Technical Challenges and Opportunities of Mobile Video
(and a few ways to prepare for them)

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Overview

• What’s happening?
• What does it mean?
  – To Silicon Manufacturers
  – To Device Manufacturers
  – To Service Providers
What’s Happening?
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?
• 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
• 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