

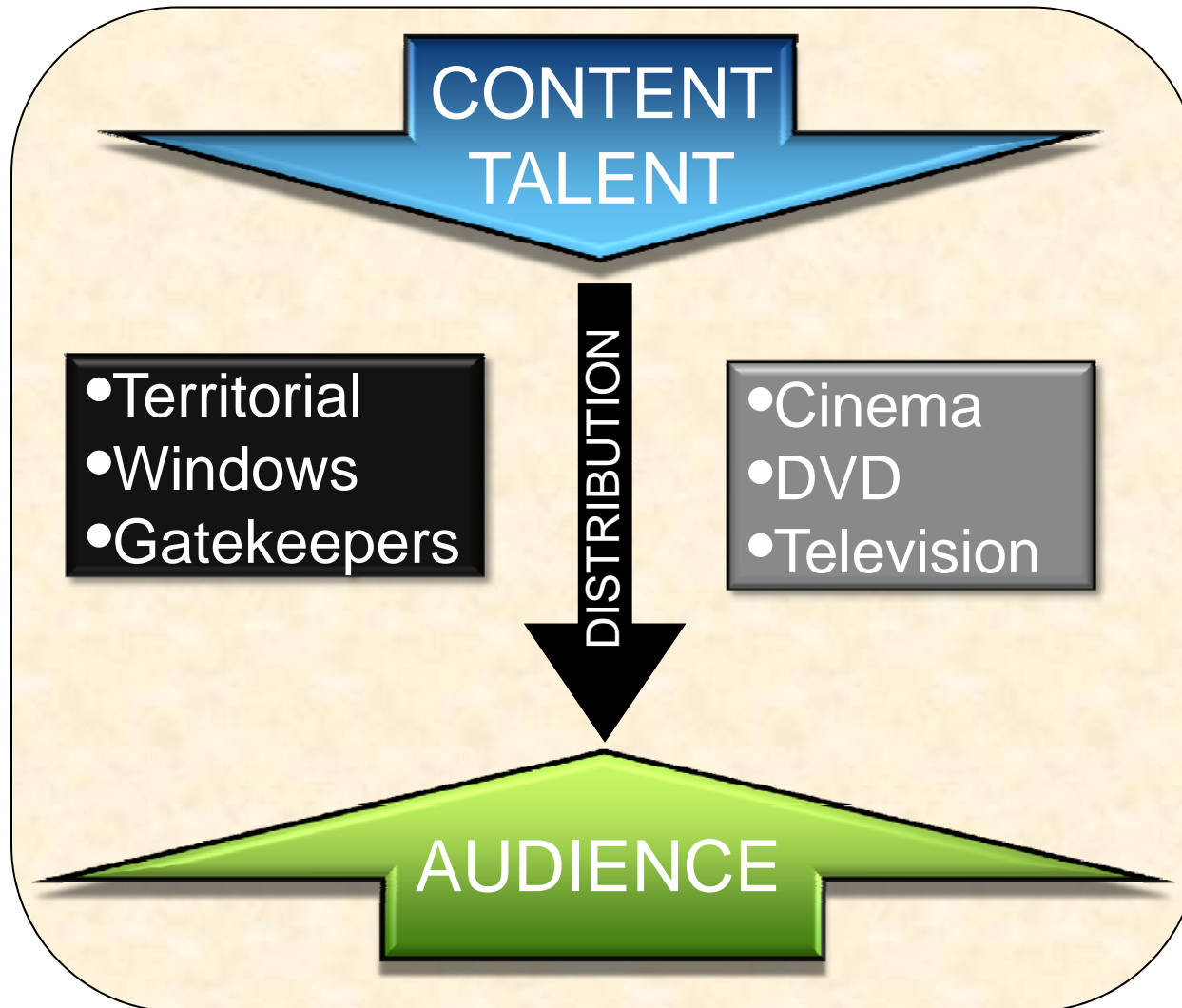


QUESTION

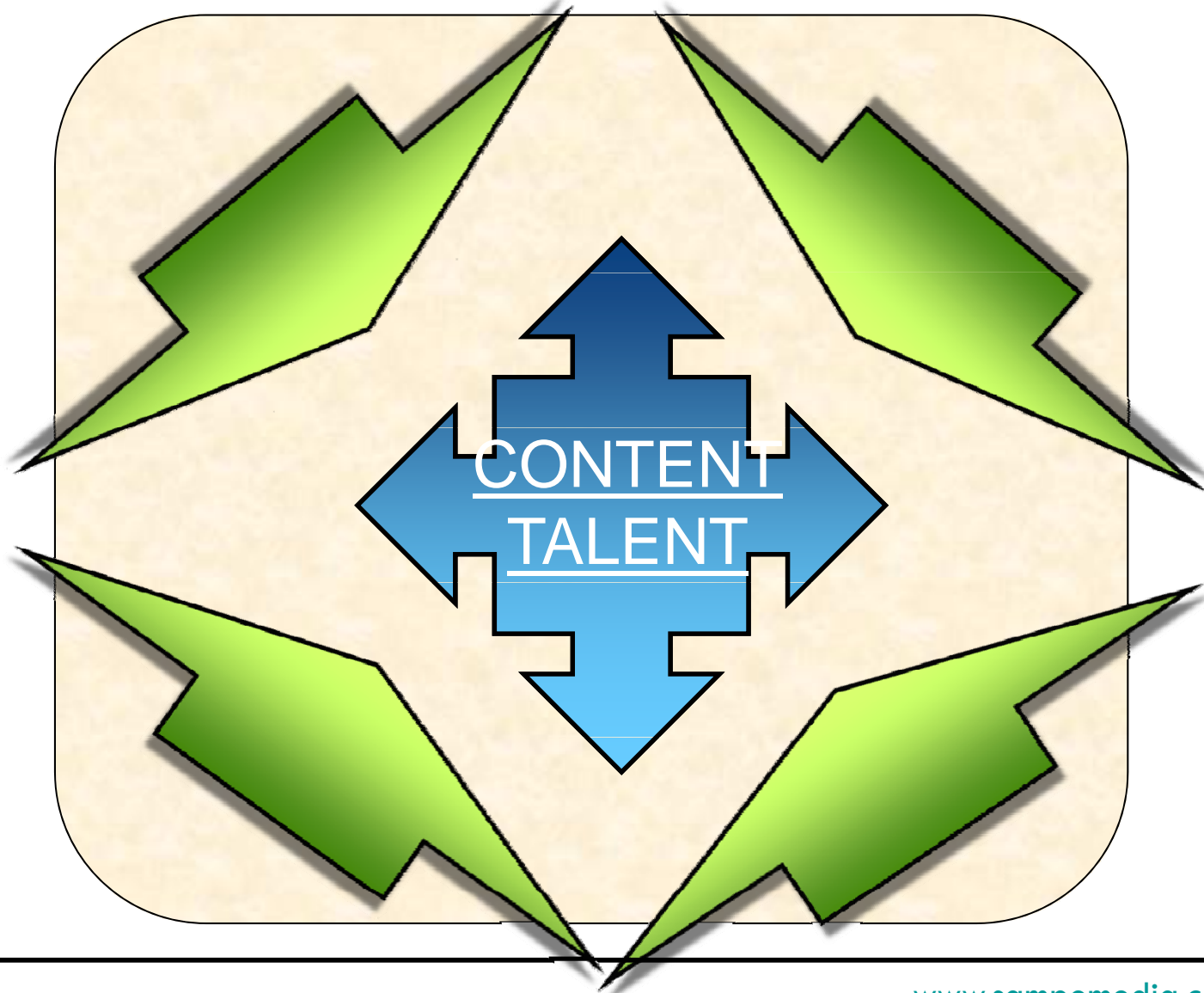
Module 3

**How far do we need to adapt to new business models,
and how far can we seek to protect traditional industrial
structures?**

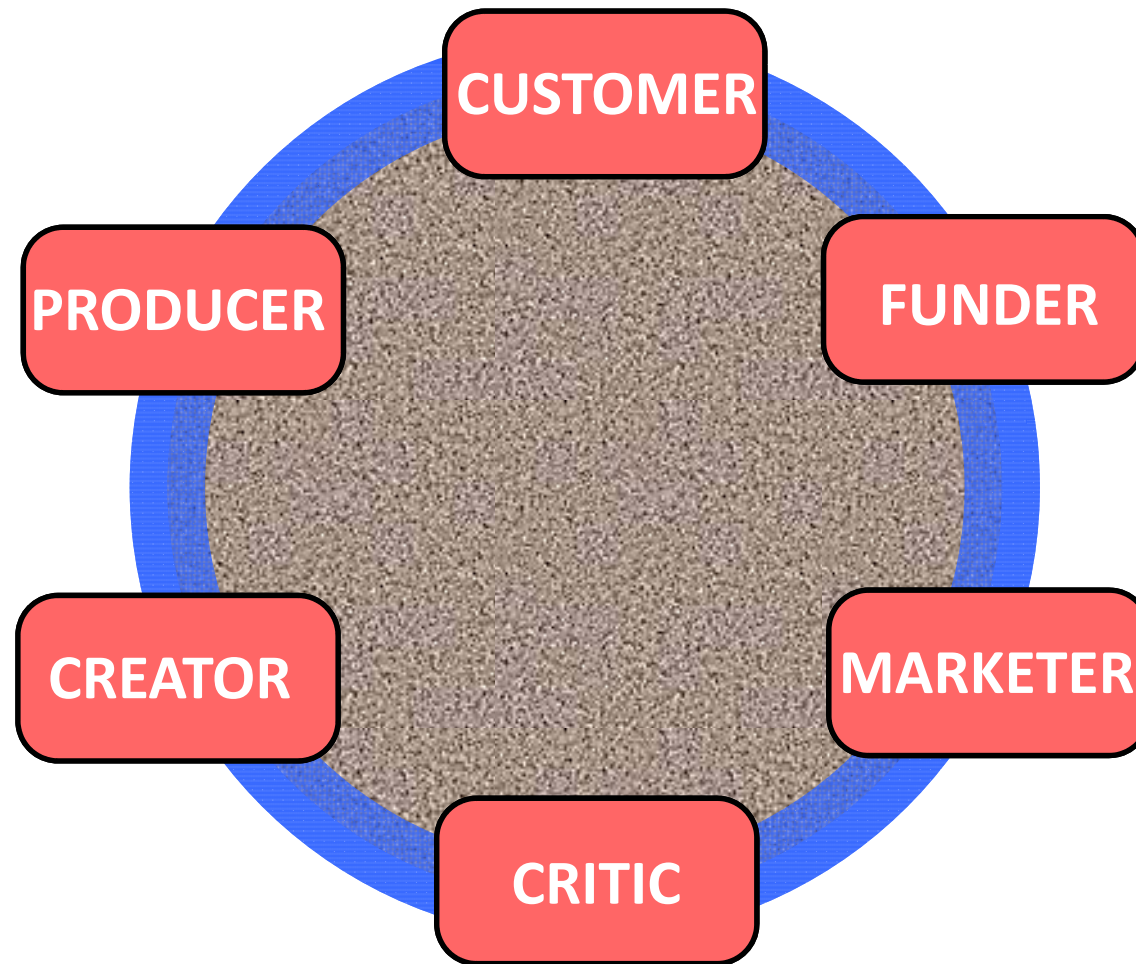
ADMISSIONS DECLINE (UK)



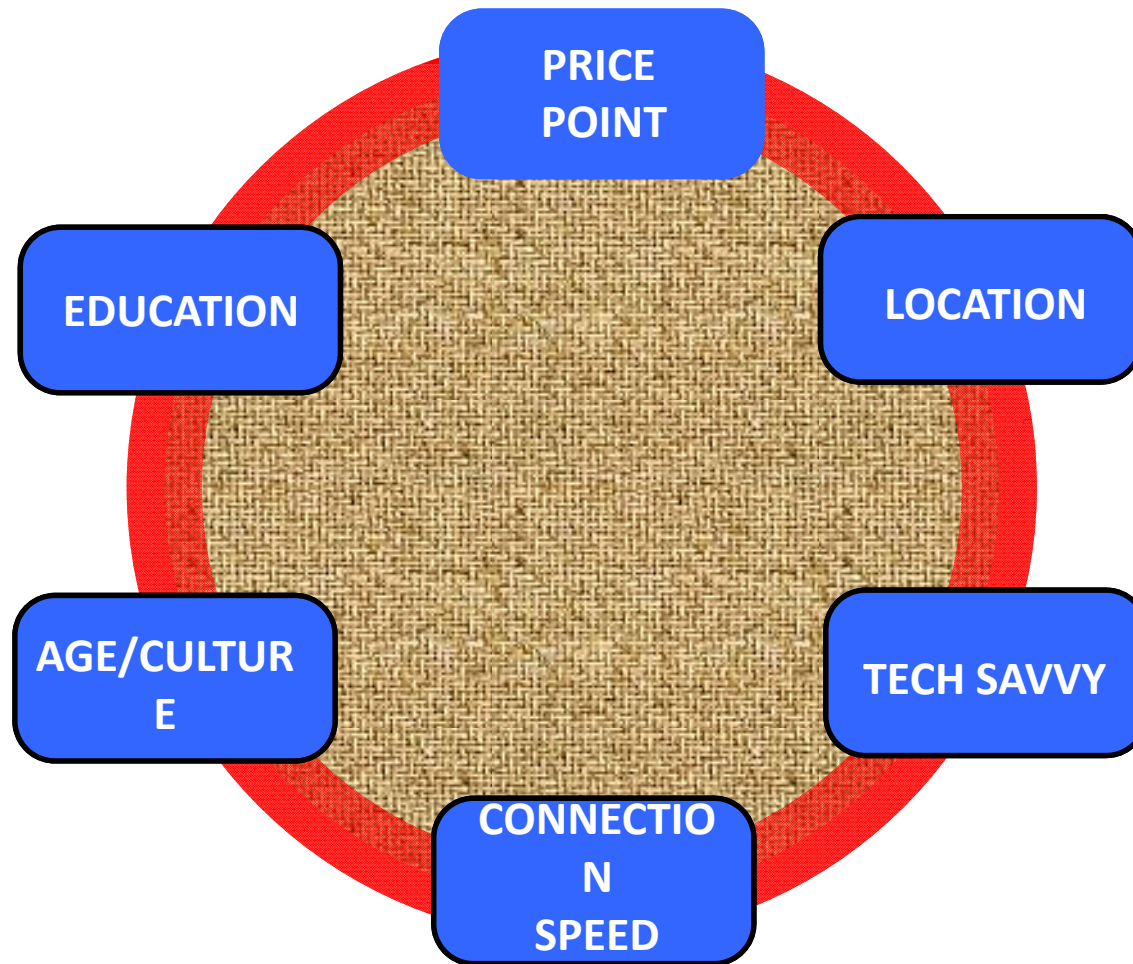
ADMISSIONS DECLINE (UK)



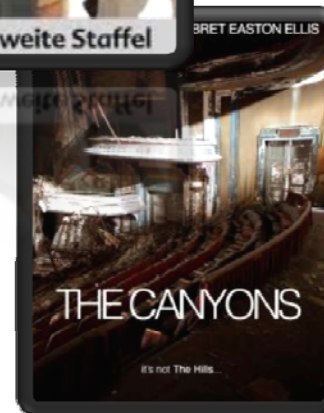
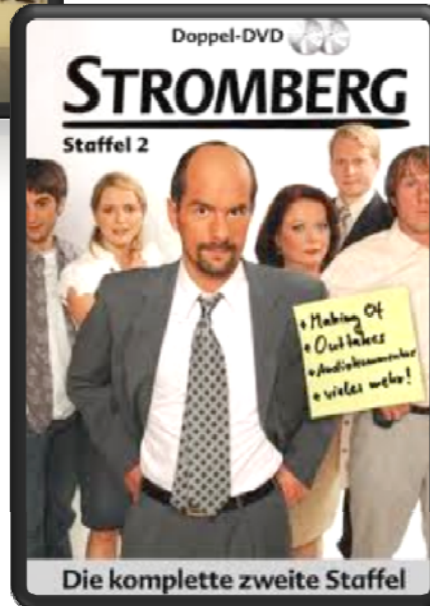
THE ACTIVE AUDIENCE



DEMAND FACTORS



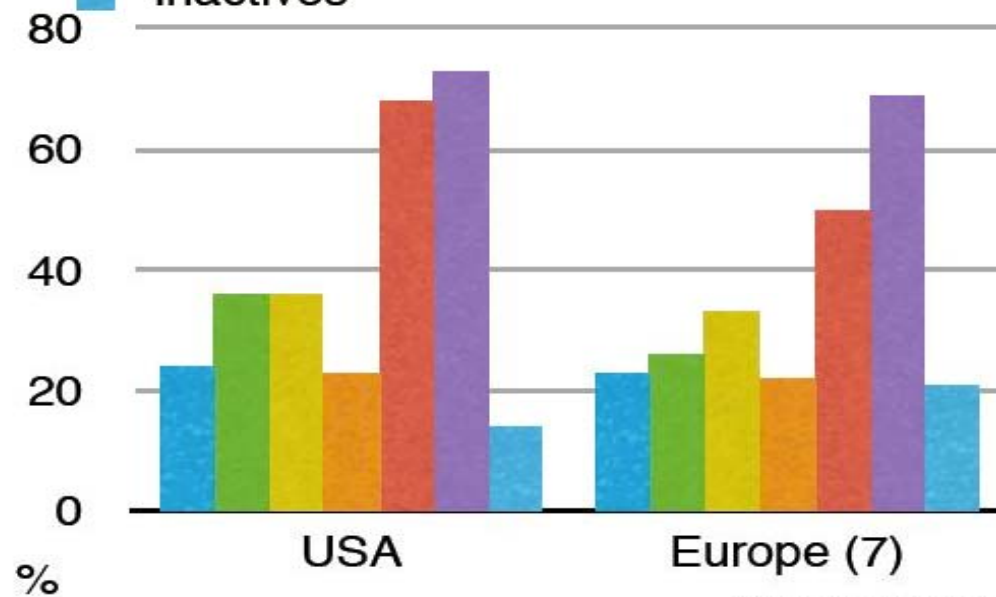
CROWDFUNDING



INTERNET USE

SOCIAL TECHNOGRAPHICS LADDER

- Creators
- Critics
- Joiners
- Inactives
- Conversationalists
- Collectors
- Spectators



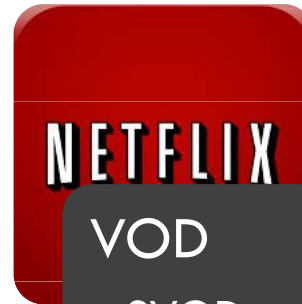
Source: Forrester

FURTHER FRAGMENTATION



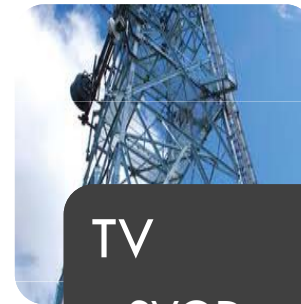
Home
play

- Smart TV
- Blu-ray



VOD

- SVOD
- TVOD

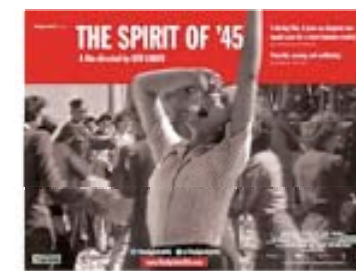
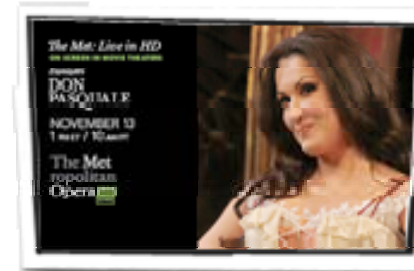


TV

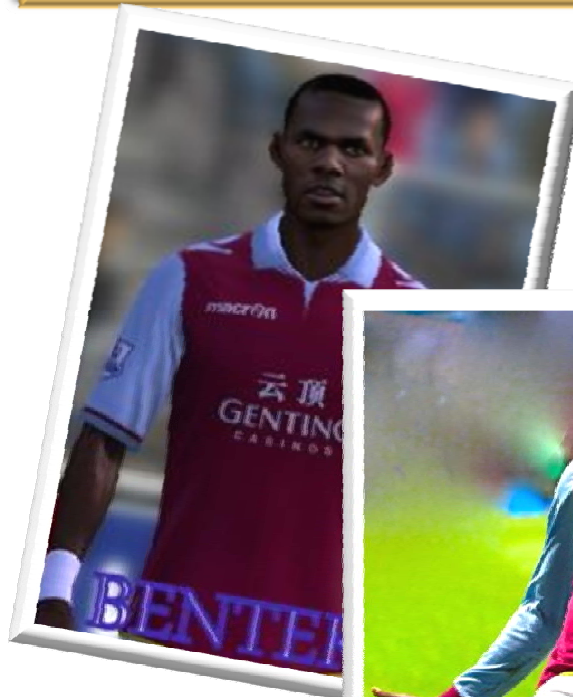
- SVOD
- Television

TRANSMEDIA SPORT

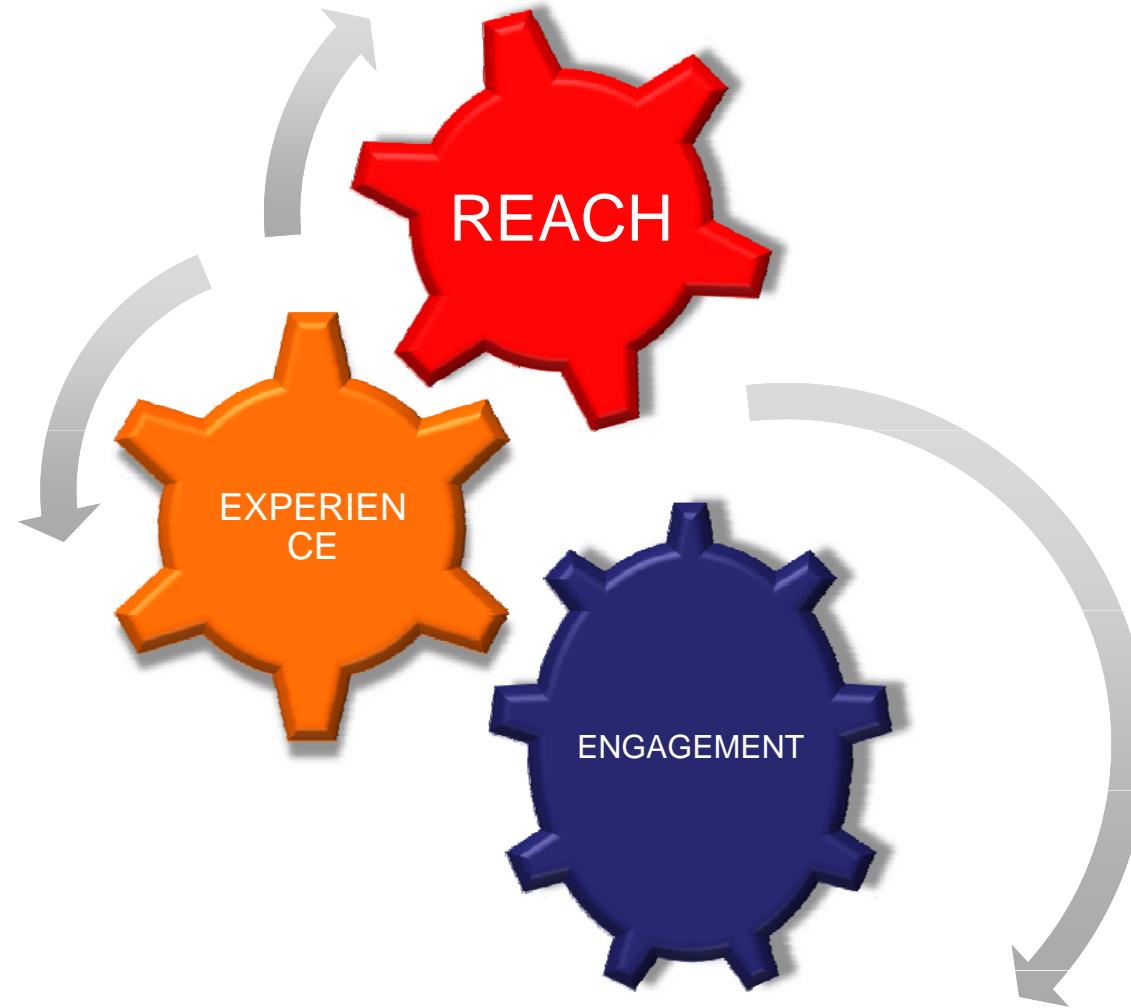
- Immersion and quality
- Spectacle and event
- Authenticity and exclusivity
- Discovery and Serendipity
- Convenience and catch-up
- Commitment and positive action



TRANSMEDIA SPORT



CINEMA ON DEMAND





QUESTION

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