

Panel 2: And Then How to Make Money....



Toby Russell

CEO

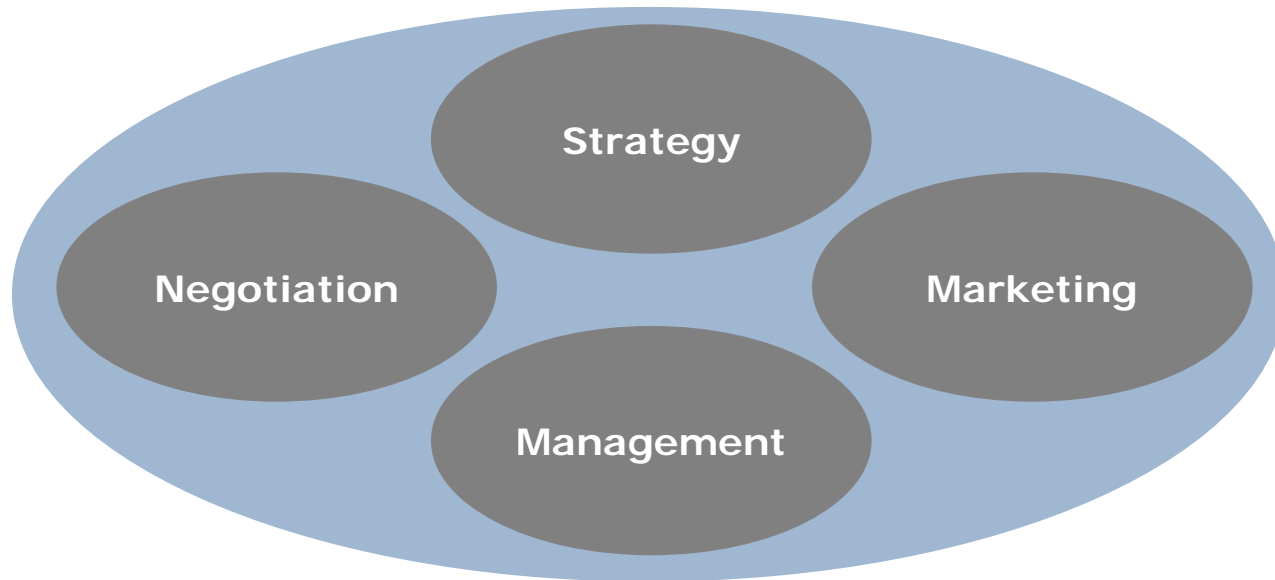
3Vision

ibc, Saturday 6th September 2006

3 Vision
Delivering Content Solutions

Who are 3Vision?

An international consultancy services company specialising in the content industry



Providing solutions to all your content needs

Why launch IPTV?

Customer retention – existing Telcos & ISPs

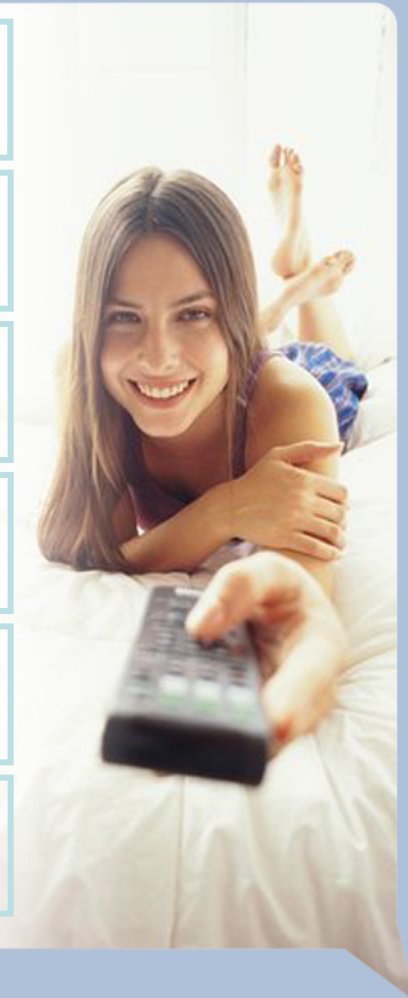
Customer acquisition – new entrants

Extended reach – cable

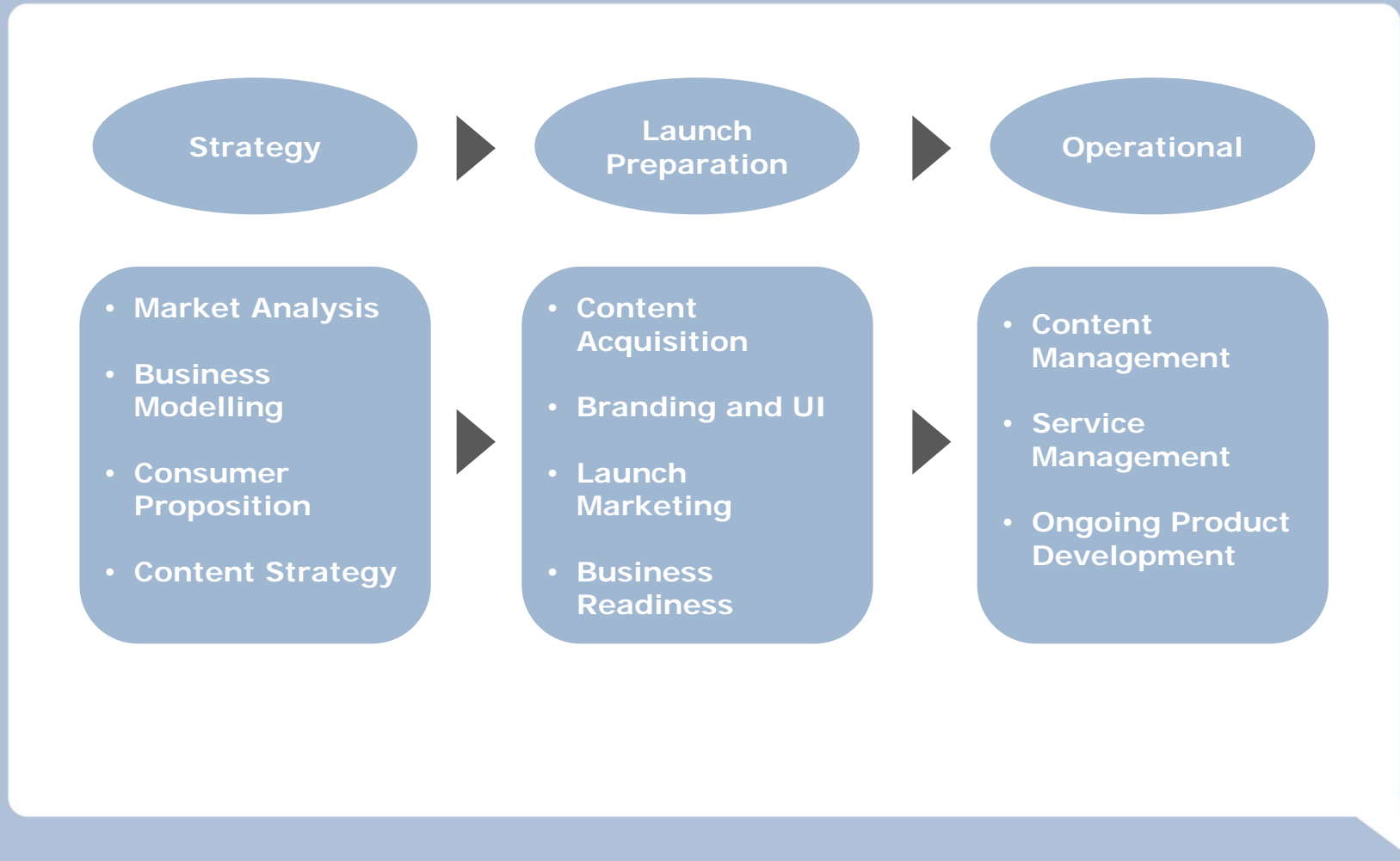
Video on Demand – satellite

Multi platform delivery

Direct to consumer – content owners



Building a successful service



IPTV success stories

270,000 subscribers

VOD – multiple genres of content

Over 75 channels

imagenio »

0.5m subscribers

VOD – over 100 movies

Over 100 channels

now TV

875,000 subscribers

VOD – over 1,700 programmes

Over 40 channels

FASTWEB

200,000 subscribers

Rich VOD offer – including exclusive sports events

Over 200 channels

orange

Content solutions for IPTV

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