

Convergence – A Media Perspective

7 May 2008



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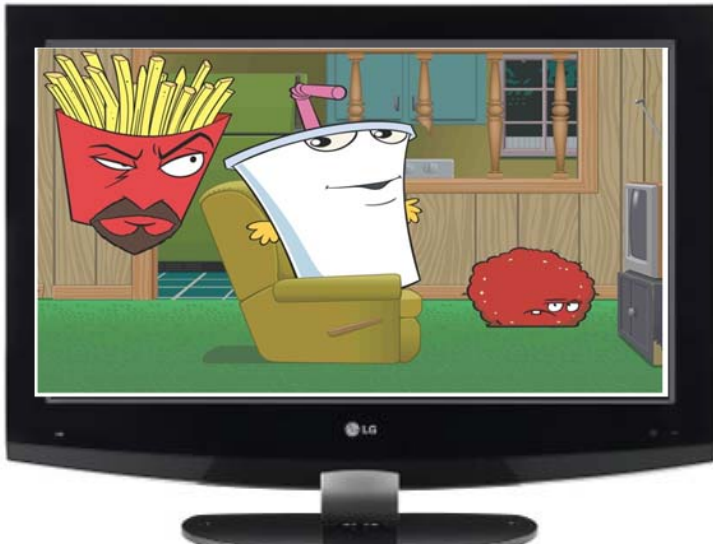


What Is Convergence?



Is it the SlingPlayer?

What Is Convergence?



Is it Joost, YouTube, Hulu, etc?

What Is Convergence?



Is it the iPhone world?

Convergence

The answer is...

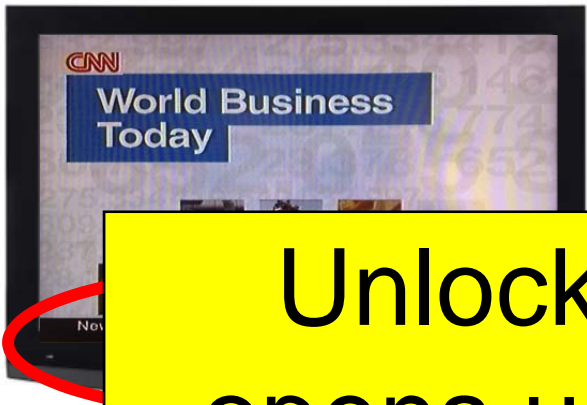
...yes, sort of, maybe, depends.

Convergence – A Media Perspective

For a media company, convergence can be boiled down to 3 simple words.

Brands without borders

Delivering The Brand



Unlocking this convergence opens up new multiplatform ad sales opportunities



Thank you!