# Information Markets in the Device Wars

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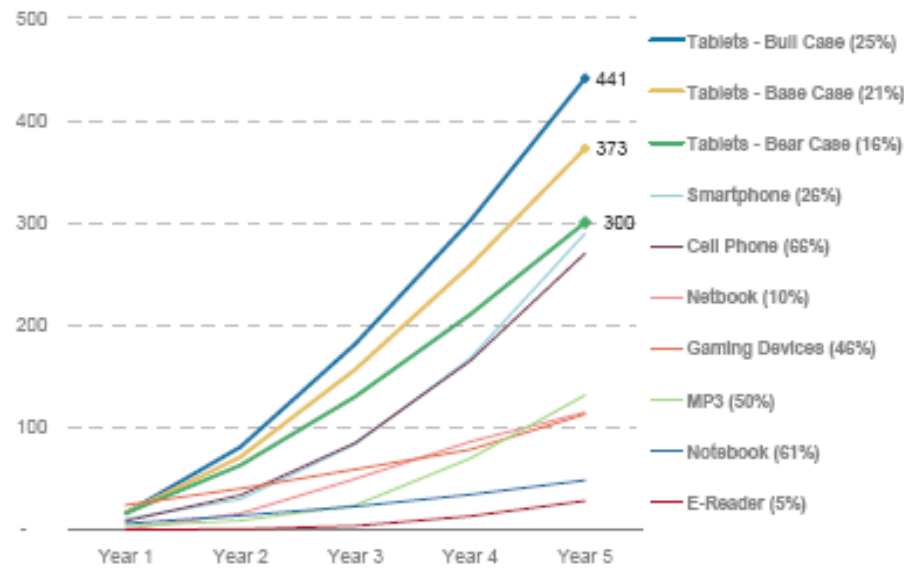
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# Critical Issues

- Back to the Internet – goodbye to the Web?

- Apps and Workflow

- The role of Intermediaries

- Keeping the customer

- The wars of the rights holders – copyright, territory, licensing

# 10 Billion Mobile Devices by 2020

## Tablets: The Fastest Ramping Mobile Device...

Total Cumulative Shipments in First Five Years of Product History (millions)



Legend:
- Tablets - Bull Case (25%) — 441
- Tablets - Base Case (21%) — 373
- Tablets - Bear Case (16%) — 300
- Smartphone (26%)
- Cell Phone (66%)
- Netbook (10%)
- Gaming Devices (46%)
- MP3 (50%)
- Notebook (61%)
- E-Reader (5%)

X-axis: Year 1, Year 2, Year 3, Year 4, Year 5
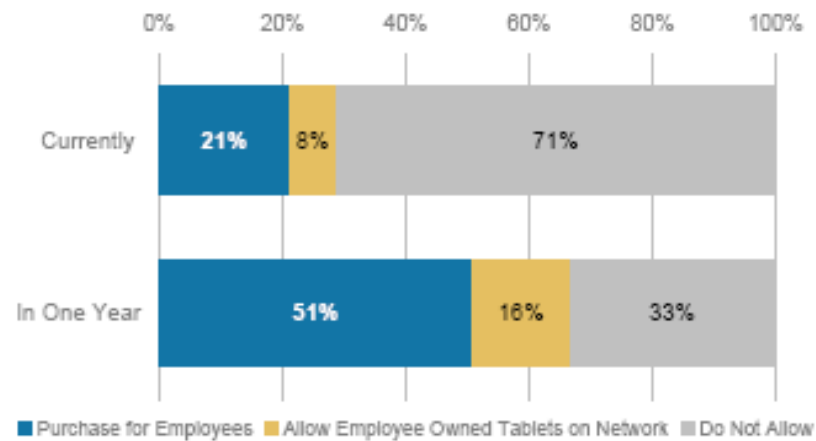Y-axis: 100, 200, 300, 400, 500

Note: Percentages represent current penetration rates for each device. Figures for bull, base, and bear case forecasts represent penetration rate in year five. For notebook, cell phones, and gaming devices, shipments are in early years of product history.
Source: Morgan Stanley Research, Gartner, IDC, company reports

# And the impact is just as great on B2B

...Being Adopted in 2/3 of Companies in 2011...

Tablet Usage in the Enterprise

| | | |
|---|---|---|
| Currently | 21% / 8% | 71% |
| In One Year | 51% / 16% | 33% |

■ Purchase for Employees   ■ Allow Employee Owned Tablets on Network   ■ Do Not Allow

Source: AlphaWise[SM] CIO survey

# And so far…?

- 1.6 billion mobile phones were sold in 2010

- Almost all could access the Internet

- Nokia, in decline, sold 461 m units

- But RIM and Apple are still growing

- 297 m smartphones were sold in 2010

- Third quarter comparison shows smartphone sales up 72% to 81.2 m units

*(Gartner and IDC)*

# And then, The Tablet…

- iPad launched in second quarter of 2010

- 4.5 m units sold in Q3, 93% iPad

- iPad 2.0 launched this month

- Plus and coming soon – HP Touchbook, Motorola Zoom, RIM Playbook, Samsung Galaxy, HTC Flyer

- And IBM, Toshiba, Dell and LG yet to announce

# In 2010, 3 billion
# Apps were downloaded

# Big Issues for Content Creators

- Standards and compatibility – the Flash Wars

- App Store Business models – control the market while you can

- The power of network operators – diminishing but still significant

- Can we get common licences and collaboration before copyright, territorial rights and anti-trust get us?

# Apps and Workflow

- Apps are workflow for consumers

- How soon will our tablet be the office that walks around with us?

- Cloud may become critical – Salesforce as an App

- Will communications integrate to one device?

- Will we create new media for the device opportunity – over 90% of people under 45 who buy an eBook do not buy another

# Conclusions

- Trends are only reliable until the next tide comes in!

- Devices are a further point in the total change that the network has created in work and leisure, and must be seen in that context

- Unless the content community collaborate, between themselves and with their users, they will lose the organizational role

# Welcome to the Virtual Exhibition

- An experience of CES 2010

- Introducing buyers and sellers through a screen

- Enhancing the user experience through demonstrations and learning tools

- Not so much replacing the Real, as extending, deepening and developing it 24/7 x 365

# Thanks for listening!

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