New Media Value Chain

1. Content Creation
   - Reduced cost of new content production
   - Reduced cost of finding existing content

2. Aggregation & Publishing
   - Search (Long Tail)
   - Social Networks
   - Online billing and payment
   - Open Source Web Service Standards

3. Distribution (Fixed & Mobile)
   - Broad Capacity
   - Standard IP Protocols
   - Reduced Hosting costs
   - WiFi

4. Customer Environment
   - Moore's Law
   - Metcalf's Law
   - Increasing penetration
   - Increasing interoperability

Customer