



# Engagement and monetisation for mobile TV and mobile apps

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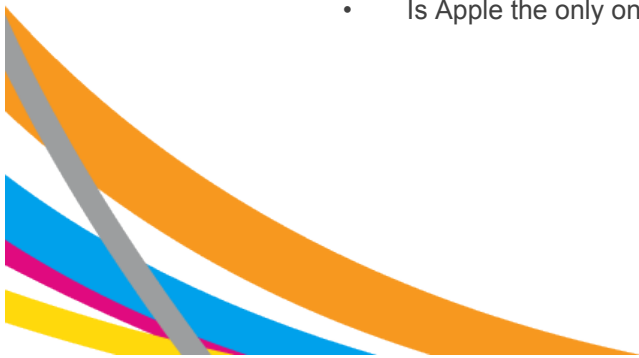


## Agenda

- A brief history of mobile functionality
- The role of mobile for the customer
- The role of mobile phone in the three-screen proposition

### **And finally, the Big Question the industry needs answering**

- Is Apple the only one who can make real money from these things?





## A brief history of mobile functionality



- Phase One: Voice services
- Phase Two: WAP
- Phase Three: Usable browser
- Phase Four: Anything and everything





## The role of the mobile phone: the customer



- Phone
- Watch
- Portable instant messaging
- Camera
- Music player
- GPS

### The challenge for the operator

- Can we make the mobile relevant to our three screen proposition and make the customer more sticky?



## The role of the mobile phone: the TV operator

### Mobile TV

- All content on all screens sounds great but is costly and does not necessarily reflect customer usage
- Relevant, supportive content to the mobile: short form, trailers, promos, short form, news
- Content supports the TV proposition

### Mobile Apps

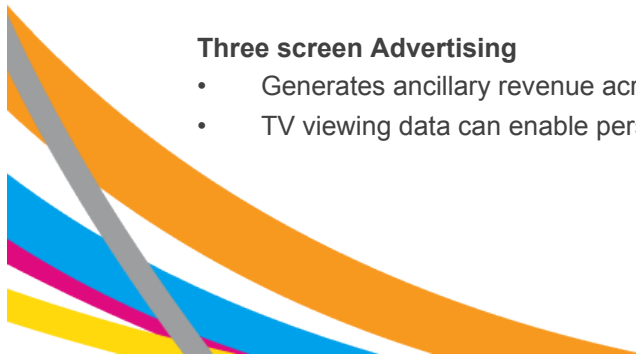
- Extend the TV proposition functionality to the mobile both in the home and outside
- Home: remote control of StB, wifi streaming of PVR content?
- Outside: EPG and PVR setting with conflict management, VoD Store browsing with purchase for later viewing on TV

### Three screen Advertising

- Generates ancillary revenue across the screens
- TV viewing data can enable personalised advertising



Extending the core TV proposition to the mobile with appropriate content and applications will make the customer more sticky





# Is Apple the only one to make real money?

## Answer

- In all likelihood, yes

Questions?



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