



# Technical Challenges and Opportunities of Mobile Video

(and a few ways to prepare for them)

Christopher Dow  
[cdow@macrovision.com](mailto:cdow@macrovision.com)

macrovision®



# Overview

- What's happening?
- What does it mean?
  - To Silicon Manufacturers
  - To Device Manufacturers
  - To Service Providers



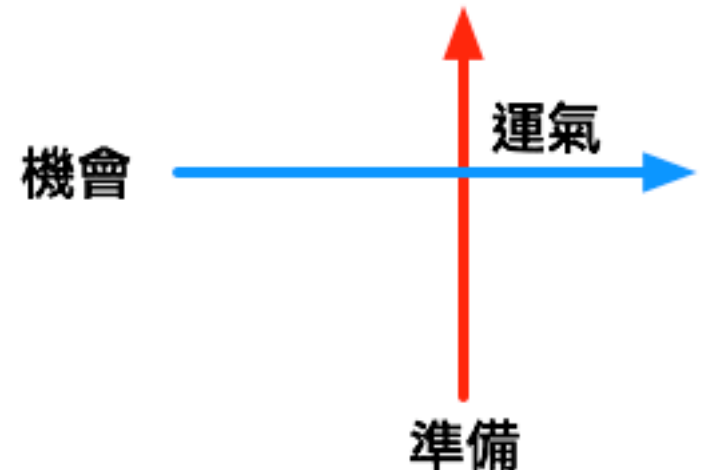
# What's Happening?

maCrovision®



# Conversion, Convergence, Divergence

- Consumers are converting to digital media
- Functional lines have blurred between devices
- Consumers will soon expect to watch what they want, when they want, where they want



# Things we cannot completely control

- Users don't understand why electronic is better



# Things we cannot completely control

- Users don't understand the difference between ripping CDs and DVDs



# Things we can control

Simplify the story



# Things We Can Control

## Formats, silos, and walled gardens



# Making a Complete Ecosystem

- Discovery
- Acquisition
- Content Management
- Media Playback

# Things to Remember

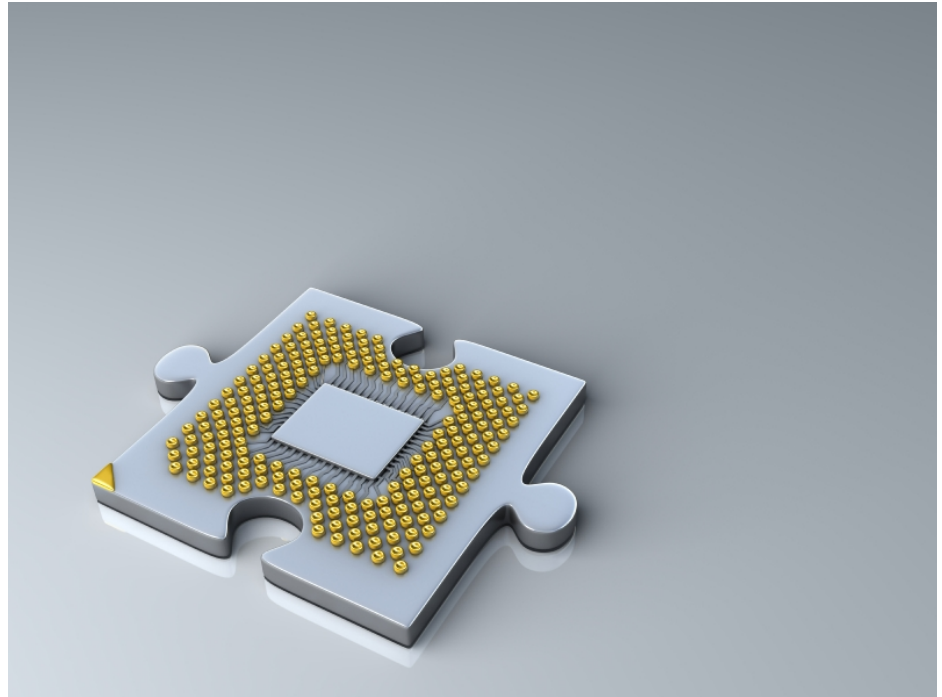
- Combined Media



What Does  
it Mean?

# Silicon Manufacturers

- Challenges
  - Where is the line?



# Silicon Manufacturers

- Opportunities
  - Optimized HW Implementation
  - Be ready for changes
  - Access to Functionality

# Device Manufacturers

- Challenges

- Content
- Content
- Content



# Device Manufacturers

- Opportunities
  - Use the screen space
  - Increased touch-points with end-user
  - Data available for recommendations
  - Format conversion

# Service Providers

- Challenges
  - Moving content



# Service Providers

- Opportunities
  - Already in the acquisition business
  - Recommendations

# Things to Remember

- Users set the use cases



# Things to Remember

Standards promote confidence



# Things to Remember

- Device Independence

