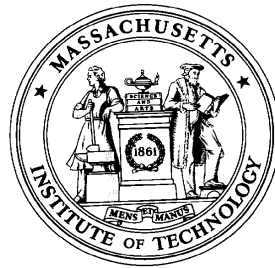


# **Arts over IP:** *Risk or Opportunity?*



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6. SPoiP: Sports as a fast-clockspped performing art;  
Time shifting reduces value . . .

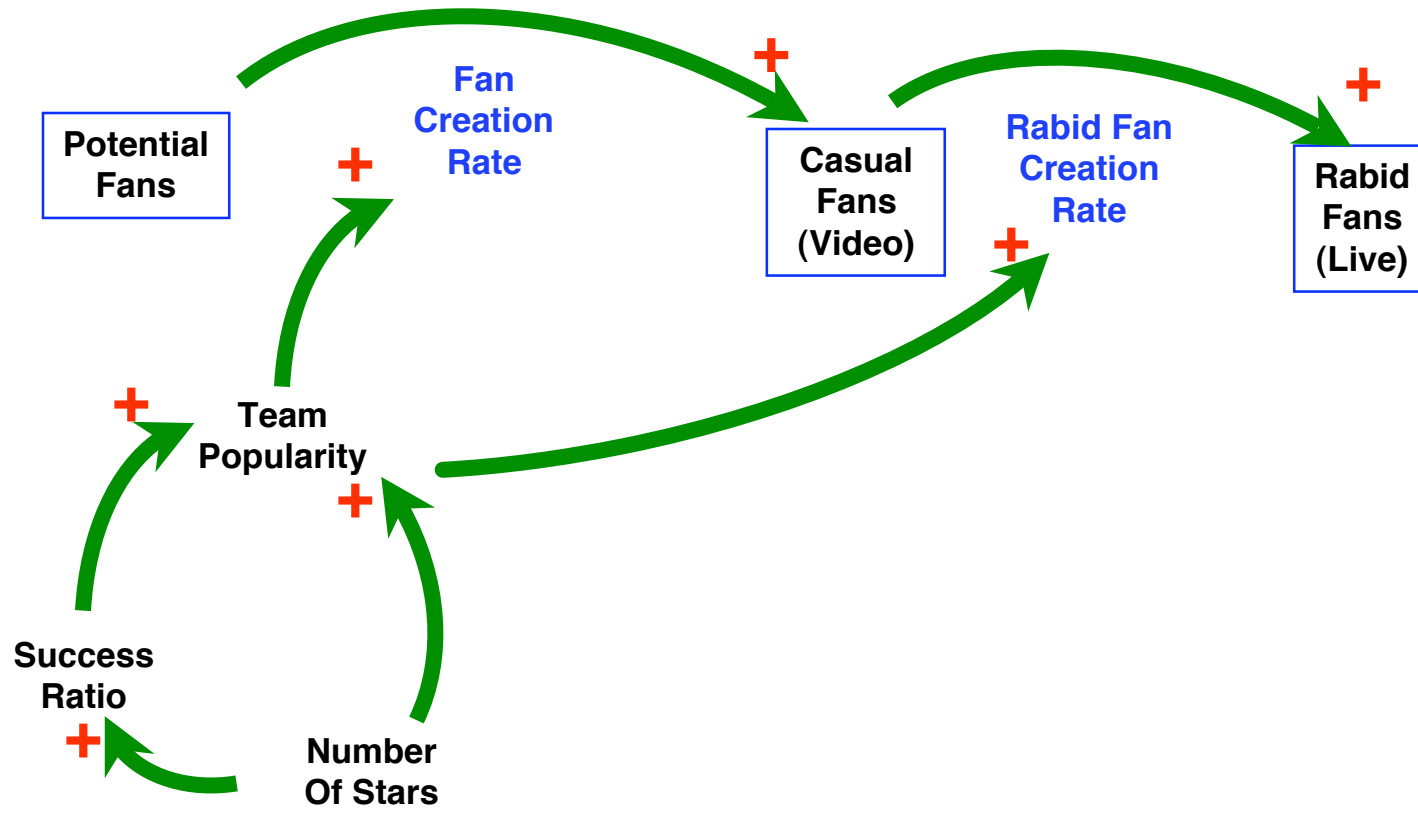
# Sports over IP: A Dynamic Modeling Perspective

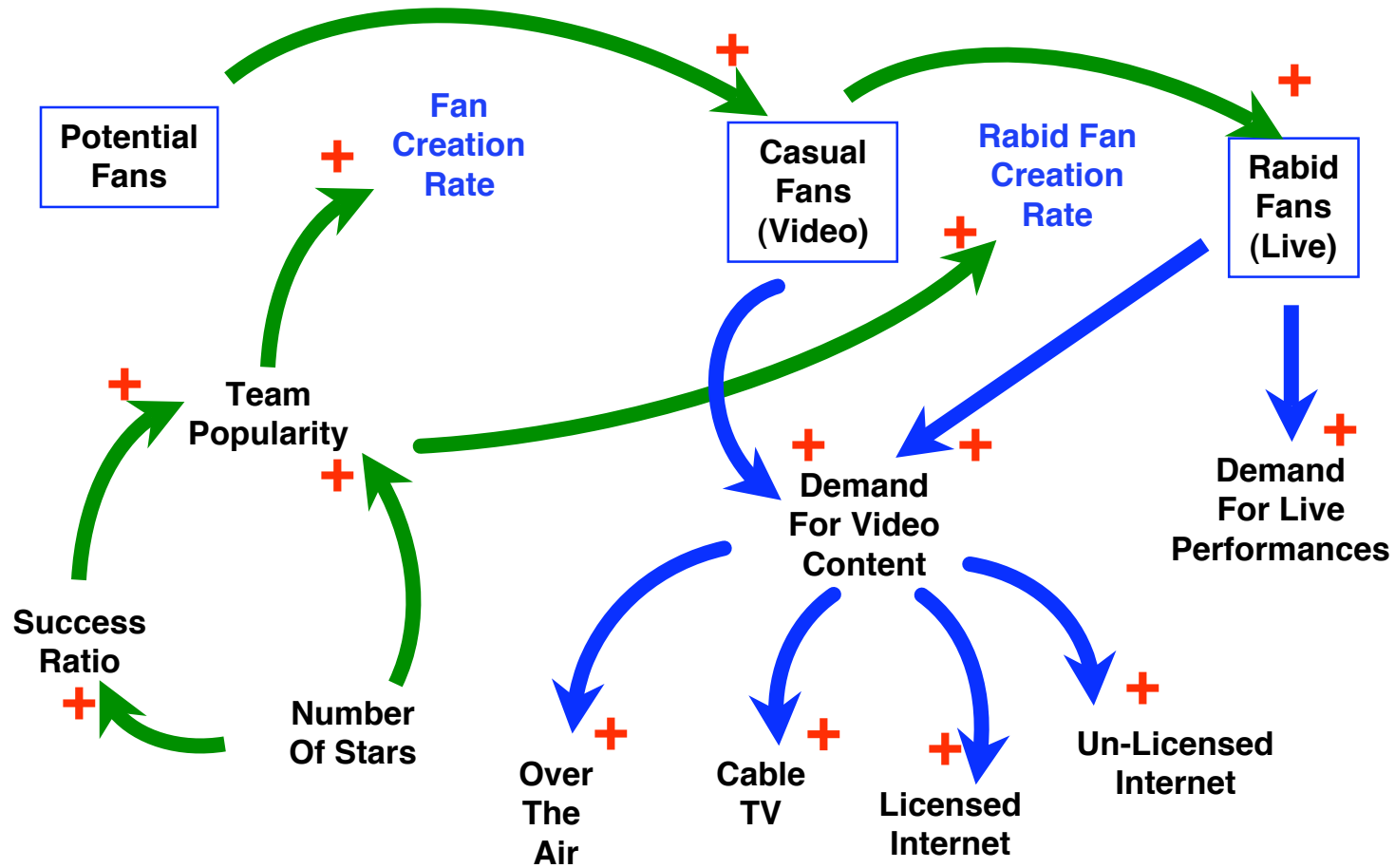
**Potential  
Fans**

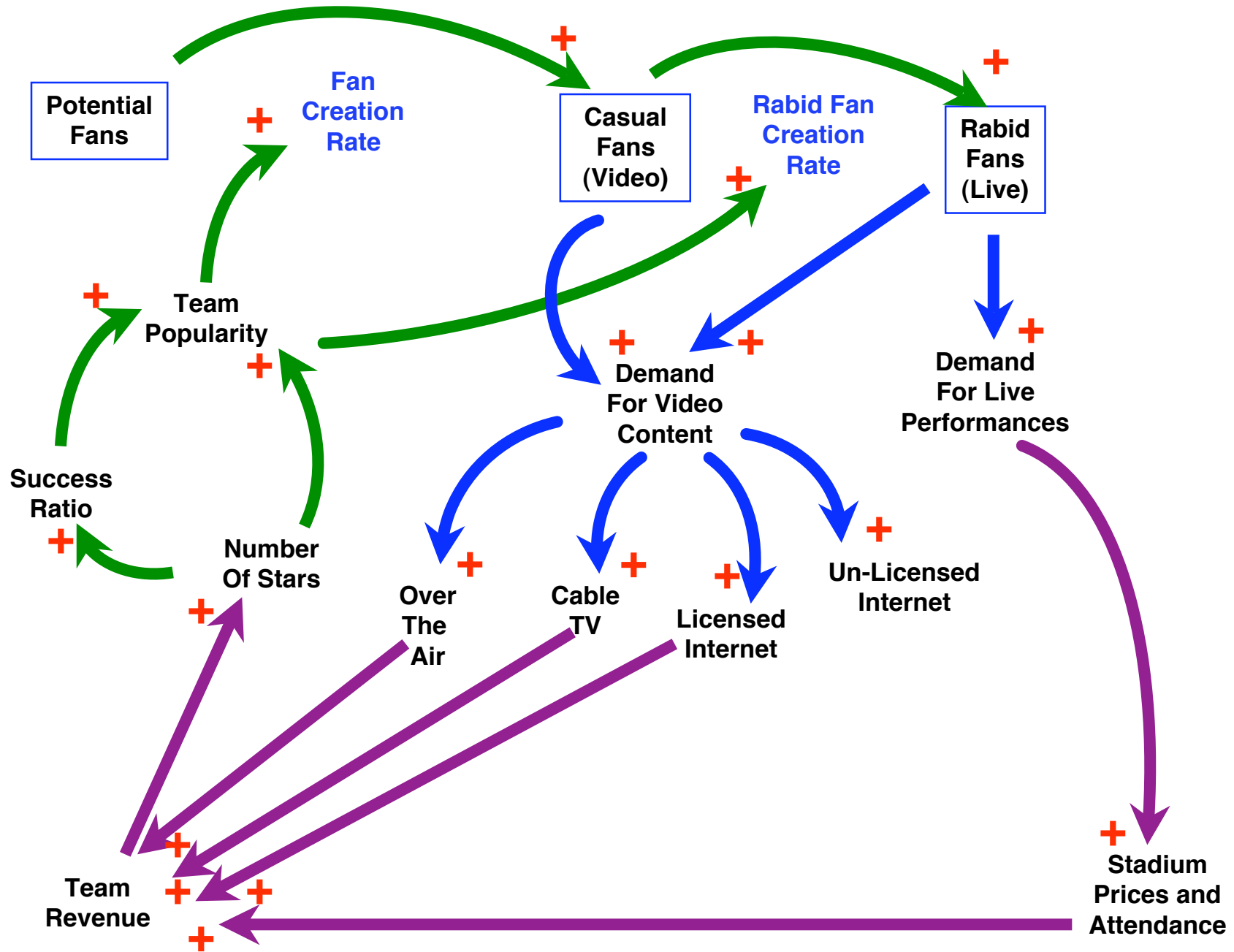
**Casual  
Fans  
(Video)**

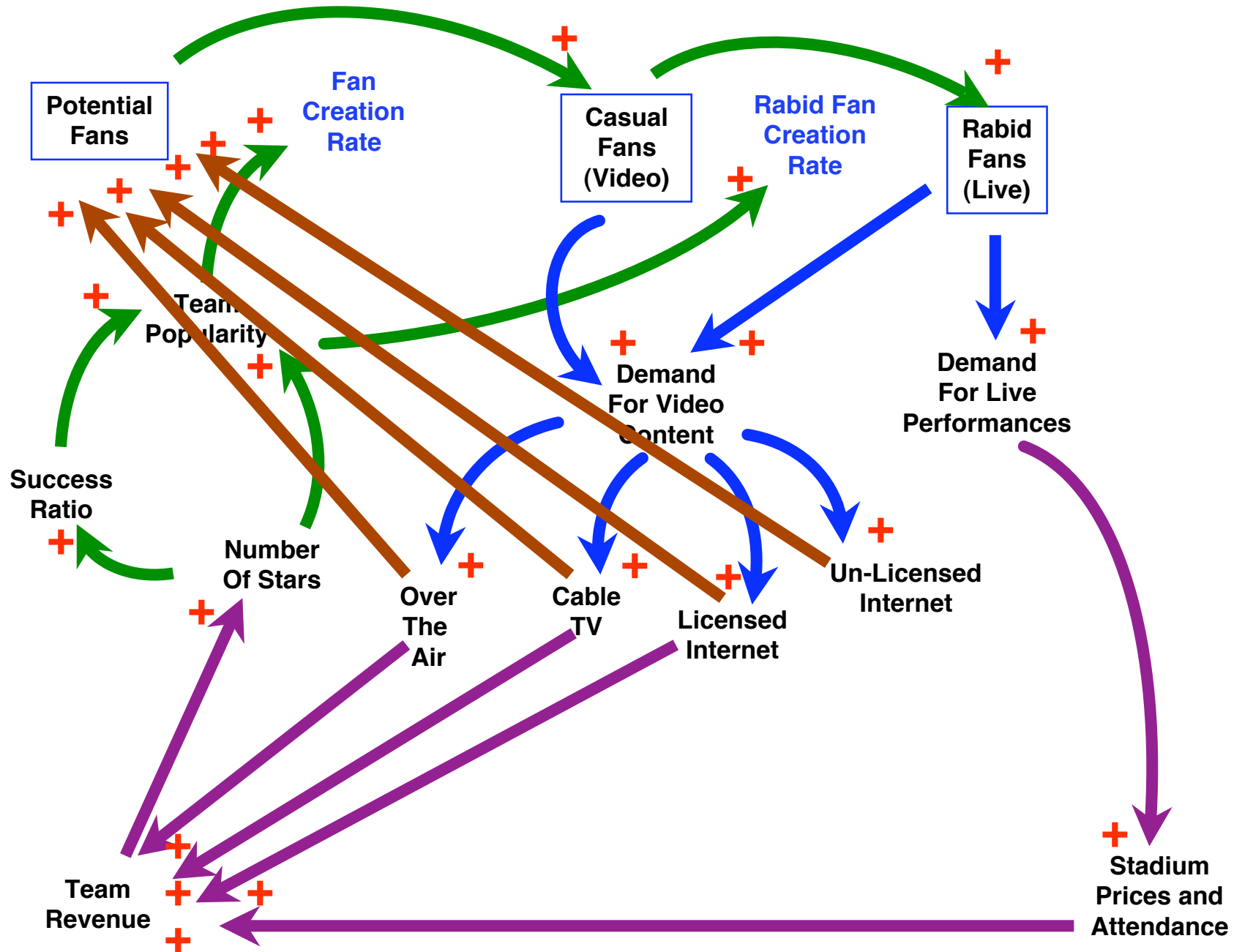
**Rabid  
Fans  
(Live)**

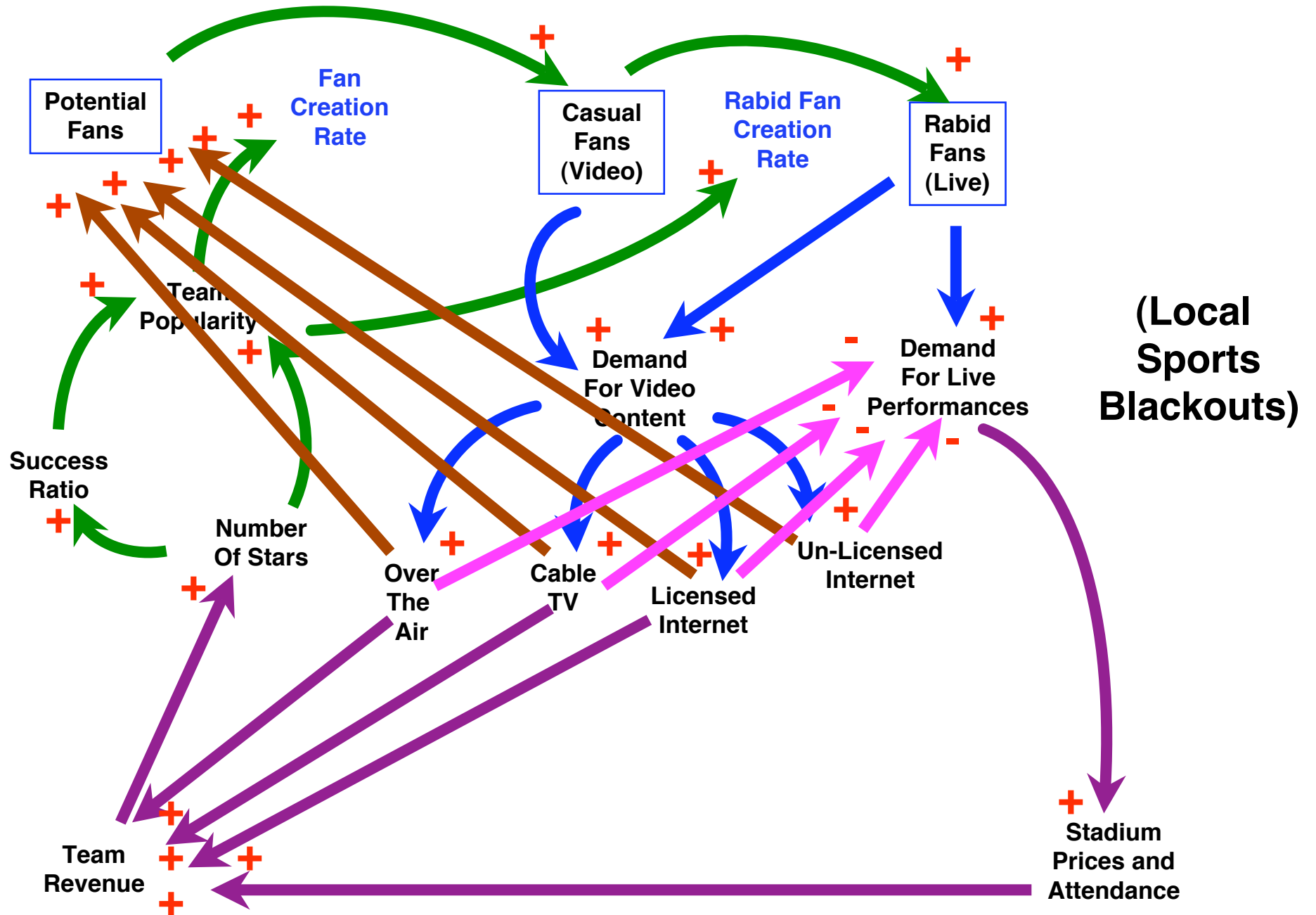


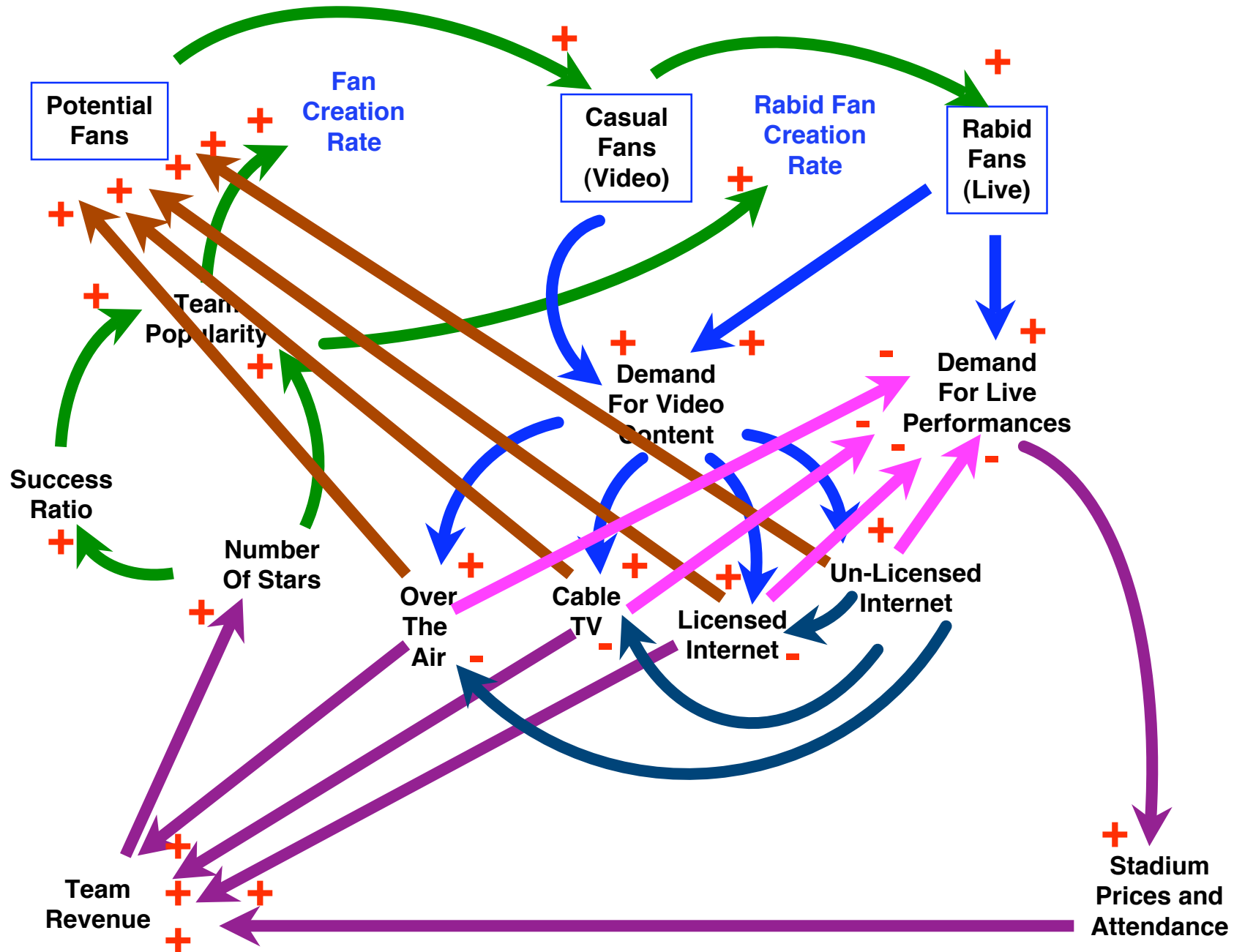


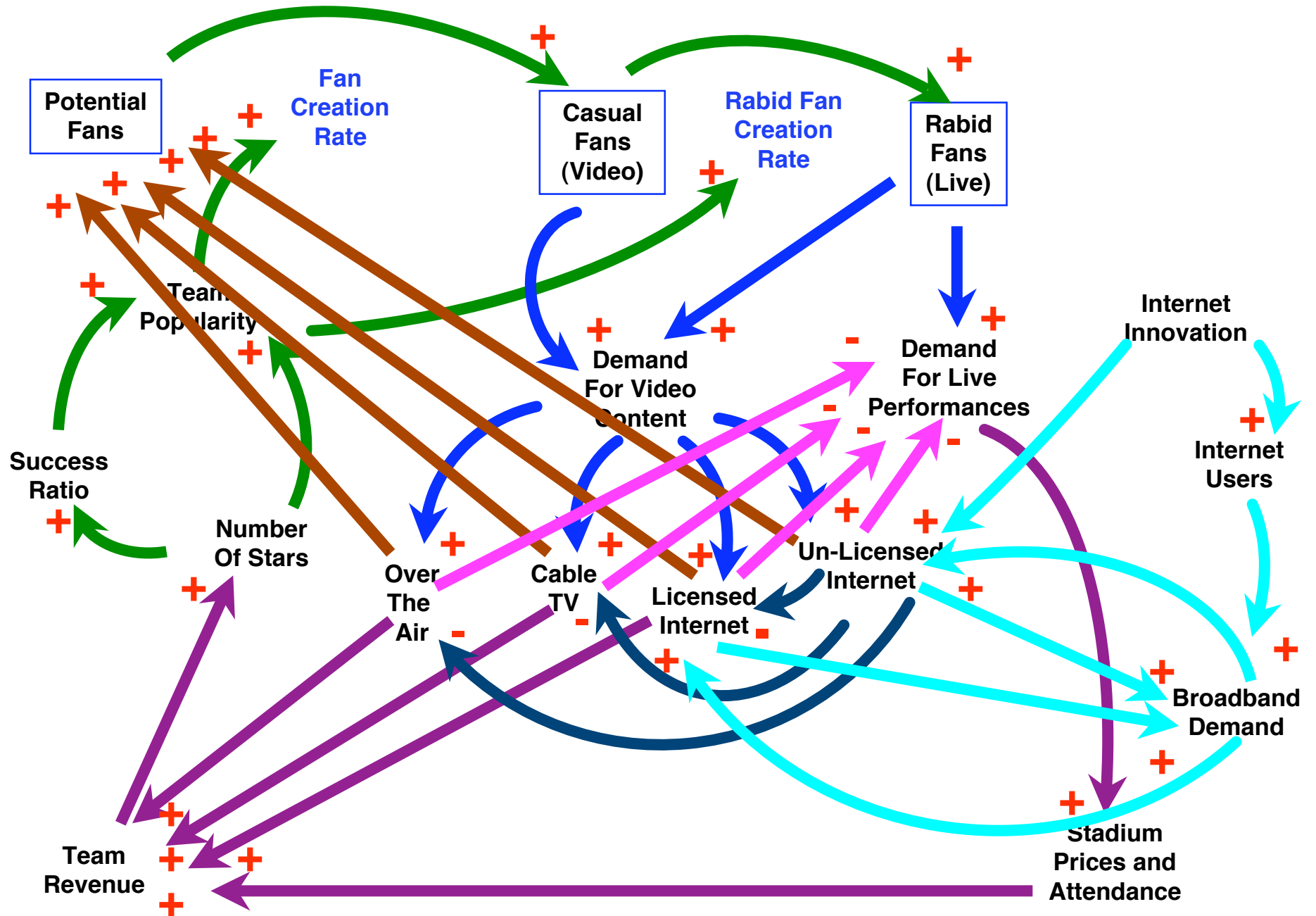












# Conclusions/Observations/Questions

## 1. Research:

Modeling value dynamics is feasible for the performing arts (more to come)

## 2. Observations:

Internet viewing can potentially grow the overall market for the arts, but may also reduce revenue opportunities for art distributors.

All the oIP's grow the pie for Broadband providers.

## 3. Questions:

Can Broadband providers get their "fair share" (e.g, versus Apple, Google)?

What is fair?

Innovative business model design is big opportunity.