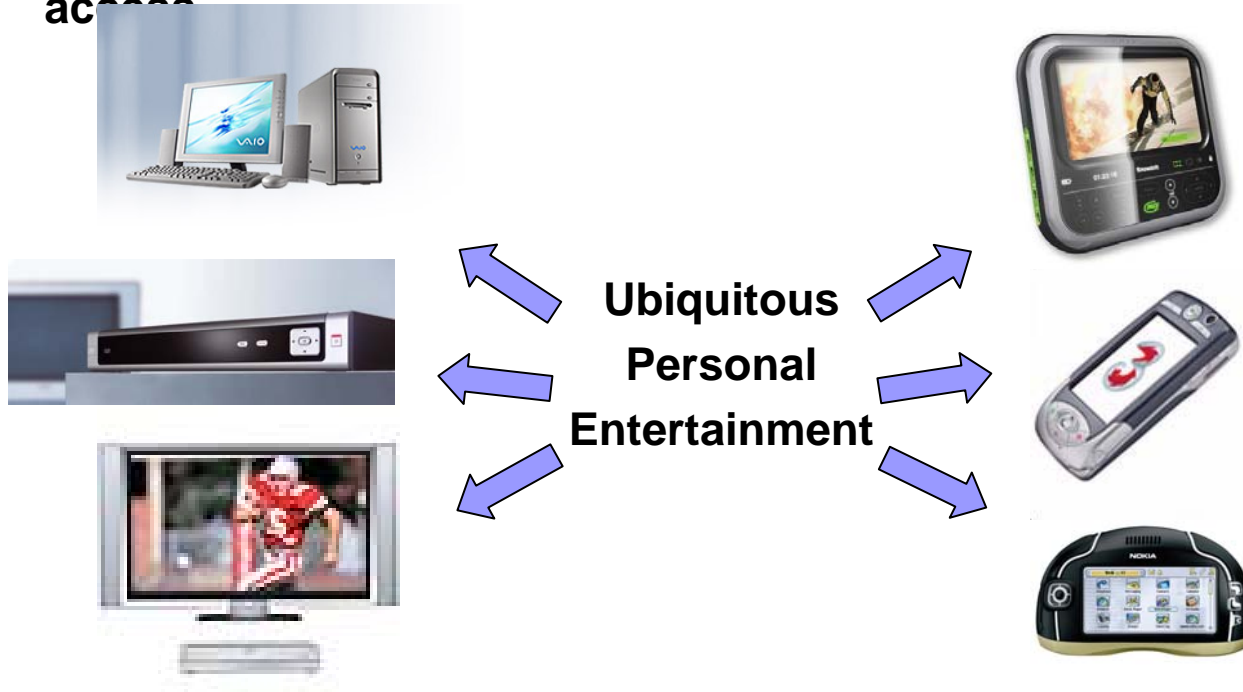


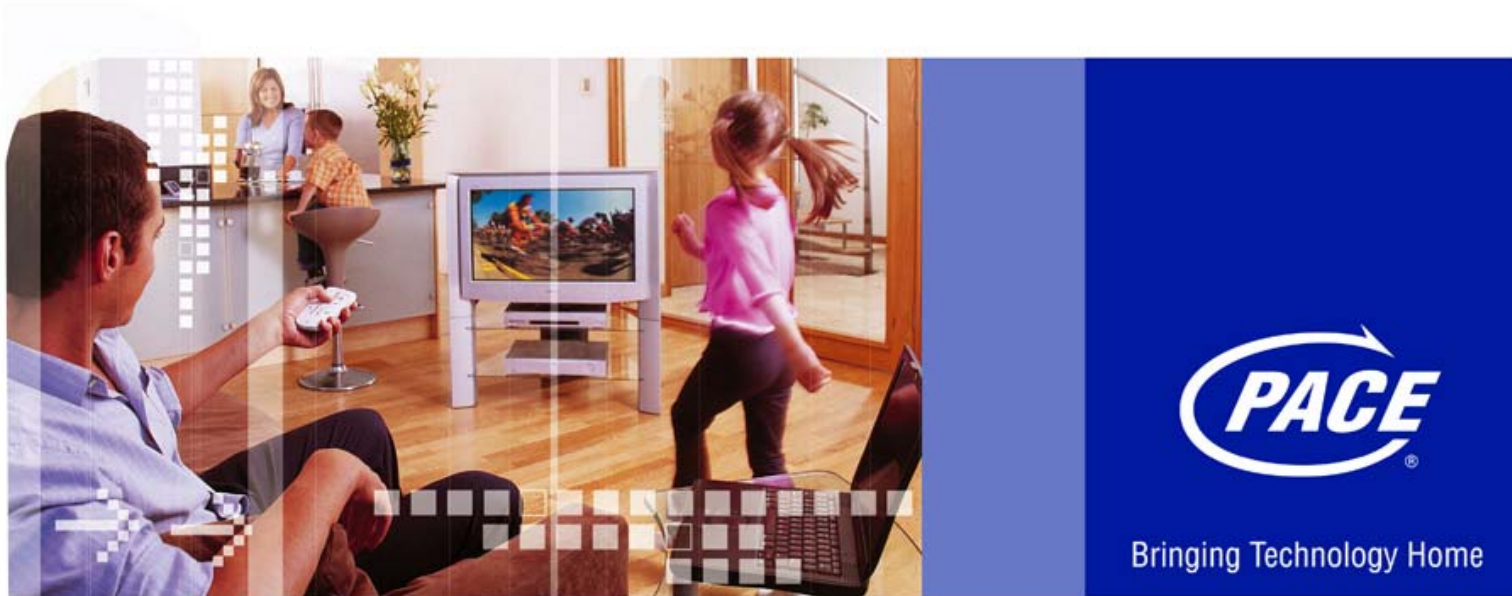
Content quality

Secure delivery and payment

Ease of use and

access





Next Generation Video & Audio –
Content Consumption
NAB 17th April 2005

