Innovation in Media

Erik Huggers • Vice President • Intel Media
We’re At An INFLECTION POINT

- TV Standards... to Moore’s Law
- Ubiquitous Connectivity
- Creative Disruption
- Social by Design
- Video Everywhere
The Battle for the Global $500b Living Room

- Grow share of wallet
- Go direct to consumer

- Sell more devices
- Monetize services

**PAY TV: $200B**
**TV ADS: $150B**
**TV CE: $150B**

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Cloud Based Content
Production & Distribution
An Explosion of TV Platforms And Services...
...All Built On Different Software
Is History Going to Repeat Itself?
Once, Many MP3 Devices and Ecosystems
Is History Going to Repeat Itself?
Then the iPod won
Platform Technologies
HTML5 / CSS3 / JavaScript
Digital Media
Mesh Networks
Social TV
Remote Controller

Interactive TV Advertising
Risk Factors

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