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*Telefonica*



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## *Empowered by Creativity*

**“Be market leader in providing and exploiting unique experiences.  
Using the power of TV, internet & mobile, to inform and to entertain.”**



# ***Creativity, Critical Mass & Consumer Needs***

## **CREATIVITY**

*TRY EVERYTHING, KEEP WHAT IS SUCCESSFUL*

## **CRITICAL MASS**

*FROM 1 TO 21 COUNTRIES*

## **CONSUMER NEEDS**

*250 MILLION VIEWERS PER DAY!*

## *Adoption Of Technological Changes*

**“Endemol aims to generate revenues with today’s technologies and to maintain flexibility to adopt tomorrow’s changes.”**

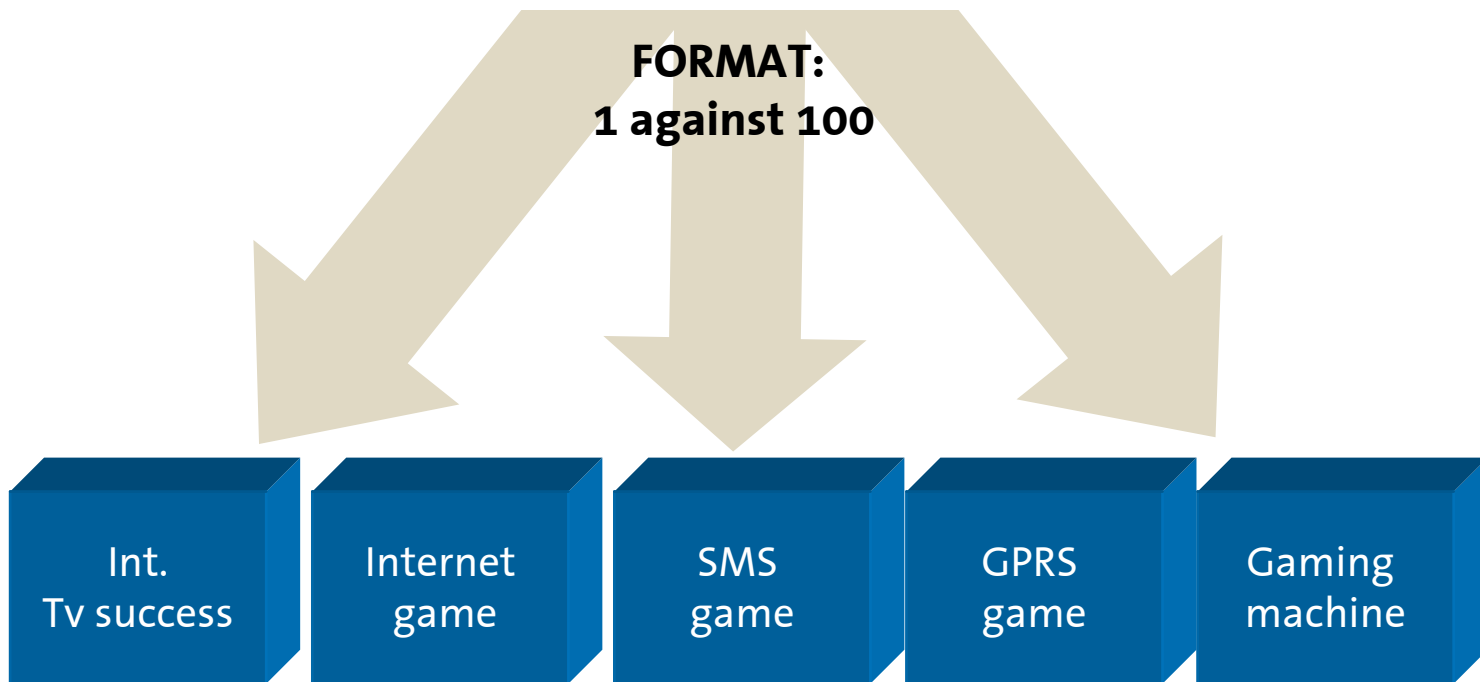


## *The Natural Aggregator*

**“Television plays the role of a natural aggregator, giving the audience a ‘lead’ towards the possible usage of new features or services.”**



## Convergence vs Divergence





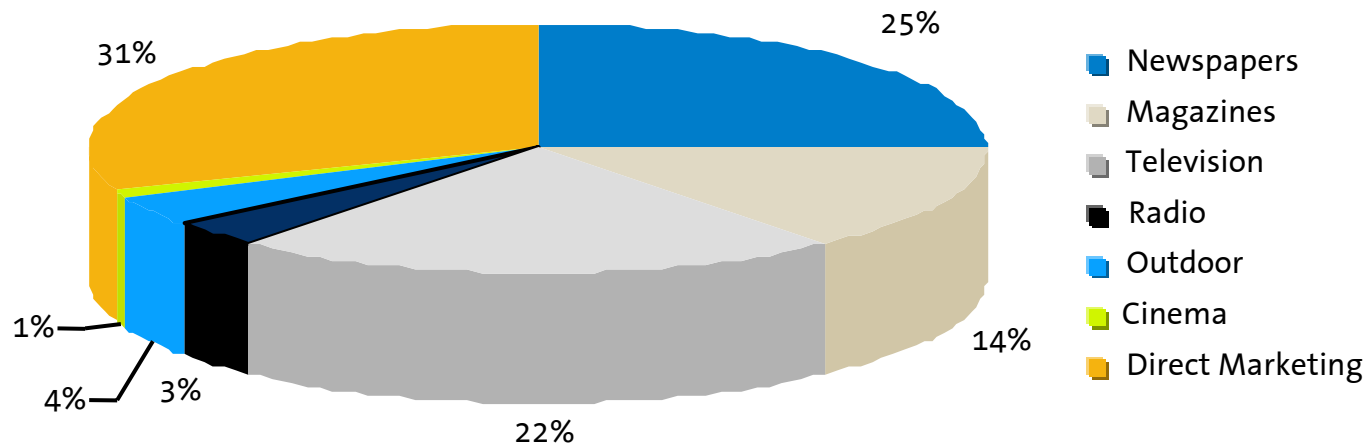
## *Primetime to Lifetime*

**“Starting point is our powerful position on the television platform.  
From there we expand existing formats with other platforms,  
each with a specific business model.”**



## Changing Advertiser - Consumer Relation

**“Our new applications will be addressing a different share of the consumer’s and advertiser’s budget.”**



**Year 2000: European advertising spend €128 billion**

Source: FEDMA & Zenith Media

## ***Expanding Experiences***

***Expand*** Creativity, Critical mass and understanding of Consumer needs

***Adopt*** technological changes to directly generate revenues

***Use*** TV as aggregator to provide consumers with lead to new applications

***Enable*** existing and new formats with interactiviteproducts

***Focus*** on quality of contact and effectiveness, from primetime to lifetime

***Improve*** advertiser - consumer relationship by developing applications

