

Role of Stakeholders in Digital Ecosystem

Digital Content & Services Ecosystem

To access Entertainment

Video

Gaming

Music

To access Information

News

Jobs

Sports

To access Utility Services

Government Services

Health

Education

To participate in Business Services

e-Commerce

Banking

Online Services

Jump-starting content ecosystems

KEY STAKEHOLDERS

The Government

- Policy Maker
- Provider of essential Services

The Content Developers

- Global Companies
- Start-ups

The Enablers

- Distribution Platforms

Role of “The Government”

- **Policy Maker**

- Create an optimal environment – ease of doing business
- Protection of copyright & relevant legal framework

- **Provider of essential services**

- Skilled work force & functional training
- Capital Infusion – special funding programs
- Technology – adoption & development via collaboration

Role of “The Content Developers”

▪ **Global Companies**

- Start as early movers and precipitate change
- Support growth by localizing – focus on local languages, local tastes & preferences
- Use existing mediums like print, radio, Television etc to propel growth

▪ **Start-ups**

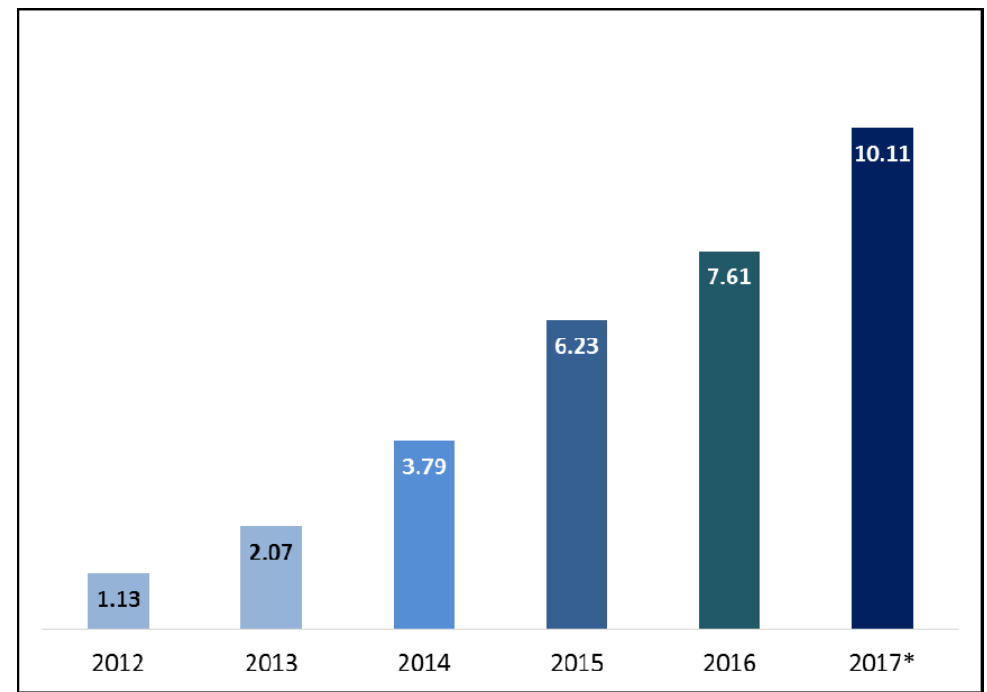
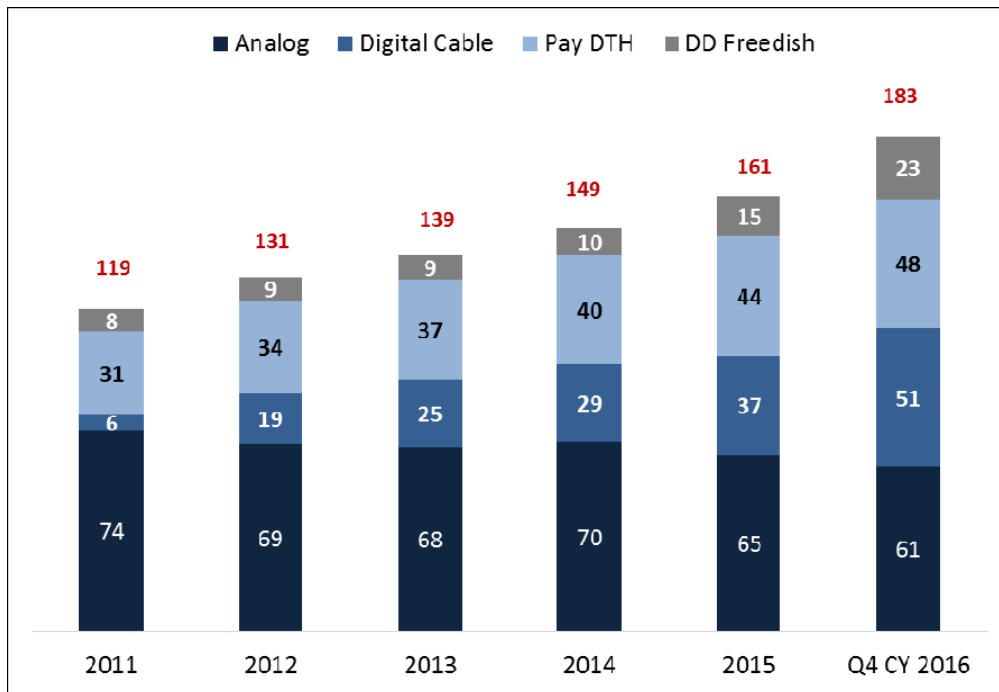
- Deep understanding of local markets
- Disruptors & Incubators of new ideas

Role of “The Enablers”

▪ Distribution Platforms

- Focus on delivery of digital services to all socio-economic strata
- Adapting Global to **GLOCAL** – offering services which are best suited to local preferences
- Support in terms of providing monetization opportunities
- Enhance spending on Digital to ensure Business Models start becoming efficient

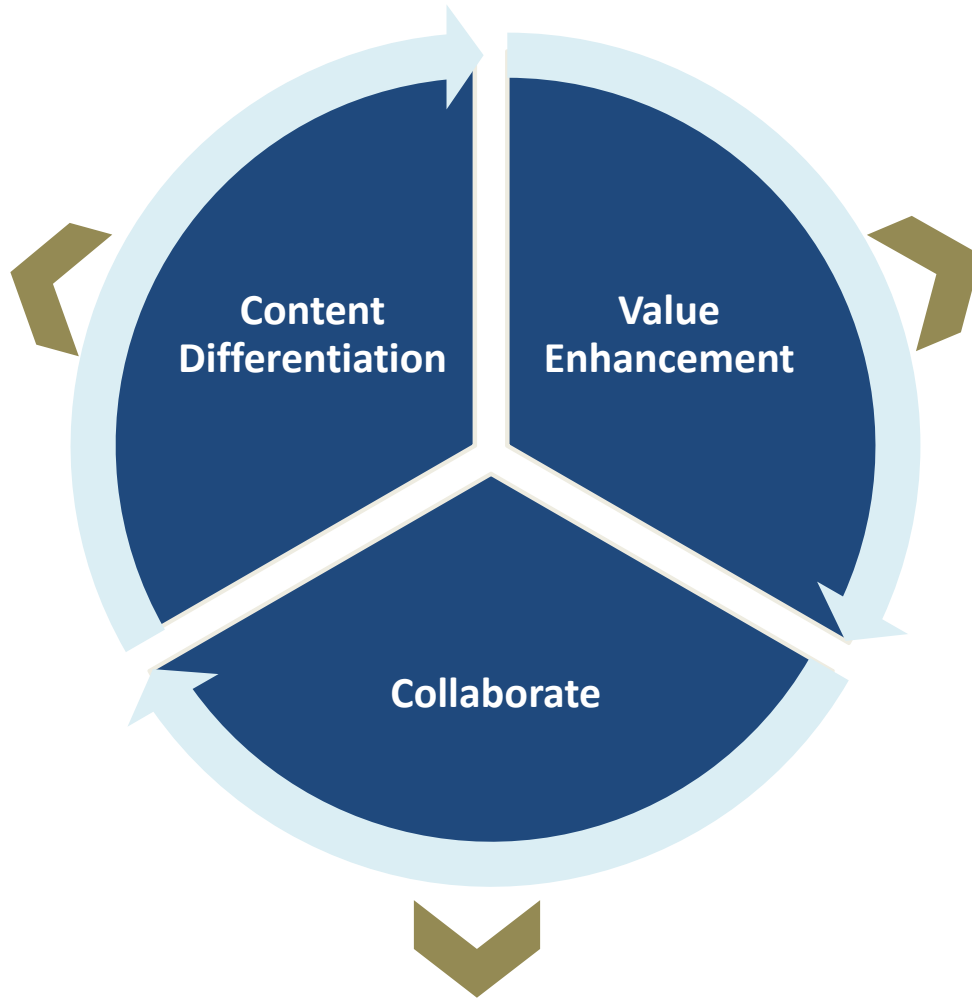
Key Trends



- Digital growth in Broadcast driven by Digitization
- Increasing HD penetration a clear indicator that consumers are demanding quality content

Way Forward

"content for all tastes & preference"



"rather than value division"

"partners in growth"