



MOBILE ENTERTAINMENT IN A 3G WORLD

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Opportunities & Expectations

- Evolution of the mobile device as an audiovisual entertainment device in its own right
- Development and production of mobile shows
- A parallel mobile entertainment industry could evolve over time, like the TV content industry
- On-demand snack entertainment
- Streaming and download models
- User pay and ad supported business models
- Push and pull distribution models
- Marketing support and equitable revenue share needed from mobile carriers

Now Showing On Your Mobile, PC & iPod



Akbar Birbal Remixed

- Conceived and produced exclusively for new media platforms and digital entertainment devices
- 90 video and audio episodes (approx 3 minutes each)
- 90 SMS quotes, CRBT, ring tones and wallpapers
- Akbar & Birbal anecdotes set in a modern Mumbai underworld milieu. Desi look and feel
- Endearing stories of wit and wisdom. Each episode has a key take away. Underlying philosophy is laced with humor
- Shot on DV in Hindi with a local Mumbai flavour

Taking a 360 Degree Approach



- Akbar Birbal was released on Rajshri.com and co-premiered on YouTube. Over 2 million views till date
- Syndicating the show to other web portals like MySpace, Amazon etc.
- Exclusively released on Idea Cellular
- First mobile property to encompass video, audio, SMS, CRBT, ring tones and images
- Syndicating the show to other mobile carriers and aggregators
- Being repurposed for TV, FM radio and home video

What Will 3G Really Do?

- Ensure YOU spend more time on your mobile than you do consuming traditional media
- ‘My entertainment is in my hand’
- Lower cost of production and distribution for content creators and distributors
- Encourage innovation and experimentation
- Encourage network and device evolution, new services, business models and applications
- Mobile will truly become an entertainment device, which you ALSO use for communication

THANK YOU

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