

Interactive Broadcasting and the Music Business

Skip Pizzi
Microsoft TV

Traditional roles

- ◆ Radio airplay sells records
- ◆ Music videos sell records
- ◆ Indirect business relationship
 - Broadcast channel has “free” access to content
 - Retail channel sells content
 - Broadcast sells interstitial time

New roles

- ◆ **Interactive broadcast channel can sell content**
- ◆ **Retail channel can have its own “airplay” on-line**
- ◆ **Redefining sales and promotional activities**

New audiences

- ◆ **DTV viewers**

- **Interactive services**
- **Music-shopping channels**

- ◆ **DAB listeners**

- **Buy buttons**

- ◆ **Web surfers**

- **Packaged good fulfillment**
- **Downloads**

Analysis

- ◆ **Broadcasters must adapt**
- ◆ **Music industry has more options**
 - **If you record it, they will listen**
 - **If you sell it, they will buy**