

The New Normal

Uber/Lyft

Aereo

AirBnB

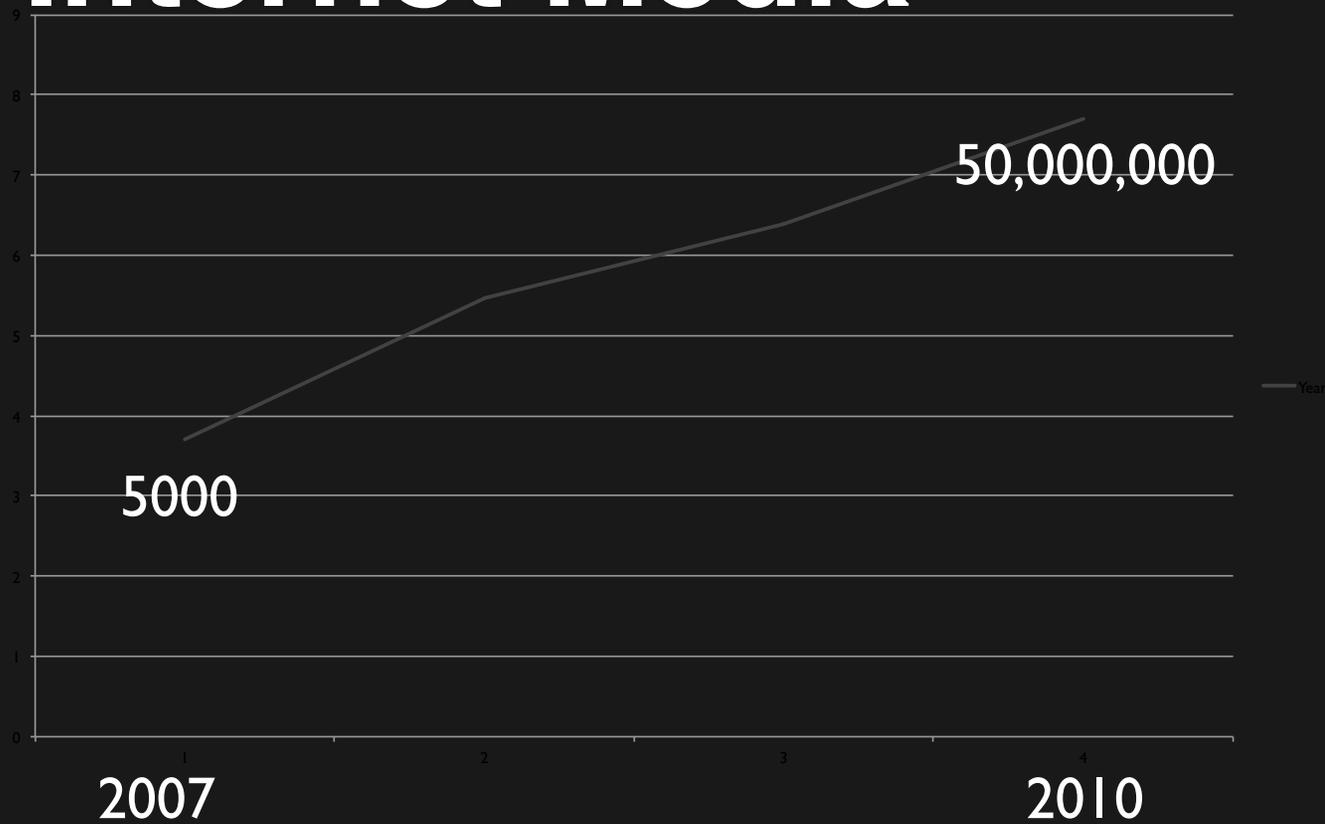
23 and Me

Drones

Bitcoin

Agency versus Industry

Internet Media



5,700 TPS, peak 143,000

Tweets

Device independent
Groups, broadcast, direct
No Phone number
App-friendly
Free

background operation

Bets

Amazon into TV versus CBS into goods?
Fedex into buses versus Uber in parcels?
Telco into finance versus Apple into telco?
Google into backbone versus Cisco into content?
Walmart into banking versus JPMorgan into retail?

Agency versus Industry

Banking *ca.* 2007

Scale versus growth
Homogeneity
Opaque
Mission

- Exclusive
- Segregated
- Scheduled

Bitcoin, MPesa?

Will the Internet swallow TV or Will TV swallow the Internet?

Attempts v Successes

A Learning Engine

Symmetric

Open ++

Coupled growth

- Exclusive
- Segregated
- Scheduled

John Oliver

Visual Internet

Video will be 75% of traffic by 2018, Cisco

Video will be 79% of traffic by 2018, AT&T

Video is now 66%, AT&T

“Linear TV” will drop from 61% to 43%”, AT&T

34 of the top 35 TV events last year were the NFL

Bits are less than streams

Television

CAGR 4% (Noam, Columbia)

“Passcode sharing is rampant” (HBO)

“Cord-cutting is about economics” (Advertising Research FDN)

“About 1%/yr cord cutters” (RNeuman, NYU)

“Media Concentration growing 4%/yr, more in EU”

Lots of impact and analysis

Bypassing TV

Children and family time

Advertising to Children

V-chips

Safe Harbor

Ownership

None apply to Internet, yet...

Not all bleak

Societal Function: Mission
Scale

What is the role of industry