

Technology Update

Radio at the Edge 07

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Discussion

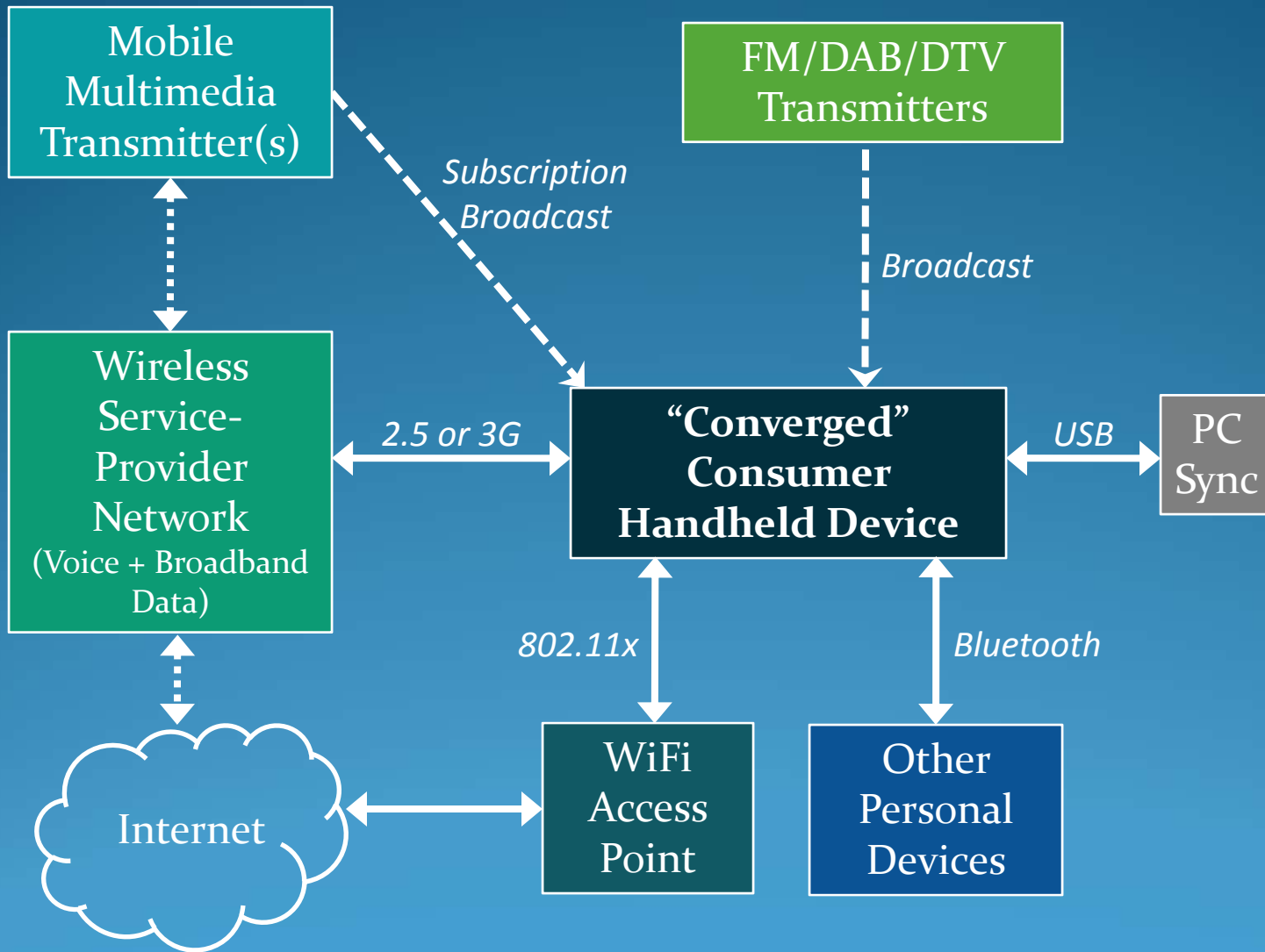
- Primary development zones
- Effects on consumer products and behavior
- Impact on broadcasters

Primary development zones

- Smarter search
- New device form factors
- Greater connectivity
 - High-speed, ubiquitous, mesh networks
 - Digital Dividend
 - New/replacement services
- Cashless society

Effects on consumers

- New device form factors
 - Multipurpose handhelds
 - Content and services in the cloud
 - Everything syncs
- Internet as utility and lifeline
- Content, not Channel, is target



Next-gen Handheld Device

Impact on broadcasters

- New competitive services launching
 - Second coming of the Dot.com boom – this time it's broadband
- Internet becoming ad-based business
 - Could seriously threaten broadcast business model
 - No longer just a real-time, audio-only service world
 - Broadcasters' game to lose

Conclusions

- Think about radio's place in this new, more connected world
 - Content vs. Service; On-air vs. On-line
- Leverage radio's license to scarce push-spectrum with new services in the infinite pull-environment
 - Radio's "long tail"
- Radio is what you do, not what you are
 - If not already evident, next-gen consumer technology will make it so

Manage change...

or

Change managers

