



IMDAAlliance.org

Internet Media Device Alliance **General Assembly**

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IMD Market Overview

History

Current Status

Product Types

Geographic Split



Ben Terrell

CEO Reciva Limited

IMDA Corporate Board Director

IMDA Steering Committee Member



- **Over 10k companies broadcasting content**
- **CE devices are increasingly IP connected; standardisation by WiFi alliance, DLNA**
- **Steve Ballmer (CEO, Microsoft) - *"There'll be no media consumption left in 10 years that is not delivered over an IP network"*** (Washington Post, June 2008)
- **Internet can deliver rich, interactive content to users and enable broadcasters to better understand and communicate with consumers**

- **Reciva was founded in 2003, delivered our first product in 2005, around 75 different products using Reciva's technology.**
- **Our vision was of a consumer electronic device that made the rich world of internet content available to consumers through a simple to use standalone device**
- **That vision is increasingly being borne out by the devices that we see in the market today from Reciva and our competitors.**



- **Internet radio used to be a alternative delivery mechanism for broadcast content**
- **Over time we have seen the development of**
 - On Demand
 - Personalised Internet radio
 - Online music lockers
 - and album and single purchase over the internet

- **IP connected devices give us a new insight in to the way content is being consumed and allow broadcasters and content producers to understand their audience better.**
 - Interacting with their audience.
 - Able to retain their listeners for longer
 - Broadening their appeal to a wider audience
- **We can easily imagine technologies that would allow listeners of a broadcast to communicate both with the broadcaster and with each other, creating a more engaging experience**



- **Internet Media Devices are an exciting growth area**
- **The huge successes of companies like Pandora have opened the eyes of broadcasters to the power and flexibility of IP as a delivery mechanism for content**
- **It's clear that users enjoy being able to explore the content they're listening to, and enjoy the being introduced to new music they didn't know they loved.**



- **Since its inception in 2005 a lot of the uncertainties about the market have been removed**
- **Proven technologies**
- **Proven business models**
- **A proven market; over 500,000 end-users have invested \$100 million in Reciva's devices alone.**

- **Products vary in price and functionality from very simple to feature rich**
- **Devices with Internet Media as an add-on**
- **Dedicated Internet Media devices**
- **Devices with in-built speakers**
- **Media adapters**
- **iPod dockers**
- **Phones**



- **Likely to see televisions, picture frames and set-top boxes**
- **Consumers are also increasingly aware of services like Sirius and Pandora and are starting to use available content as a differentiator**

- **The internet is inherently global**
- **The legal / licensing situation is increasingly global as international rights agreements are starting to be made**
- **The business models are often still regional - consumers expect free / ad-supported services and advertisers prefer to target specific Geographics / demographics**
- **We've seen internet radio go from being a concept that needed to be explained to people, to the feature that consumers demand**



- Thank you