



Google took the stage recently at CES (Consumer Electronics Show), chumming it up with Leslie Moonves, CEO of CBS and broke new ground by announcing the Google Video Store. "What Google did for the web" declares Google co-founder Larry Page, "Google Video aims to do for television". Forget that their new Video Store was sharply criticised for having little content and style. Off to a shaky start, it nonetheless represents the vanguard of new video.

Calling it "weird and innovative," Page might have been announcing the ultimate reality TV game.

Contestants will include media industry executives and development teams mapping the path to new delivery platforms - Internet, mobile, large screen, location-free, and others. However, the winning team will have to sift through all the clues and compete with the best players in the world. As the Web continues to burgeon with video, broadcasters are scrambling, and the cable business is trying to re-position.

In fact, there's a whole lot of industry shakin' going on in the name of *return on investment* in this emerging landscape. Nobody knows how studio, broadcast, amateur, and corporate content will all be distributed. Some are setting up shop, while others just have an opinion - more of which in a moment.

IPTV seems chief contender for delivering next-generation web video. Broadcasters, ISPs, and Telcos in particular are rushing to ready integrated triple-play offerings for the market. It would be hard to over-state how much this is impacting existing phone and TV services in the rush to establish tomorrow's everything-on-demand content services.

Total revenues for online video, music, and games will reach \$36 billion by 2009 according to RHK (Ovum). But, IPTV is just one avenue. Another build-out underway is an eBay-like marketplace for video content producers to distribute their work. Video bloggers and studios will have a platform for TV-grade, full-screen roll-out to consumers—without the financial, geographical or regulatory limitations of conventional broadcast systems. We'll soon move beyond pre-broadband era applications as technology enables wider internet video consumption. In the words of one lofty start-up, this 'democratisation of television broadcasting' is as profound as the arrival of the Internet itself. Strongly stated, but there's no doubt video is about to appear from all directions.

Consider 'YouTube,' funded by Silicon Valley leader Sequoia Capital. With millions of visits a day, CNN has called it "viral video - the latest way to waste time on

the Web". However, this is the infancy of something big and commercial. "The explosion in consumer devices with video," says YouTube CEO Chad Hurley, "gives users control over their entertainment experience." San Diego-based Veoh Networks offer a similar 'upload your video and sell it' peercasting service.

Slingbox lets you watch TV on the train, at your office desk, even while you're on vacation in Puerto Vallarta or Marbella—all over a 'smart phone' with a wireless connection. Connect your broadband video and Slingbox device connec-

tions and you can watch TV on the go. You can even

Ultimate Reality TV!

In the new video world, everyone wants to be a producer.

control and watch your TiVo /DVR from a mobile phone (though it must be running Windows Mobile).

Despite these advances, for many, like Firefox co-founder Blake Ross, it's still early days. Ross believes there's a long way to go and only "a depressingly tiny percentage of the media that people actually create or capture" make it to the web. Blake told me his new project later this year will help solve that. Something to look forward to from the company that's bested the Microsoft browser.

For sixteen years, the Demo Conference has been a foremost venue for the hottest young companies to showcase their new products to venture capital, press, and industry executives. Demo 2006 included more contestants such as Truveo (recently acquired by America Online) whose 'Visual Crawler' technology enables AOL Video Search. Also competing, Texas-based BroadRamp whose CDS application supports sophisticated broadband-era multimedia delivery, security, and e-commerce. See them all: www.demo.com.

Chris Shipley has run Demo since 1996, helping bring over 1,000 new products to market. She recognises that Europe is a leader in areas such as mobile media delivery, and is bringing the event to Spain in May: Innovate!Europe 2006 will feature 40 vetted start-ups, 40 visions of tomorrow's killer product.

Video is also elbowing its way onto corporate networks. According to Andy Mulholland, Global CTO, of Paris-based system-integration giant CapGemini, the "widespread use of media," is growing in every corporate enterprise as employees seek complex information, "text becomes less and less useful for rapid comprehension and navigation."

I sign off this issue from the Digital Hollywood conference in Los Angeles. The buzz here? From broadcasting to *me*-casting, consumers always *have*, and always *will*, consume differently. The winning providers will be those first to deliver widest choice, best pricing, and critical mass momentum. Stay tuned for the preview of Ultimate Reality TV.



About the writer

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