




“The state of media: content, consumers and partnerships”

Philippe Camus

Lagardère

Trans-Atlantic Telecom Conference
October 20, 2006

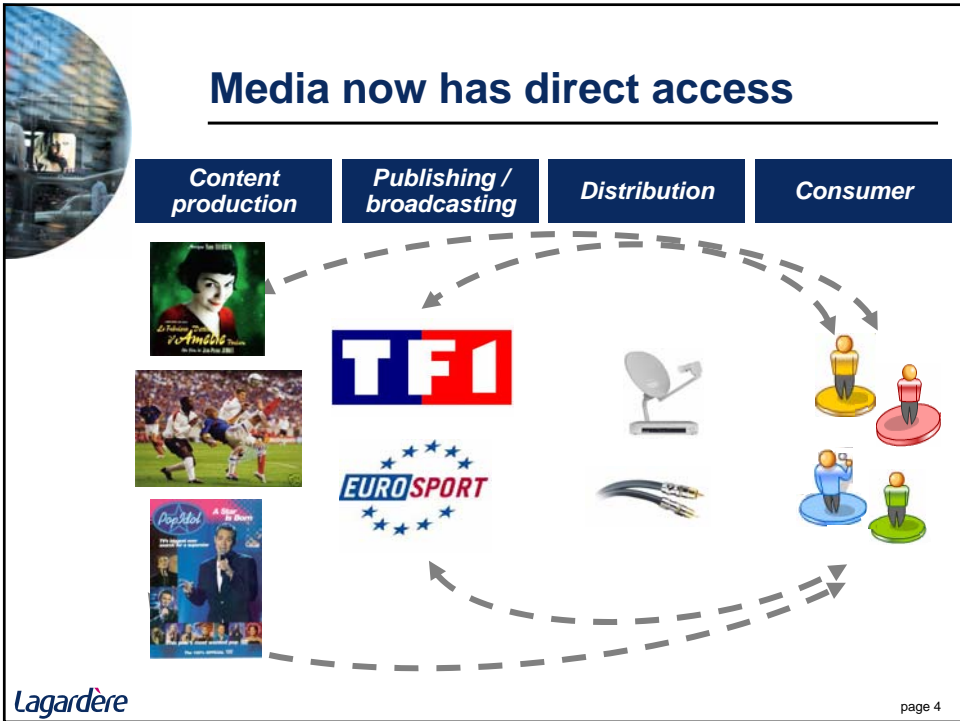
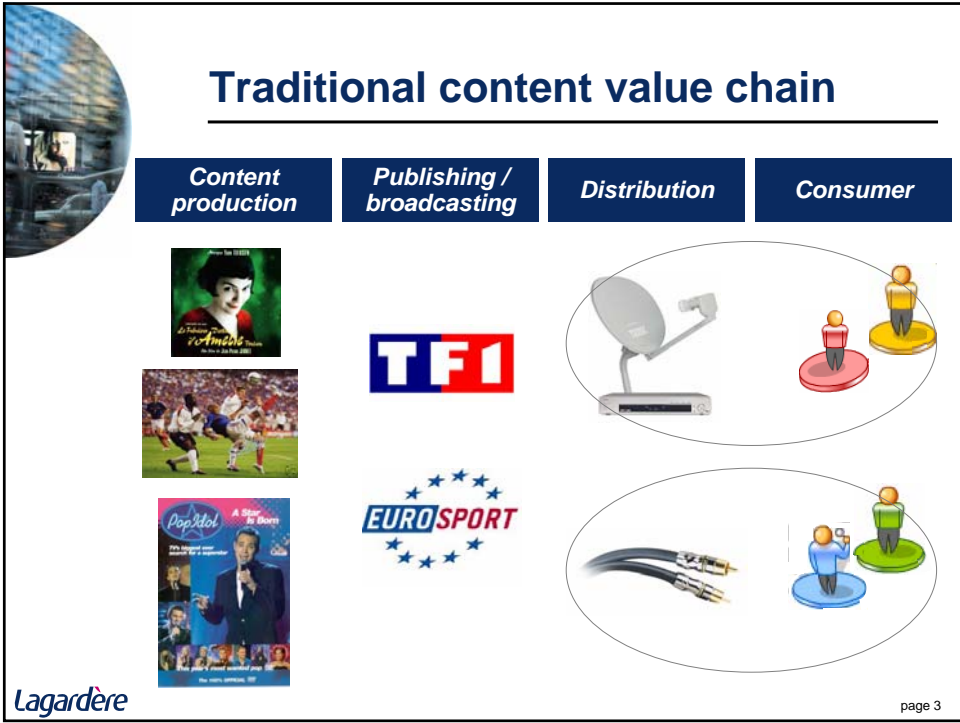


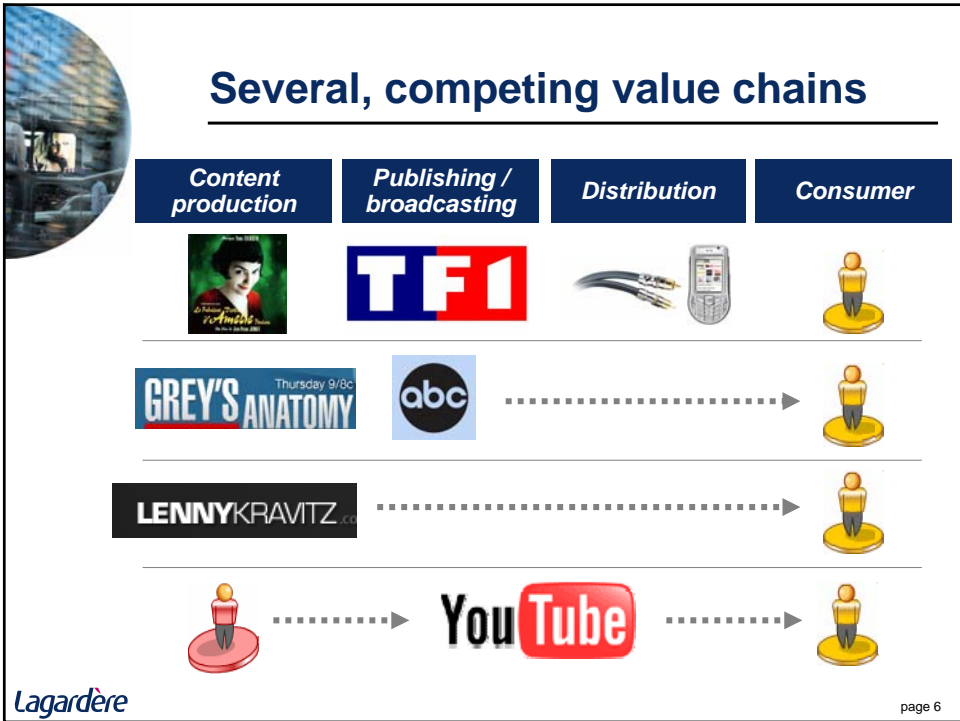
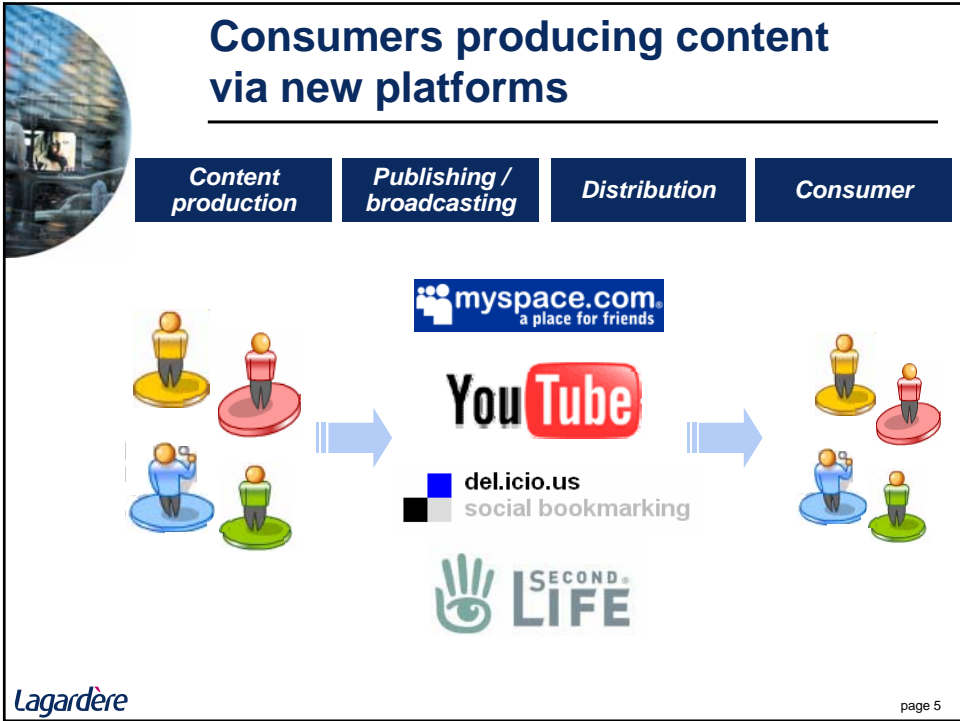
Agenda

- Major evolutions in value chain
- Lagardère approach
- A few insights

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Consequences of value chain evolution

- **New gateways to the consumer**
 - Increasing quantity; disruptive consumer propositions; legal issues
 - even Yahoo is facing substitutes

- **Everyone wants to go direct**
 - Major revenue model still based on conventional distribution

- **Advertisers are re-evaluating their approach to media buying**
 - Nielsen to track advertising viewership
 - Who owns the space?

- **Various business models must co-exist**
 - Advertising
 - Pay-per-view
 - Subscription
 - Data flow payment (mobile)



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Case Study: Canal J

	<ul style="list-style-type: none"> Pay-TV Cable Satellite
	<ul style="list-style-type: none"> Pay-TV Mobile
	<ul style="list-style-type: none"> VOD ADSL
	<ul style="list-style-type: none"> Free Video Podcast
	<ul style="list-style-type: none"> Free Games Forums

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Case Study: ELLE

Magazine → **Website with strong video content** → **Elle Mobile**

ELLE girl → **ELLE girl mobile**

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A few insights

- Content is not necessarily king, especially in a democracy
- “Multi-platform” is a red herring
- The entire industry is going through a period of trial-and-error
- We are often competing against our own consumers
- We must work together now to identify compelling new models

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