



Dist r i b u t i o n e n : M å n g a v ä g a r t i l l p u b l i k e n

(o c h s n a r t b l i r d e t ä n n u
f l e r)

E r i k k r u s e

E r i c s s o n

B U M u l t i m e d i a

SEE YOURSELF IN THE NEWS



Two different periods of each technological revolution

1771-

The industrial revolution

1829-

Steam, coal, iron & railways

1875-

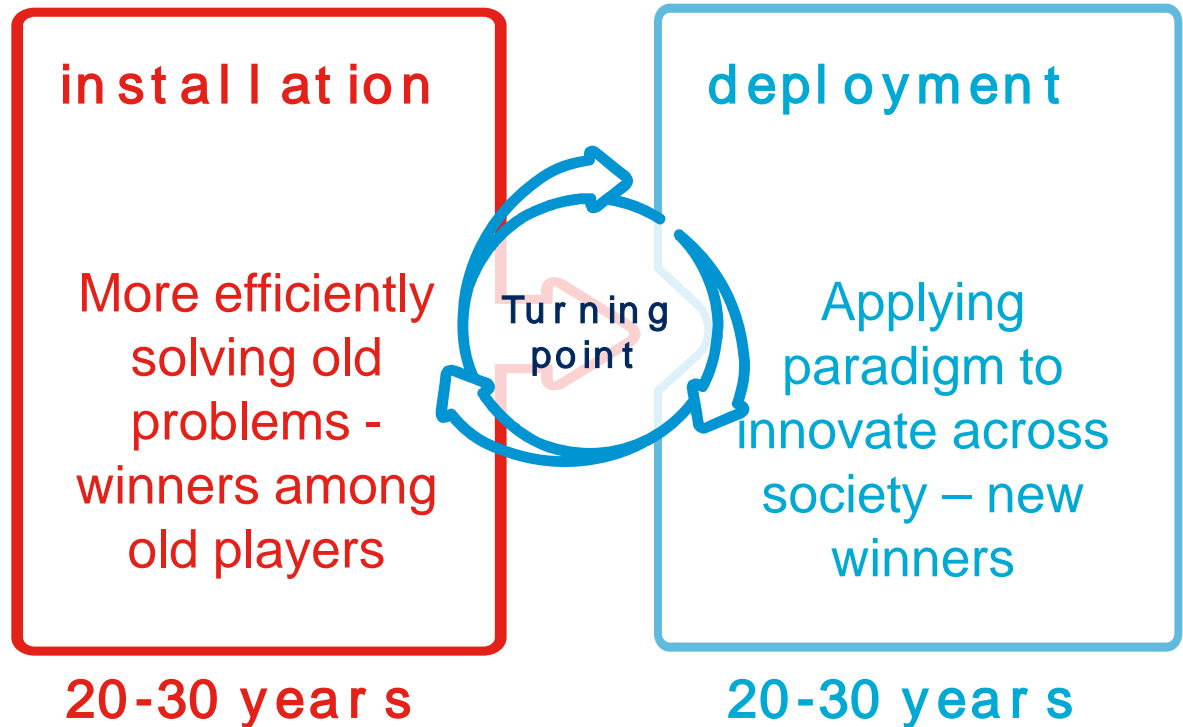
Steel & heavy engineering

1908-

Automobile, oil, mass production

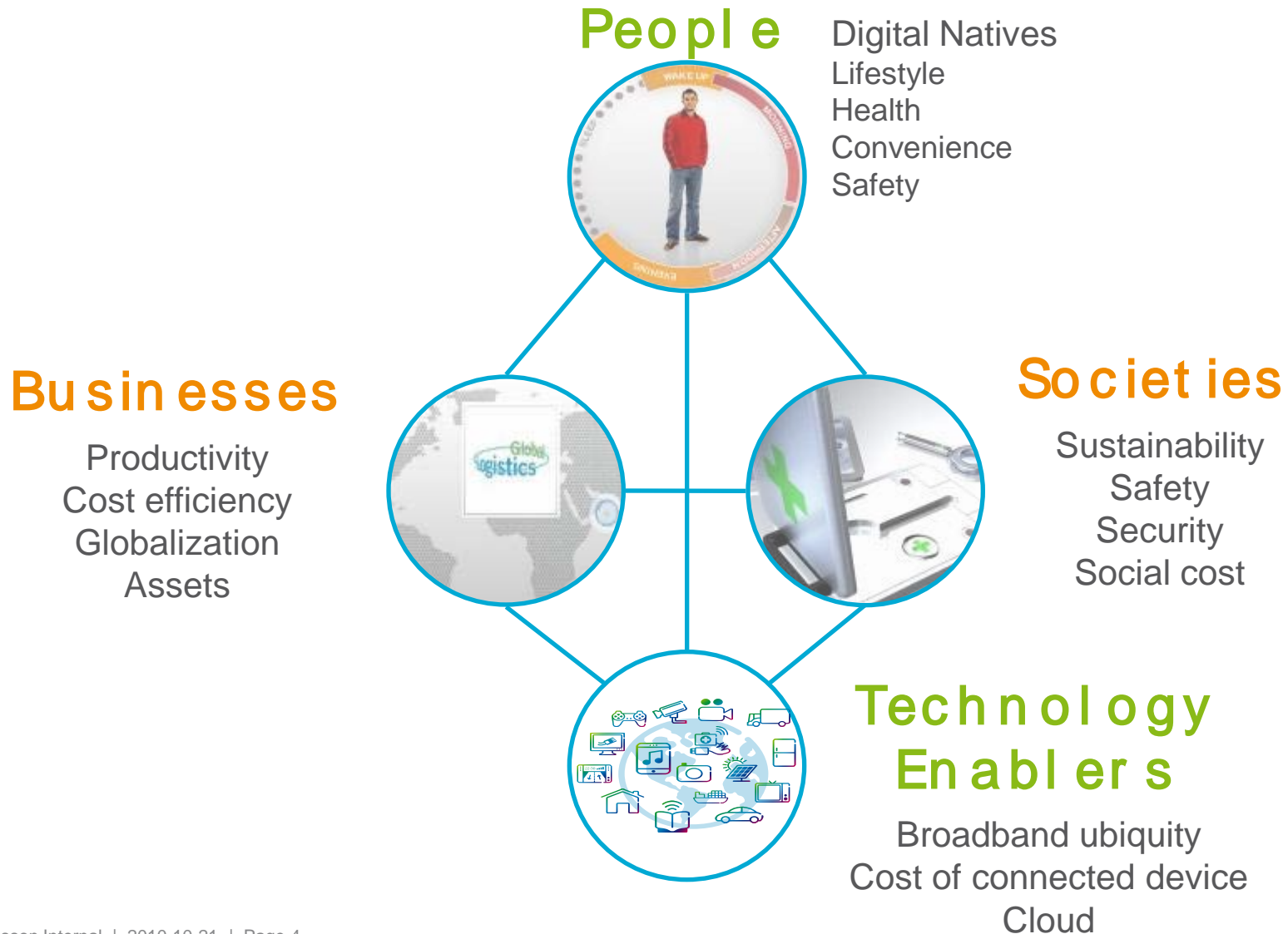
1971-

IT & telecommunication



New opportunities in
the networked society

Drivers for networked world



Key assets in a networked world

Communication



Networking



Digitalization




Interactivity



when I was young, I did NOT have..



when I was young, I did NOT have..



A word cloud featuring various early 2000s internet and tech terms. The words are arranged in a non-uniform, overlapping manner, with 'Google' and 'Facebook' being the largest. Other prominent words include 'Twitter', 'Wikipedia', 'YouTube', 'Amazon', 'netflix', 'Blogger', 'Hulu', 'android', 'Spot if y', 'MySpace', 'voddler', 'MSN', 'Itunes', 'RSS', 'P-2-P', 'IPl ayer', 'Web 2.0', 'Tivo', and 'Windows 7'. The colors of the words are varied, including shades of blue, orange, red, green, and grey.

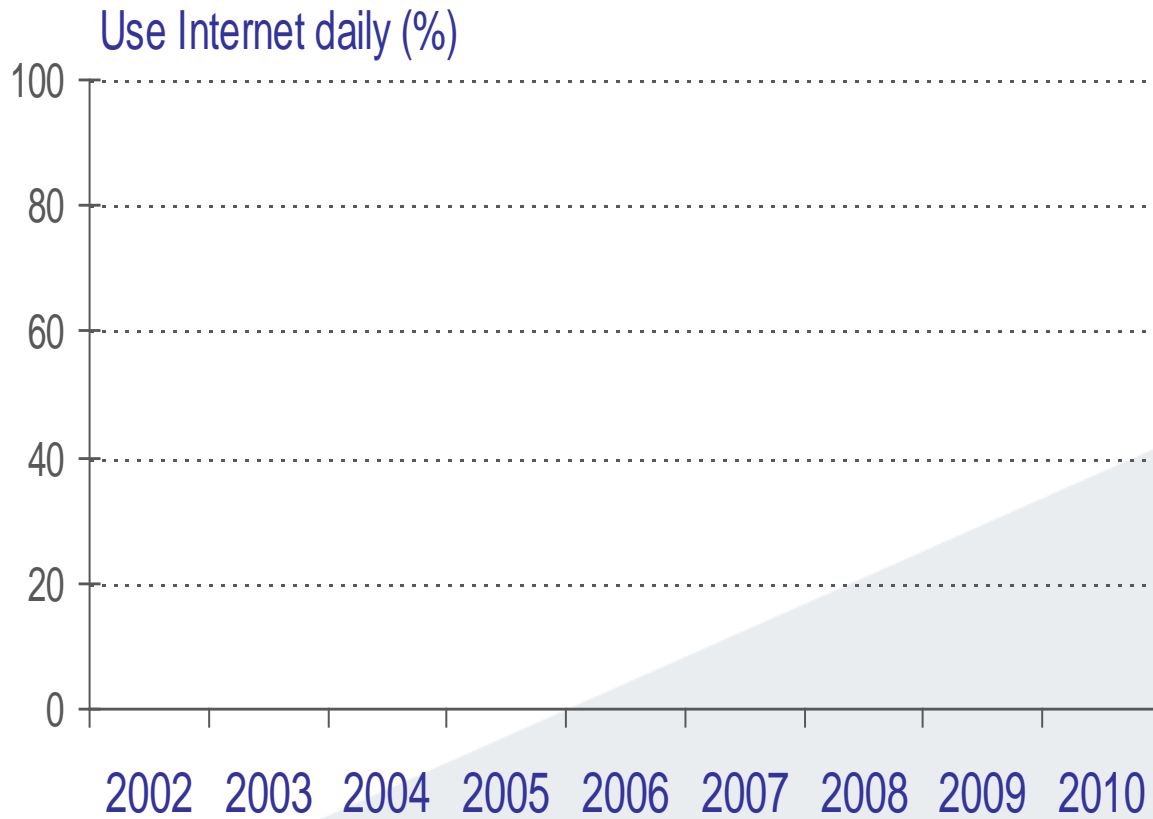
Google Twitter voddler
Facebook MSN Wikipedia
RSS Itunes Amazon netflix
P-2-P YouTube Windows 7
MySpace Blogger
IPl ayer Spot if y Hulu
Web 2.0 Tivo android

when I was young, I did NOT have.

TV 1000 SVT2 TV3 Discovery World TV400 Silver Cartoon Network
 TV4 Komedi TV6 VH1 Classic TCM SVT HD
 Kanal 10 Axess Television Voom Viasat Nature/Crime
 Discovery Channel TV4 Guld Showtime Science Channel
 National Geographic Channel Discovery HD Nickelodeon
 National Geographic Canal 7 SVT1 MTV Rocks TV10 TV 1000 HD
 Viasat Hockey Viasat History BBC Lifestyle TV4 Film History SF-kanalen
 TV4 Plus CNBC BBC HD Comedy Central Star! Canal + Film HD
 Viasat Explorer BBC HD The Poker Channel VH1 Mezzo BBC World News
 Kanal 5 BBC Worldwide MTV Luxe TV Eurosport CNN International
 History HD Viasat Sport HD Discovery Travel & Living SVT24
 Canal + Hits TV 1000 Nordic Viasat Sport Bloomberg Television Playhouse Disney
 Motors TV Boomerang Viasat Golf ESPN TV 1000 Action Playboy TV
 Canal + Sport Extra Canal + First TV 1000 Classic Eurosport 2 TV4 HD
 BBC Knowledge Disney Channel TV 1000 Classic Disney XD
 Extreme Sport Channel National Geographic Wild TV4 Sport Canal + Viasat Fotboll Kanal 9
 Viasat Premier League HD TV 1000 Family Viasat Motor
 TV 4 Science Fiction

[+ some 4000 channels on the Internet]

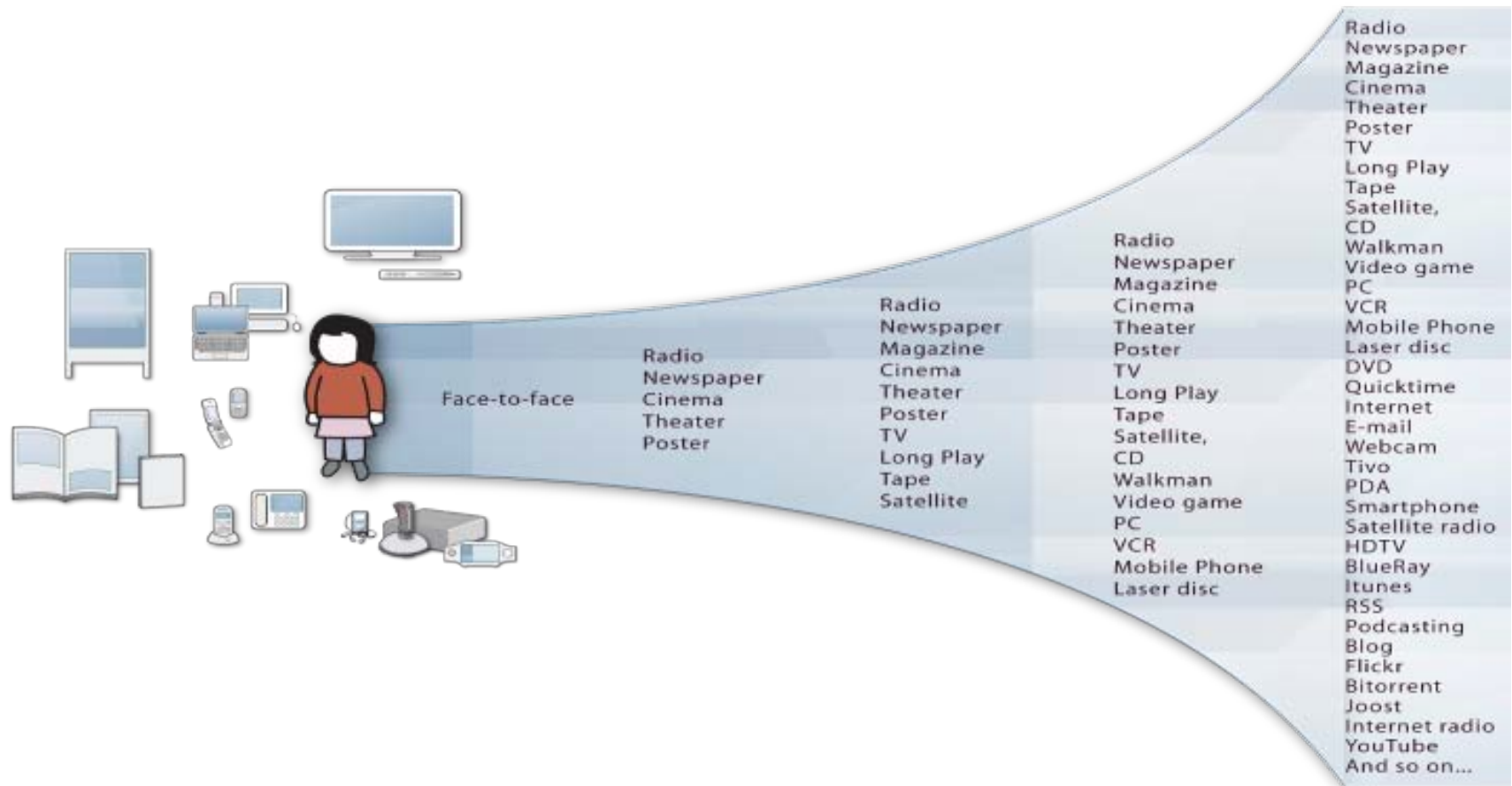
Internet - a necessity In life



Base: All (15-69) – Ericsson ConsumerLab Infocom Study – Sweden, UK & US

Entertainment
Social life
News Practical life
Communication
TV Private
Publishing
Work Reading
Video
Booking
Banking
Shopping
TV

multimedia and MultiMedia



Changes in media consumption

FROM...



...TO

Device centric
Fixed media situations
Consumption
Mass-media streams
Linear consumption
Collective awareness

Access and content centric
Continuous consumption
Co-production
Personalized media streams
Scattered consumption
Fragmented awareness



Reactive

Backward-leaning

Interactive

Forward-leaning



Net w o r k e d
Digit a l i z a t i o n i s
disr u p t i v e

What's changed radically is the value of DISTRIBUTION



thinking out of the box -> new winners

› Digitalization for
“old” record
companies =



› For Apple “digitalization”
meant becoming
networked with iTunes

It's just the beginning!!





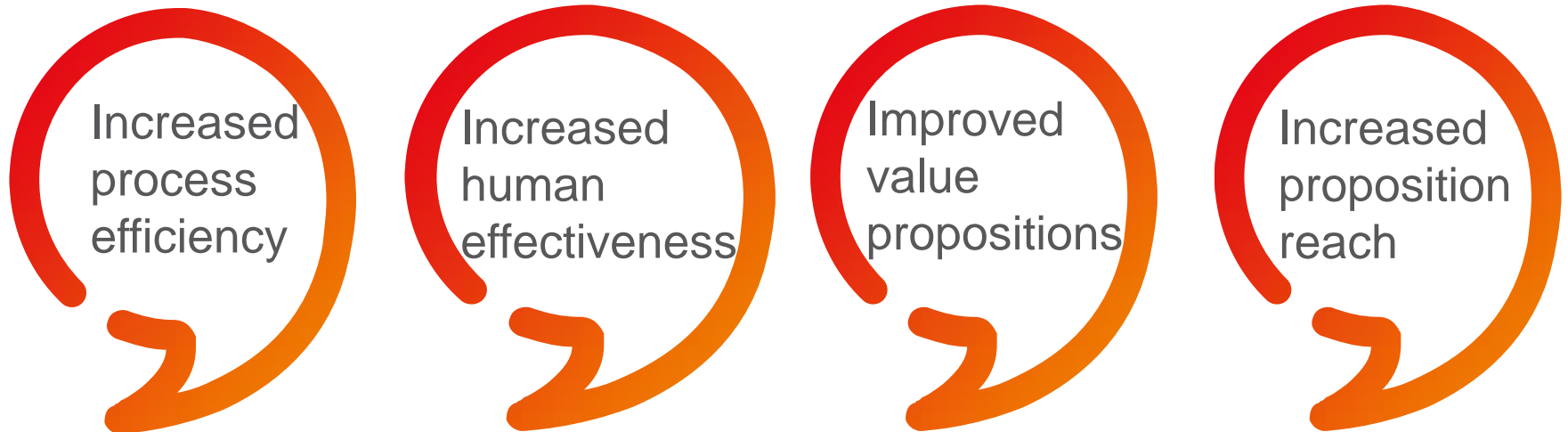








4 CORE ICT business propositions



Growth of mobile data & BB demand

- › Need to handle transition from old media to new digital media
- › New online players aggregating content
- › Device players expand their footprint in the value chain
- › Need to develop new monetization and ad models
 - Understand and manage effectiveness of new media advertising
- › Increased pressure on cost efficiency of production model
- › Enable consumers to interact with content and with each other
- › Need to deliver rich content anytime, anywhere and across platforms

networked everything



networked gaming

networked buildings

networked cities

networked print

networked healthcare

networked radio

networked banking

networked messaging

networked grids

networked television

networked transportation

networked music

networked agriculture

networked video



“If you don't know
where you are going,
you might wind up
someplace else”

Yogi Berra



ERICSSON