

# Infrastructure based Business Models for Online Games.

Superdistribution:  
A Deutsche Telekom Laboratories' view.

Münchner Kreis, 10. July 2007

Dr. Behrend Freese

WO2007041371

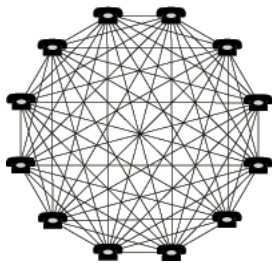
Google™

# Global infrastructure. A social network.

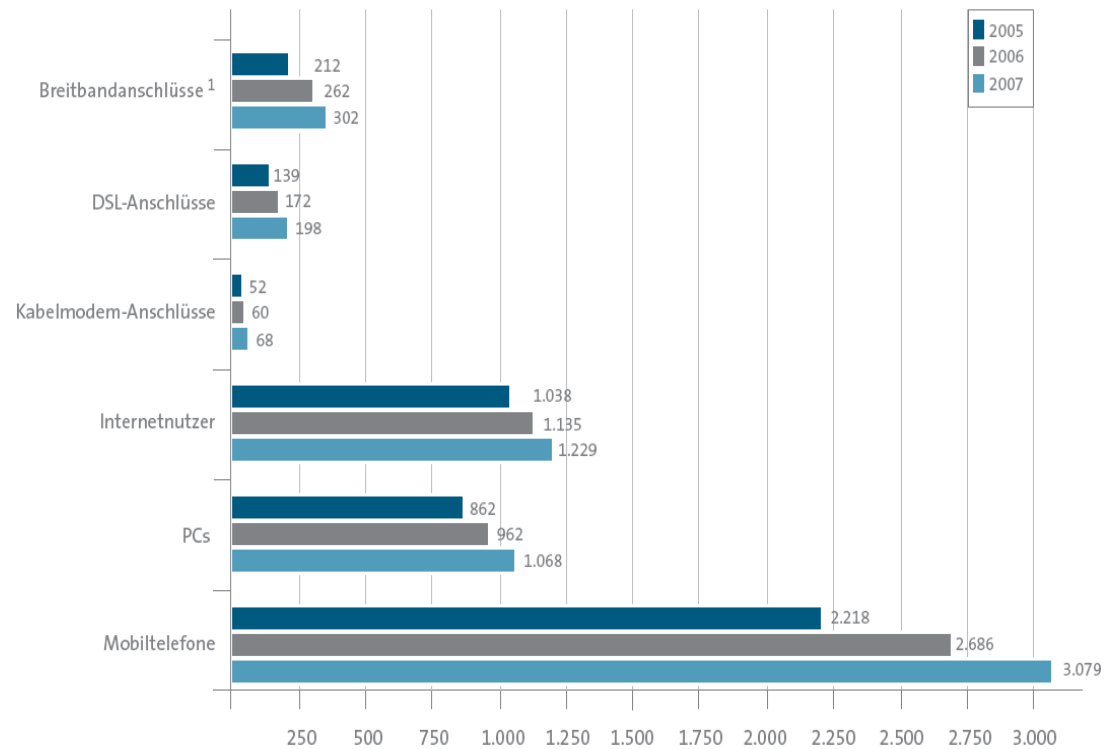
## Metcalfe's Law

“The value of a communications network is proportional to the square of the number of users of the system ( $n^2$ ).”

**Robert Metcalfe**



## The Worldwide Development of the Information Infrastructures 2005–2007 (in Million).

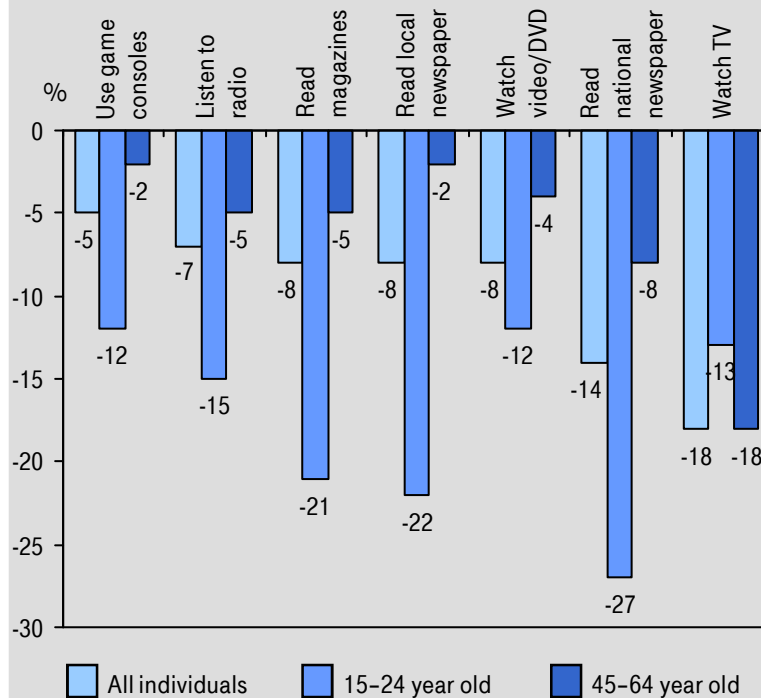


## Strong and explicit user engagement.

Especially young users substitute traditional media activities for Internet usage.

### Substitution of other media activities by the Internet, by age group, UK

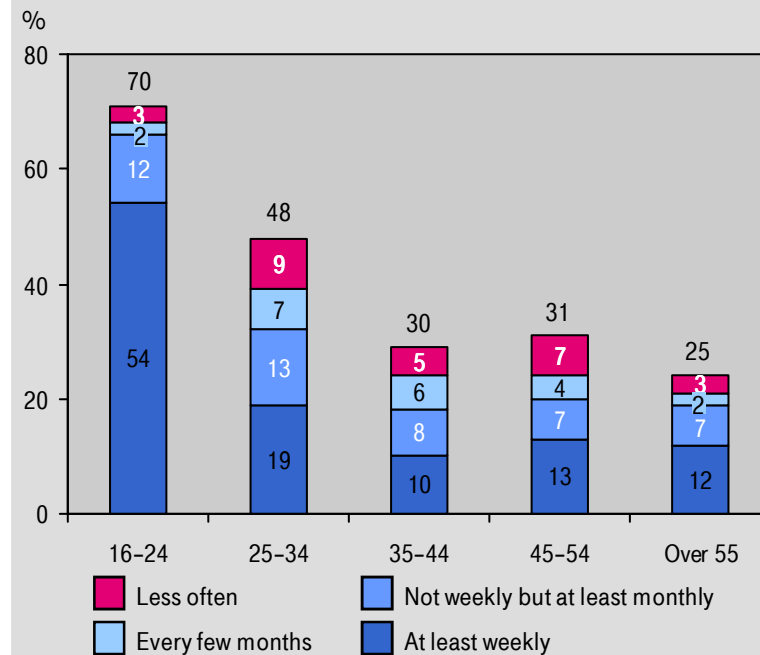
"Since using the Internet for the first time, which of the following activities do you undertake less often?"



### Usage of social networks, by age, UK

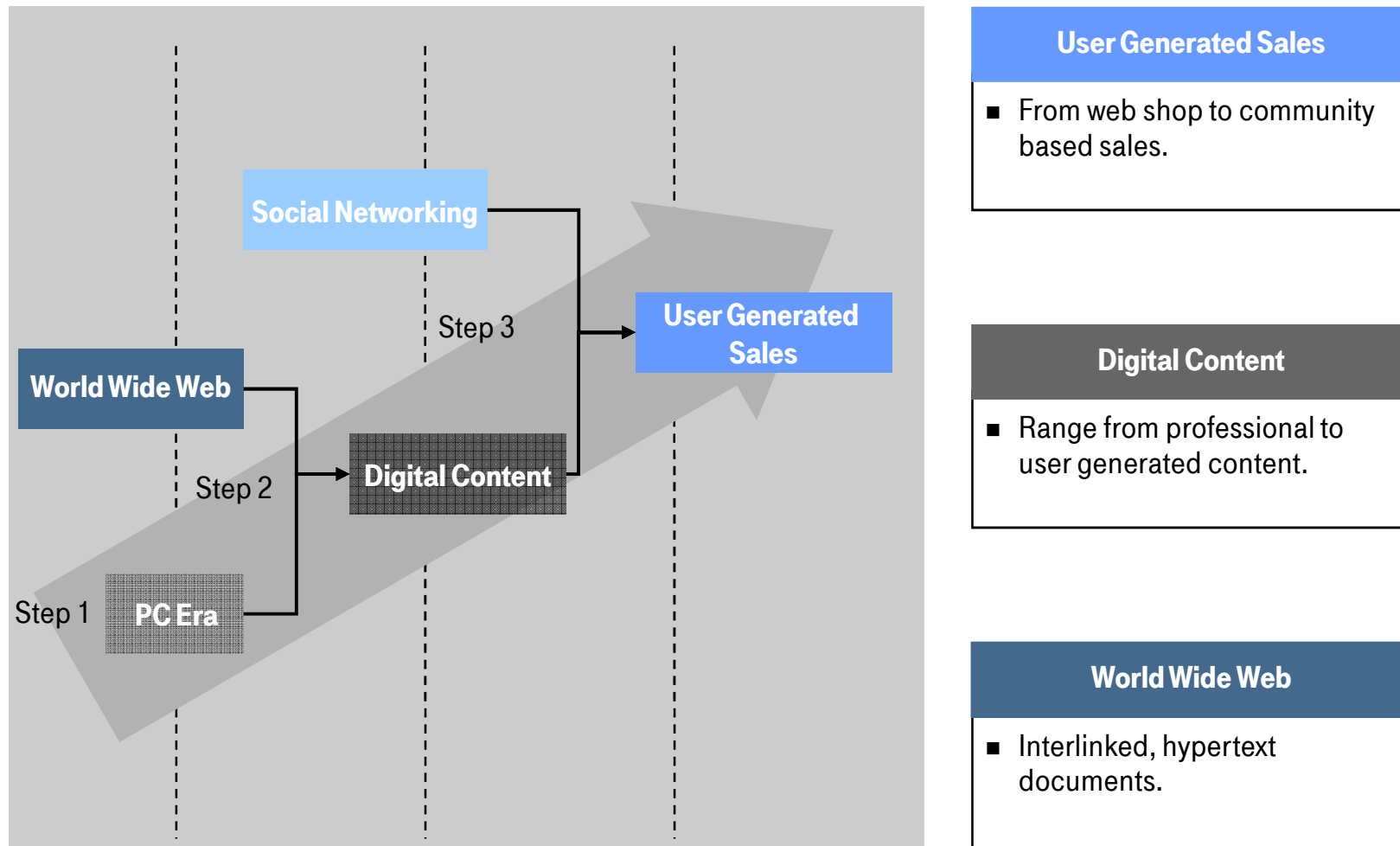
How frequently, if at all, do you use websites where you can chat with people you know or contact people you have lost touch with?

Proportion of Internet users 15+



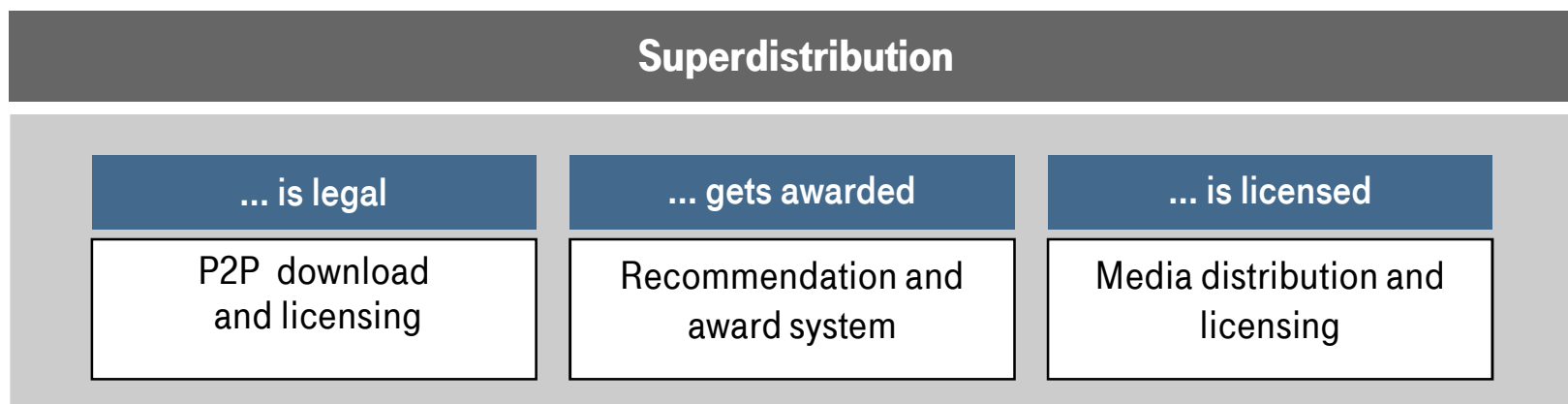
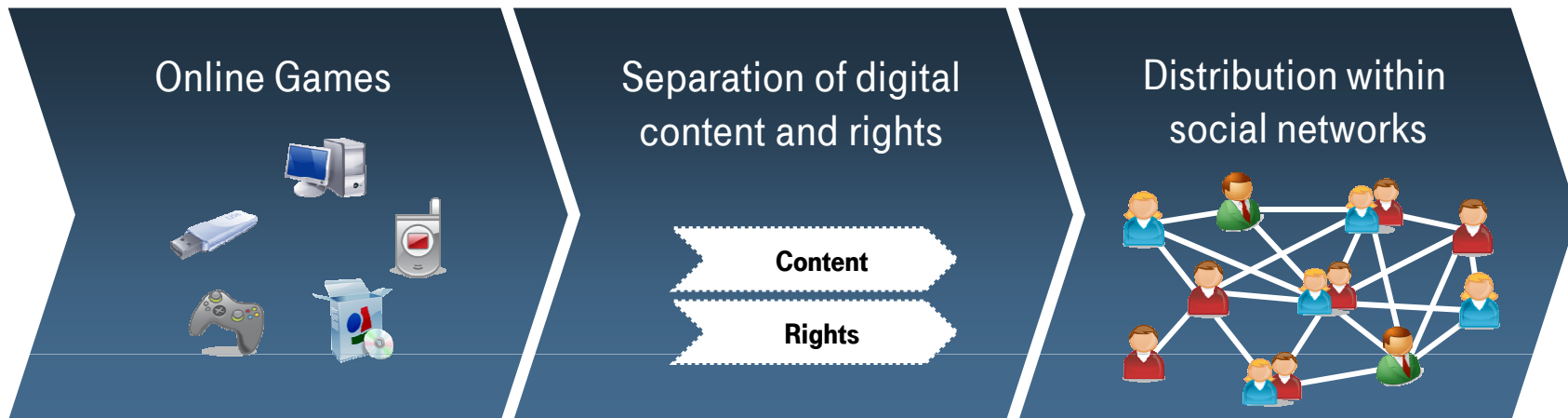
# Development of infrastructure based business models.

Increasing opportunities to sell digital content.



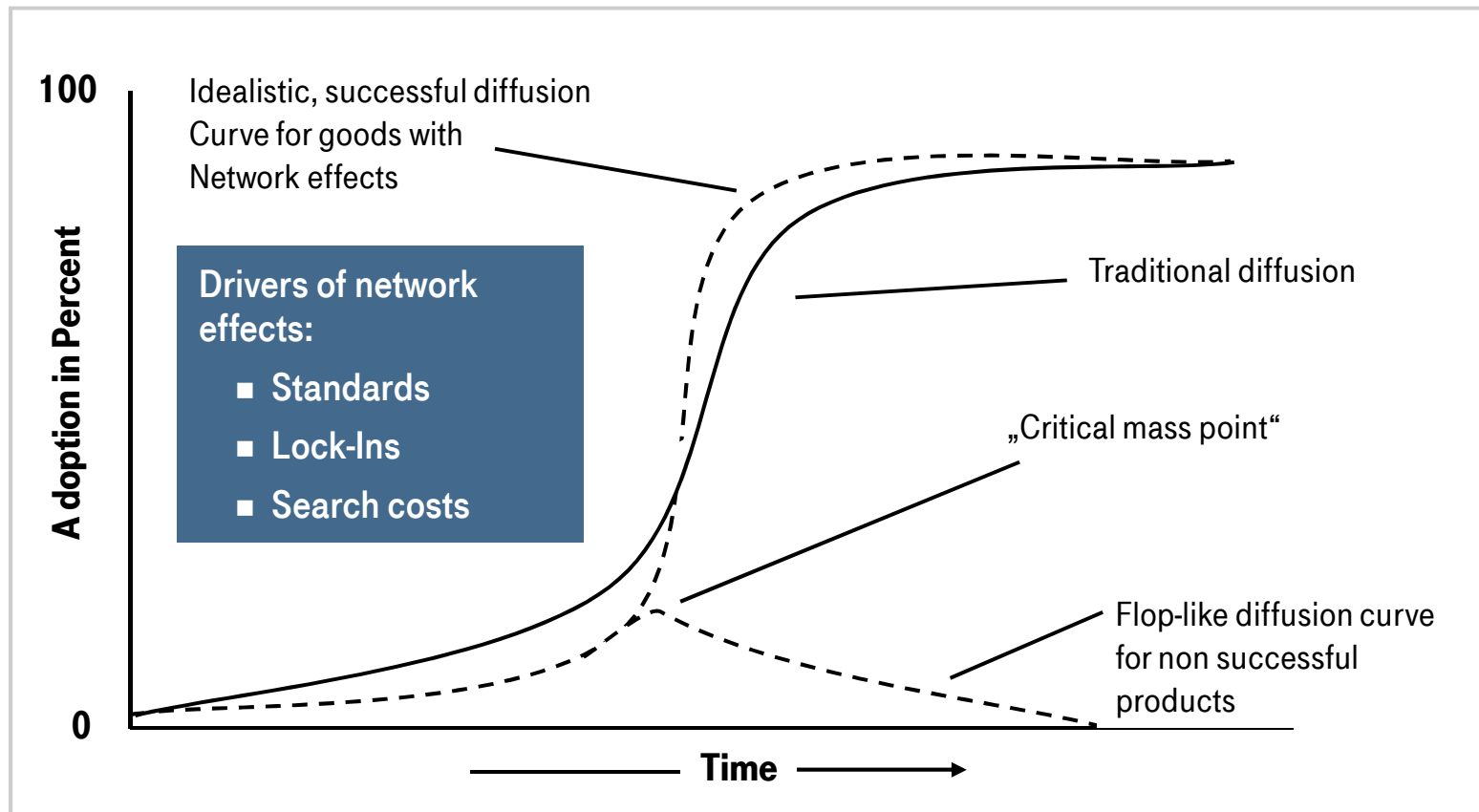
# Superdistribution.

Enabler Technology for user-generated sales.



# Digitalization of the media Industry.

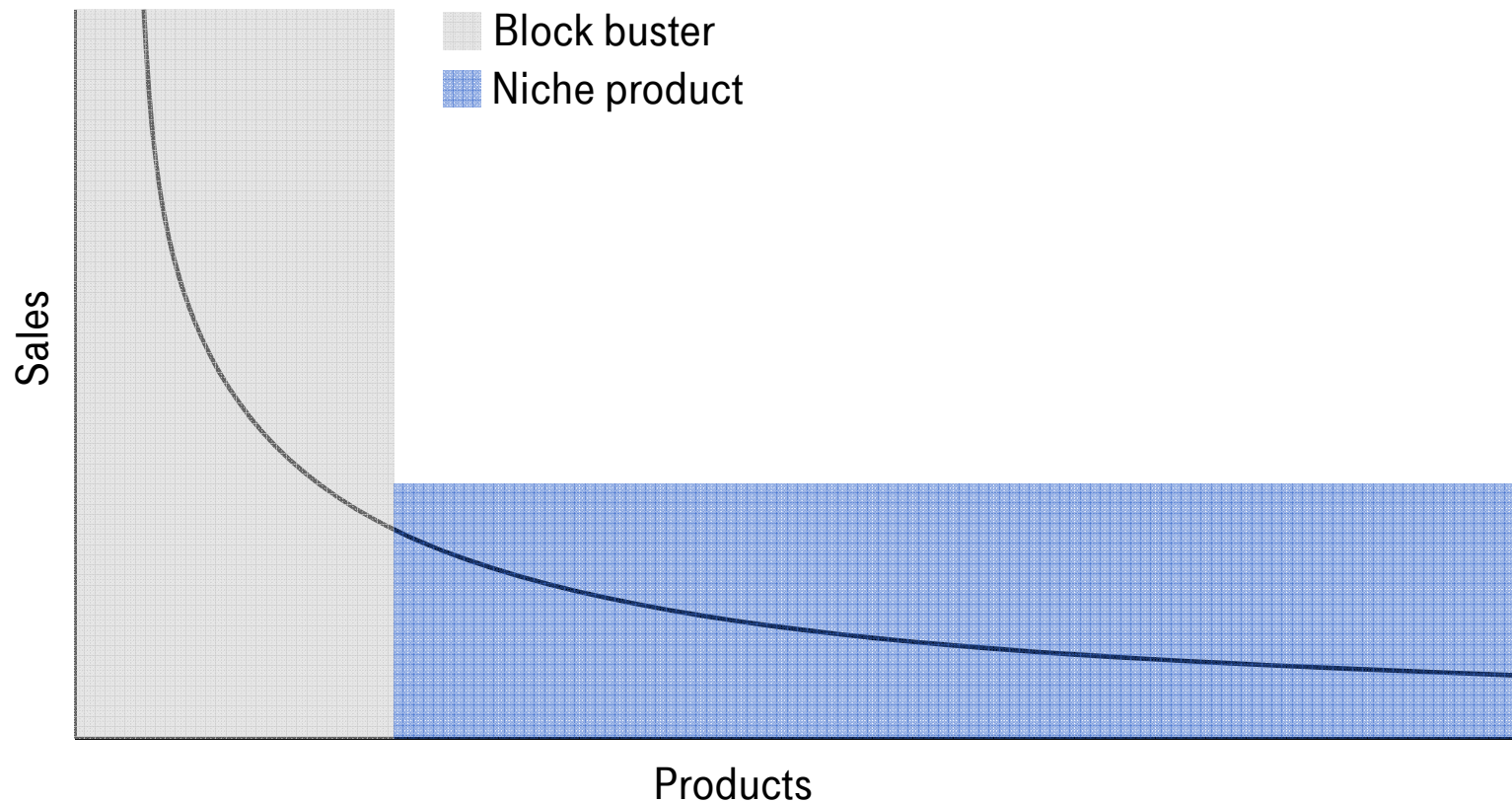
Network effects increase user adoption rate.



Source: Petermann, T. (2000): Technikfolgen-Abschätzung und Diffusionsforschung, Nr. 8, S.32. & ZIM / LMU

## Long tail sales.

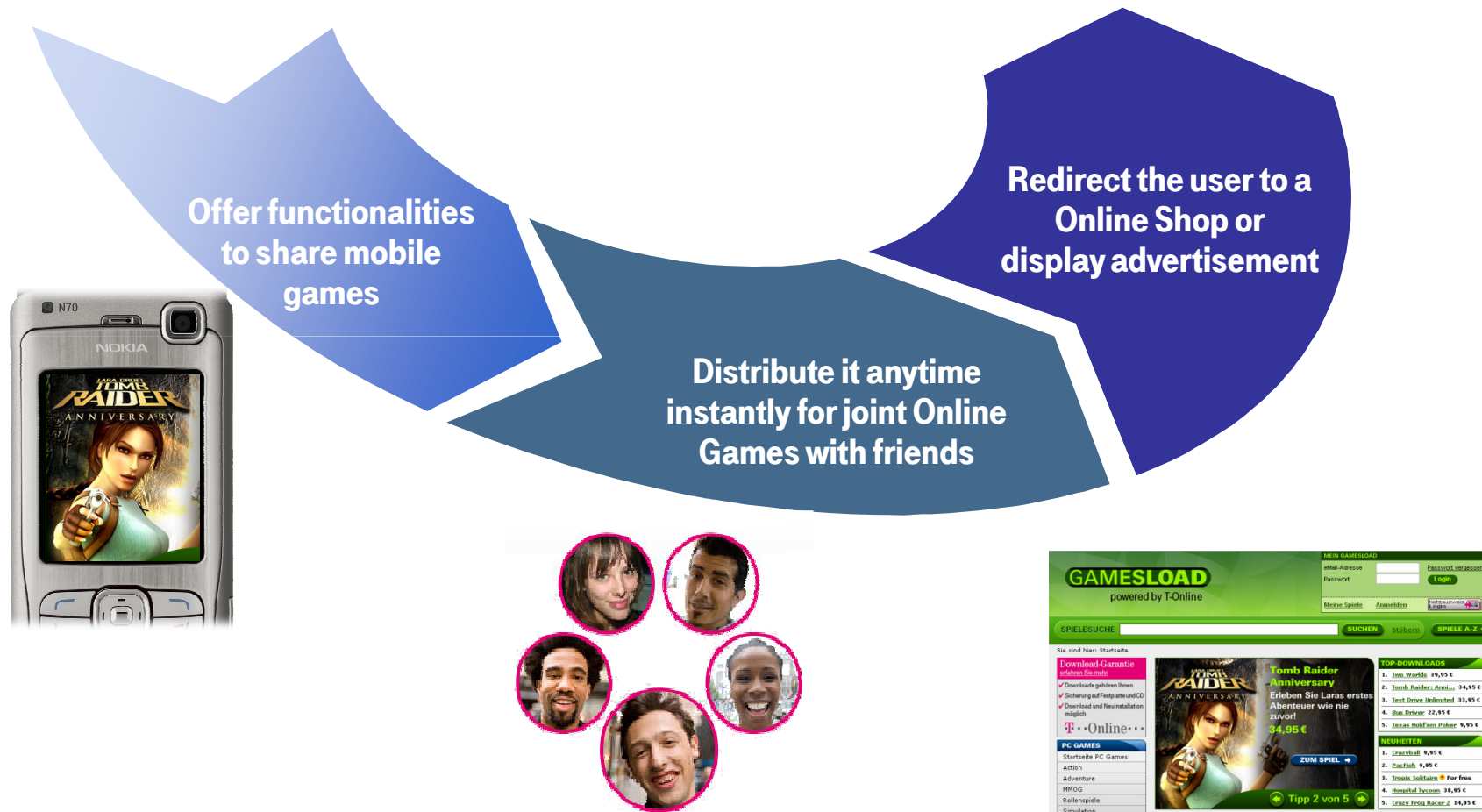
Revenues with a lot of niche products can top revenues with blockbusters over time.



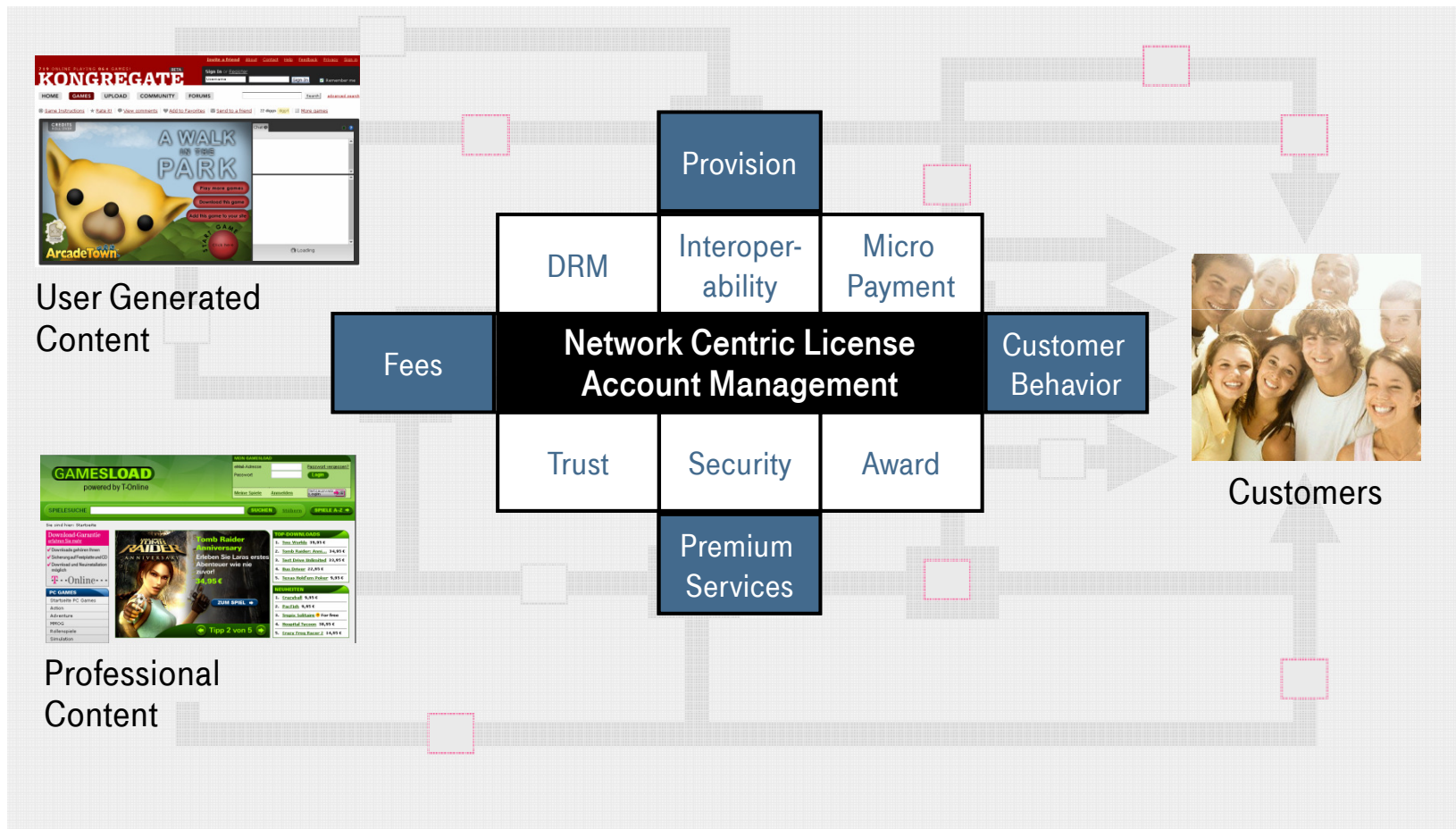


# User-Generated Sales.

## Viral Distribution of Mobile Games.



# Network Centric Rights Management Platform. From Service to Business Model.

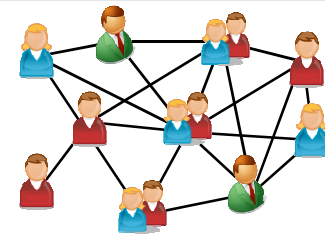


# New infrastructure based business potential.

Let your content be superdistributed.

**Enable user generated sales through their own personal networks**

- Push digital content through existing personal networks
- Enable revenue sharing models
- Support community shops



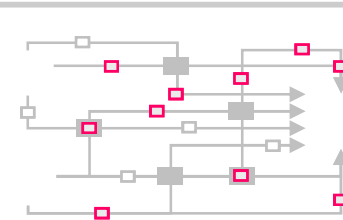
**Support Gaming on-demand through social networks**

- Offer new services for ad-hoc games and games distribution
- Allow a more flexible digital rights management



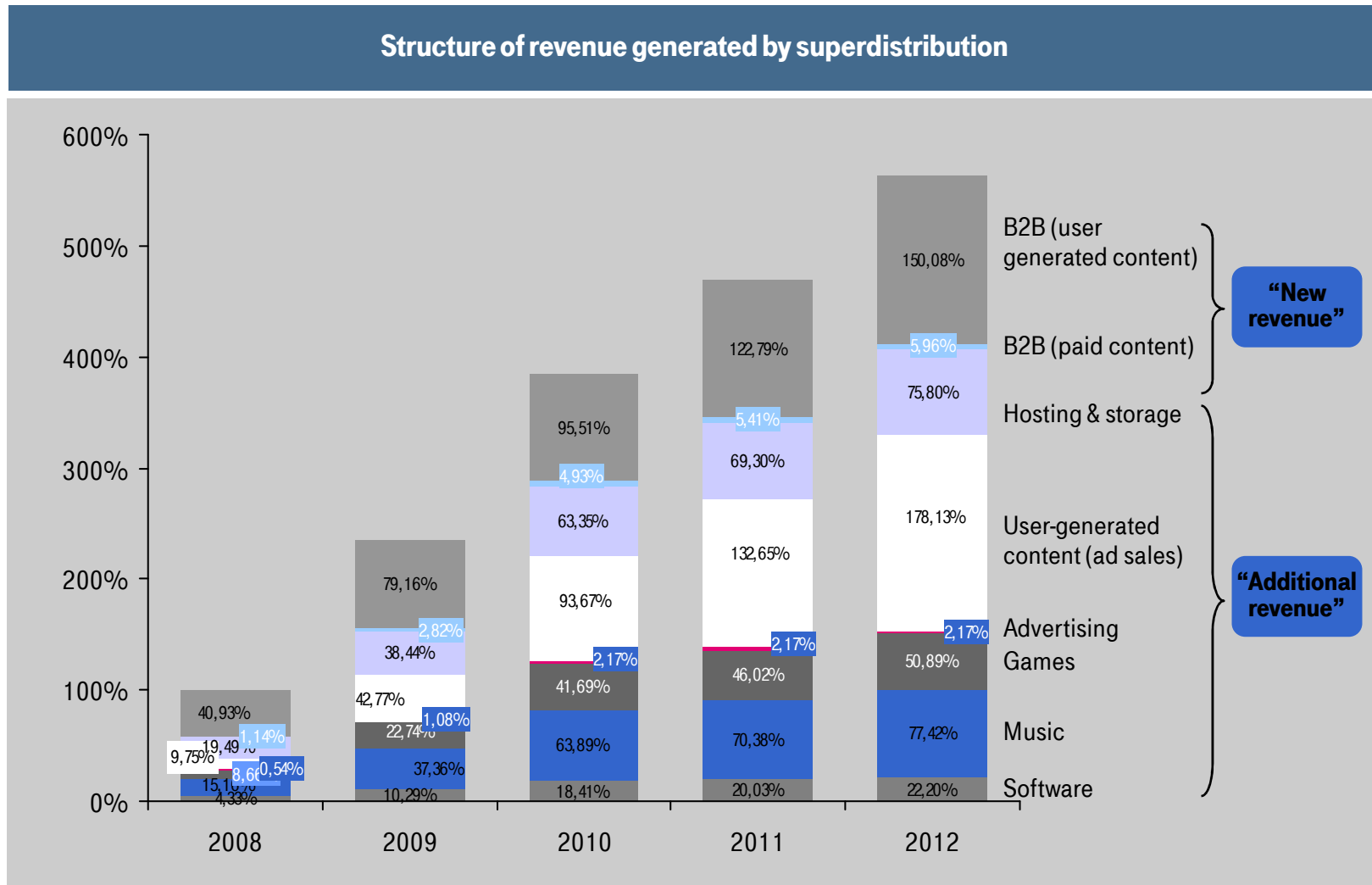
**Analyze the content distribution networks of your customers**

- Identify the opinion maker
- Analyze geographic and demographic differences
- Understand the long tail product distribution



# Structure of potential On-Top-Revenue.

## Increasing revenues through superdistribution.



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Backup.