

# ZF MOBILIO '13

Catalin Clemente, Seenow



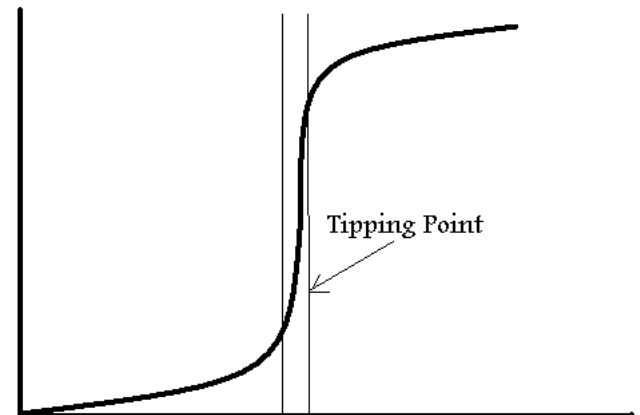
FILME, SERIALE, EMISIUNI si POSTURI TV PREMIUM



# TOPICS

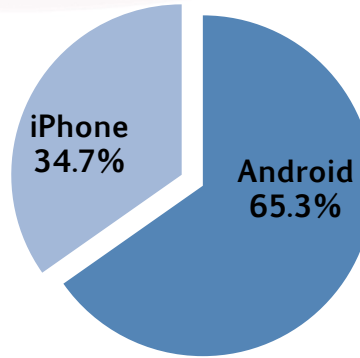
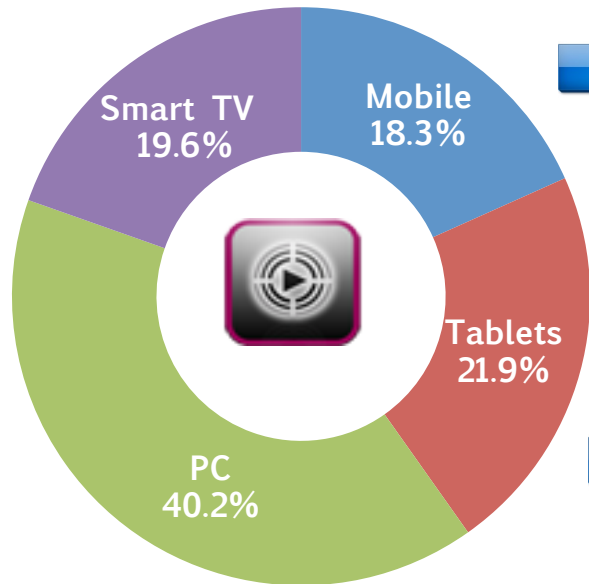
Usage habits: on PC, smartphones, tablets, Smart TV.

When will we reach a tipping point to allow the video content offer to develop?

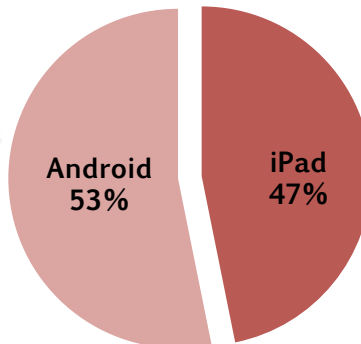
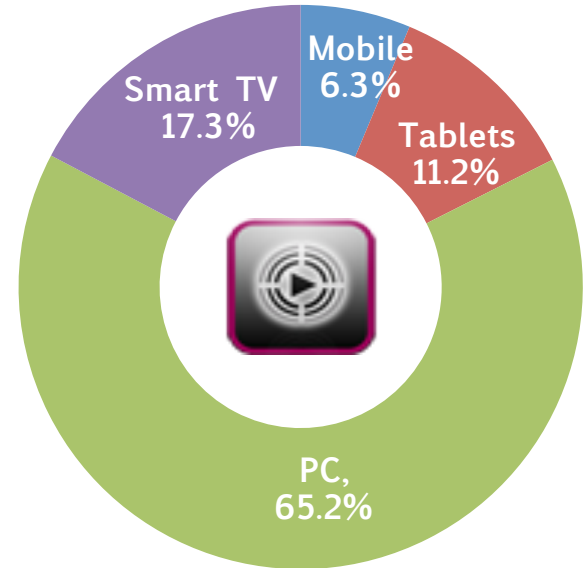


# SPLIT BY PLATFORM, PAID VIEWS

## No. of views

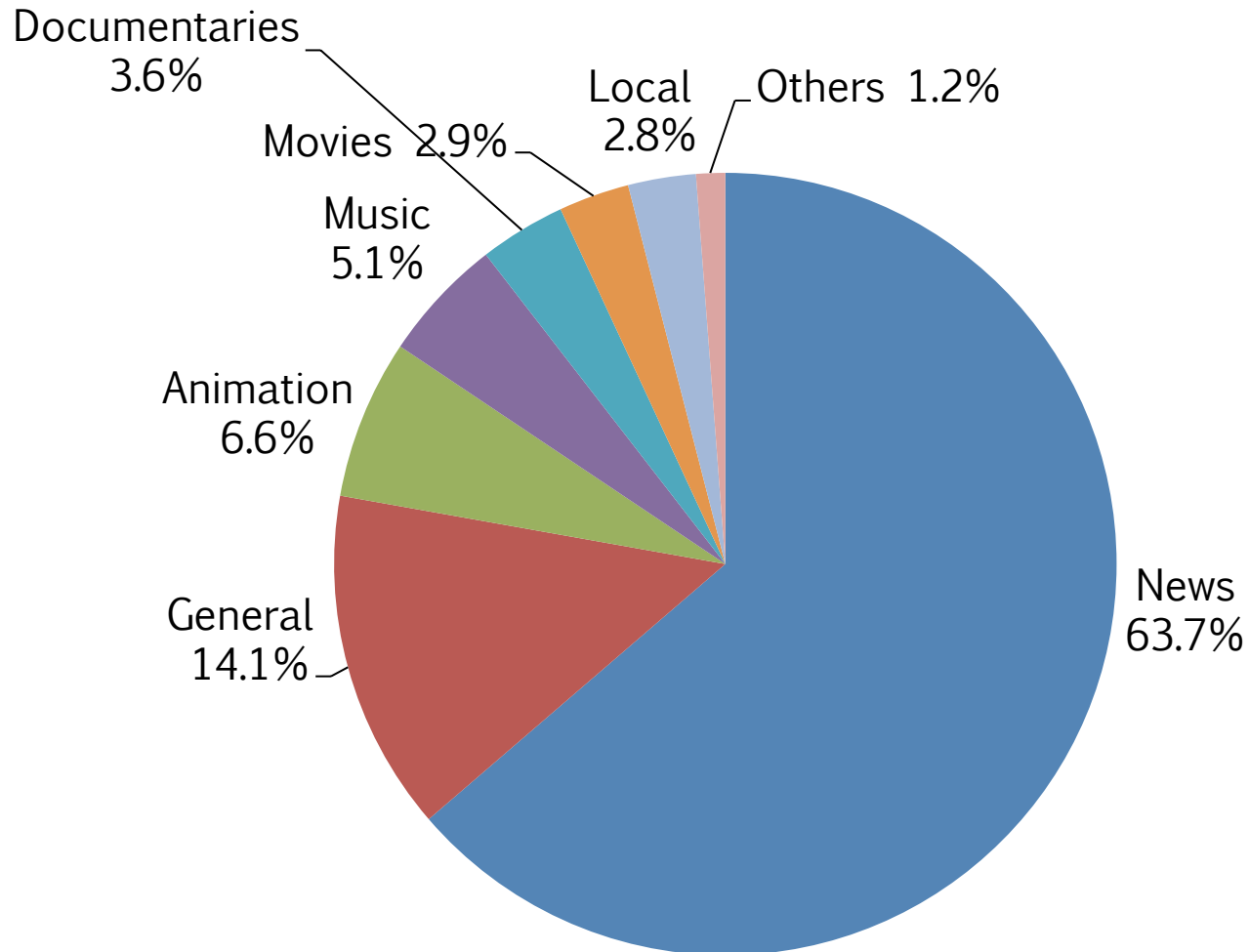


## Time spent

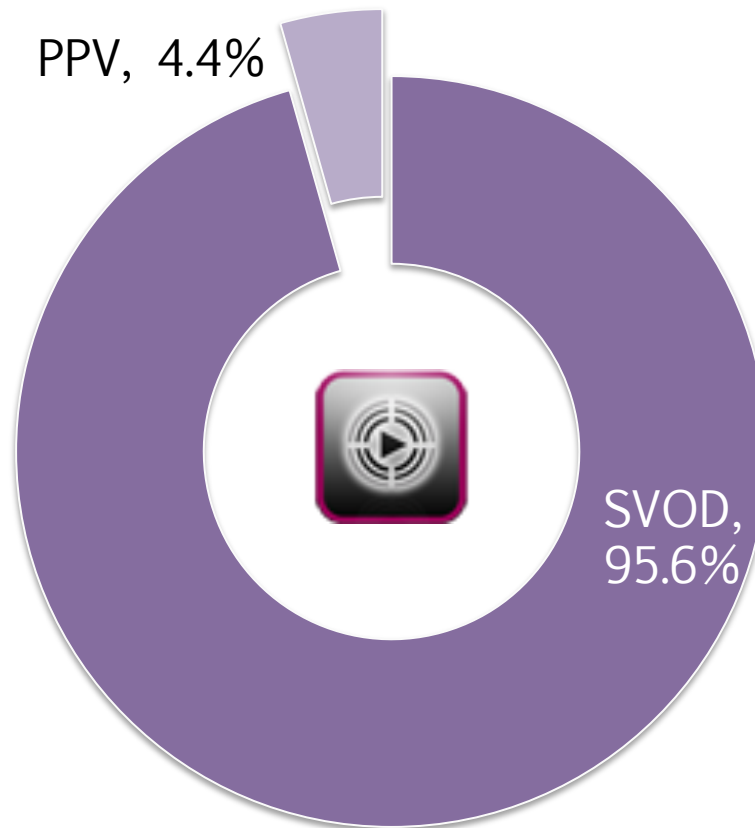


MOBILE DEVICES ARE IMPORTANT BUT **LARGER SCREENS** GET THE HIGHEST VIEWING TIME SHARE

# PAID LIVE AUDIENCE BY PROGRAM TYPE



# PAID SVOD vs TRANSACTIONAL (PPV) AUDIENCE (NO OF VIEWS)





# VIEWING TIME BY PLATFORM

Minutes/  
view

5 min



9 min



29 min



43 min



TV

VOD

lean forward

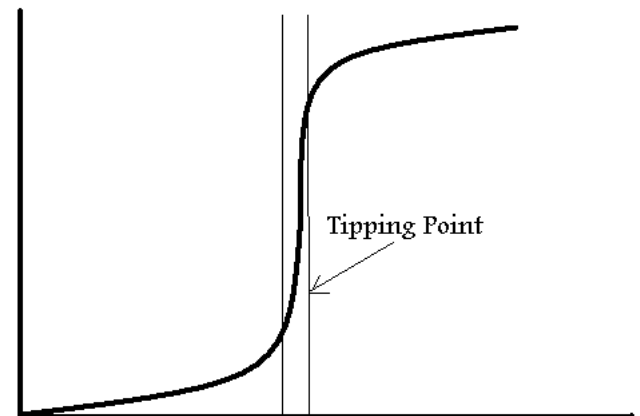


lean back

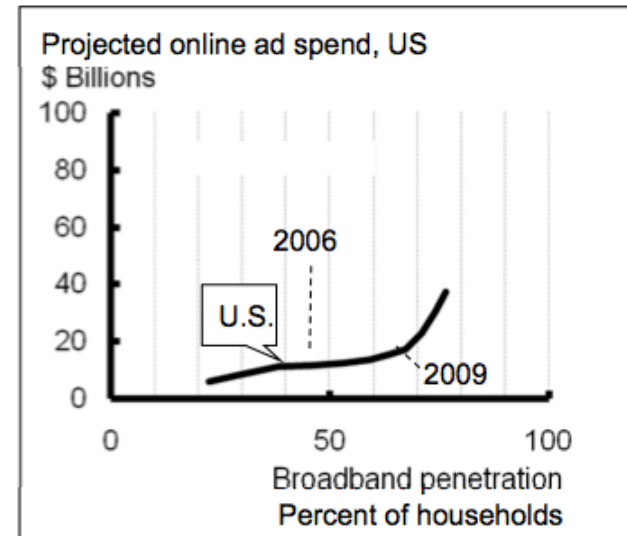
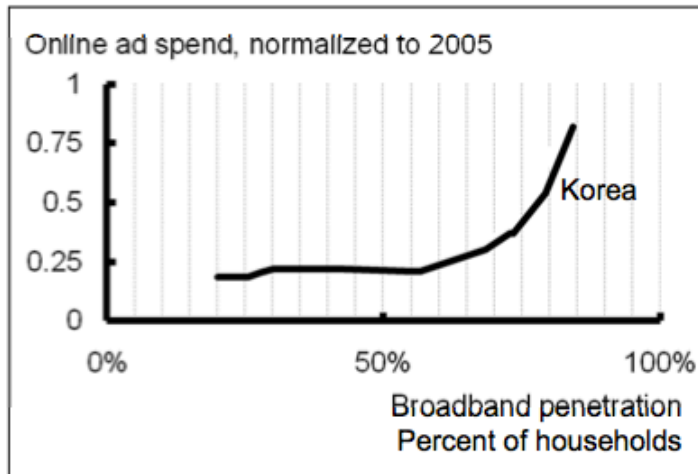
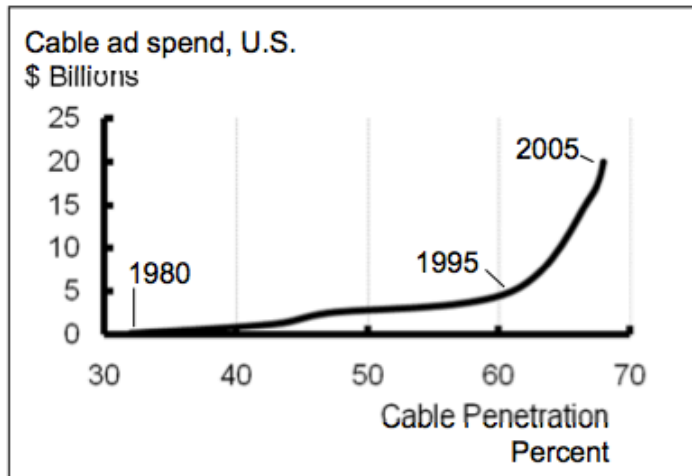


# TOPICS (from the agenda)

- Usage habits: on PC, Smartphones, Tablets, Smart TV
- When will we reach a tipping point to allow the video content offer to develop?



# TIPPING POINT AT 60%?



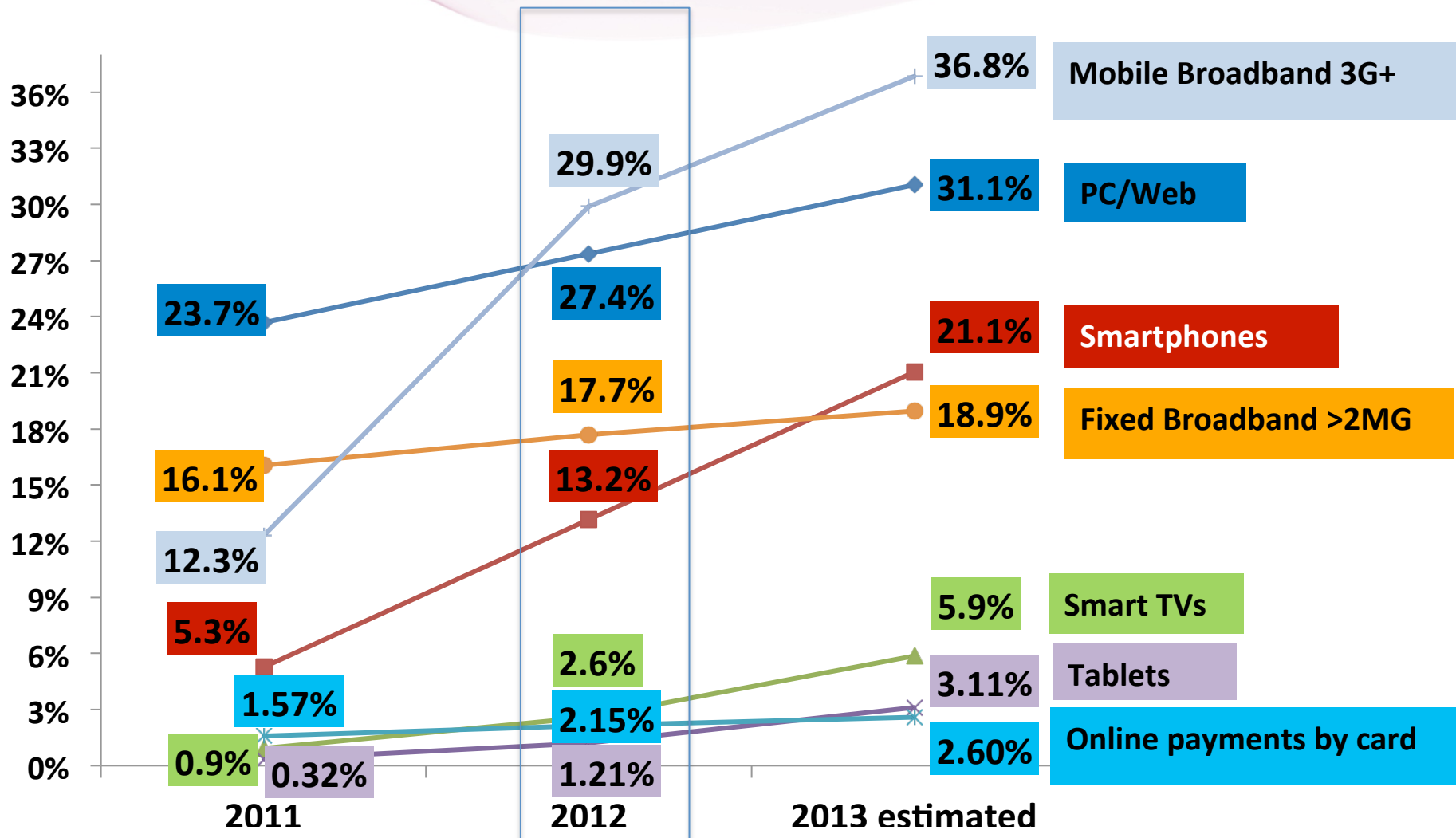


# ENABLERS FOR OTT VIDEO

- Smartphones (video ready)
- Tablets
- PCs
- Connected TVs
- Fix Broadband above 2Mbps
- Mobile Broadband 3G+
- Online payment



# OTT VIDEO ENABLERS IN RO



\*Smart TV penetration is measured by the number of households in Romania

\*The others enablers are relative to the number of inhabitants in Romania.

# .. ANOTHER ANGLE

the tipping point



*"it looked smaller from the bottom!!  
just gotta keep pushin"*

*"whoo hoo!"*



a lot of hard work  
& slow momentum



it gets easier from here, and  
if you hit another hill you've  
got some momentum behind you



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