

The Entertainment Group B.V.



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Doelstellingen

- Positie als grootste aanbieder van filmcontent in de Benelux versterken
- Groei marktaandeel in video-on-demand branche
- Aanboren nieuwe markten

Realisatie

- Vergroten van het affiliate netwerk op PC portals
- Aansluiten CE partners met netwerk devices
- Andere Telecoms of kabels aansluiten
- Verkoop My Moviebox via dealer netwerk



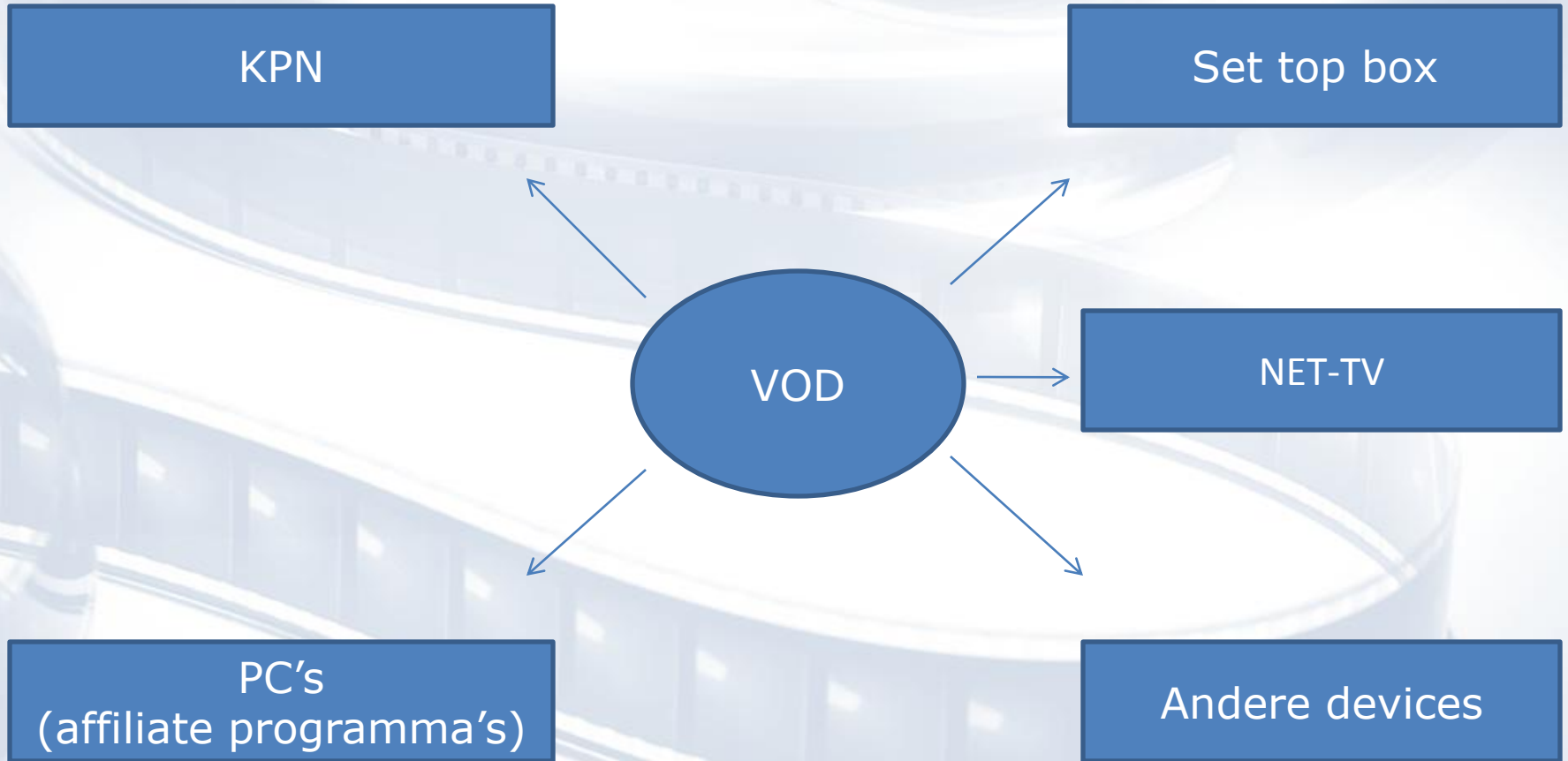
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Diensten

- Filmcontentaanbieder
- Filmcontentleverancier
- File encoding
- File sharing
- Development
- Affiliate partner



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- Major studio's

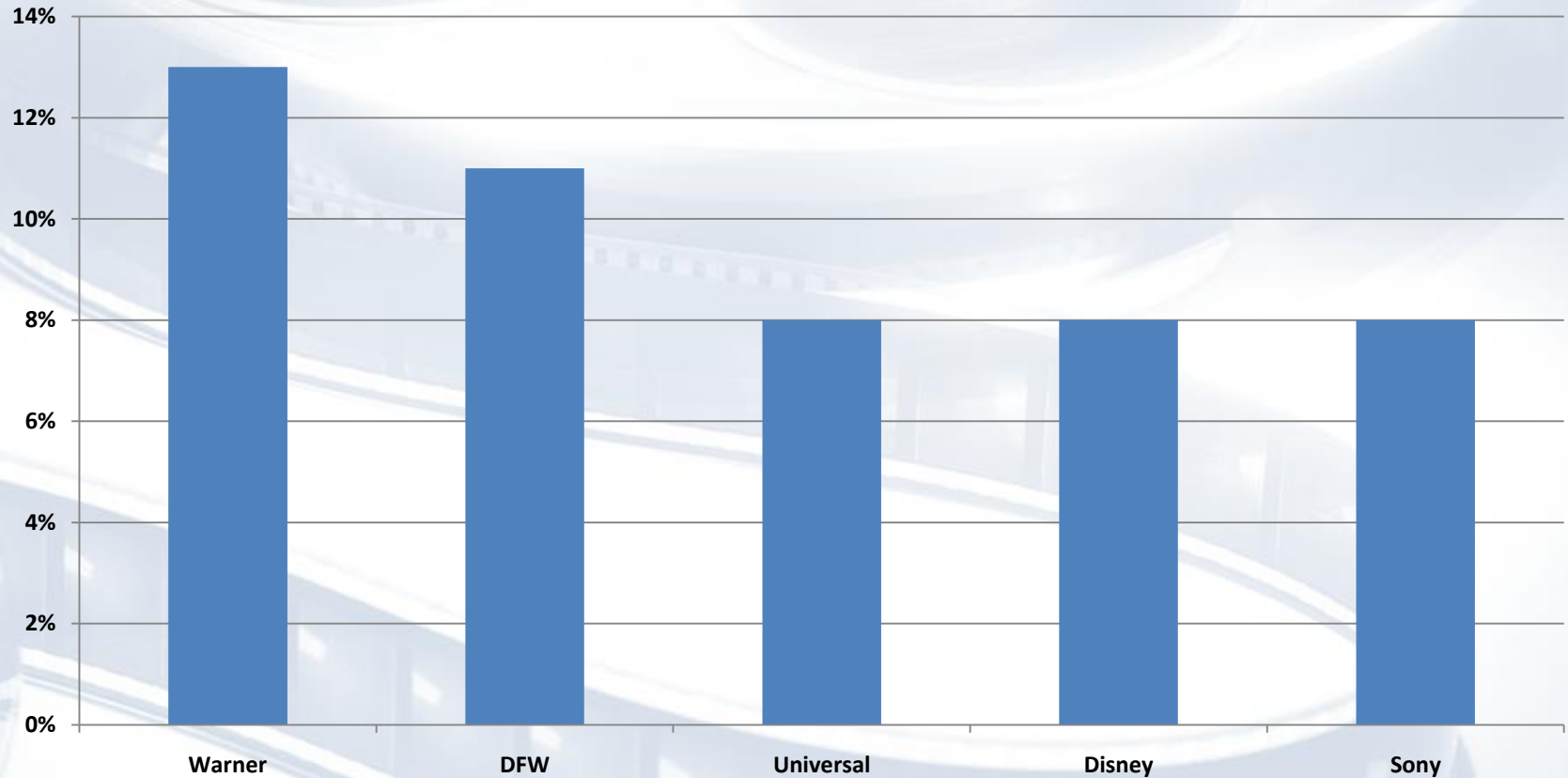
- Warner
- Sony
- Paramount
- Universal
- Disney
- Fox (Q4 2010)

- Independent studio's

- Dutch Film Works, HOM Vision, Indies, Three Lines, Video Film Expresse, etc.



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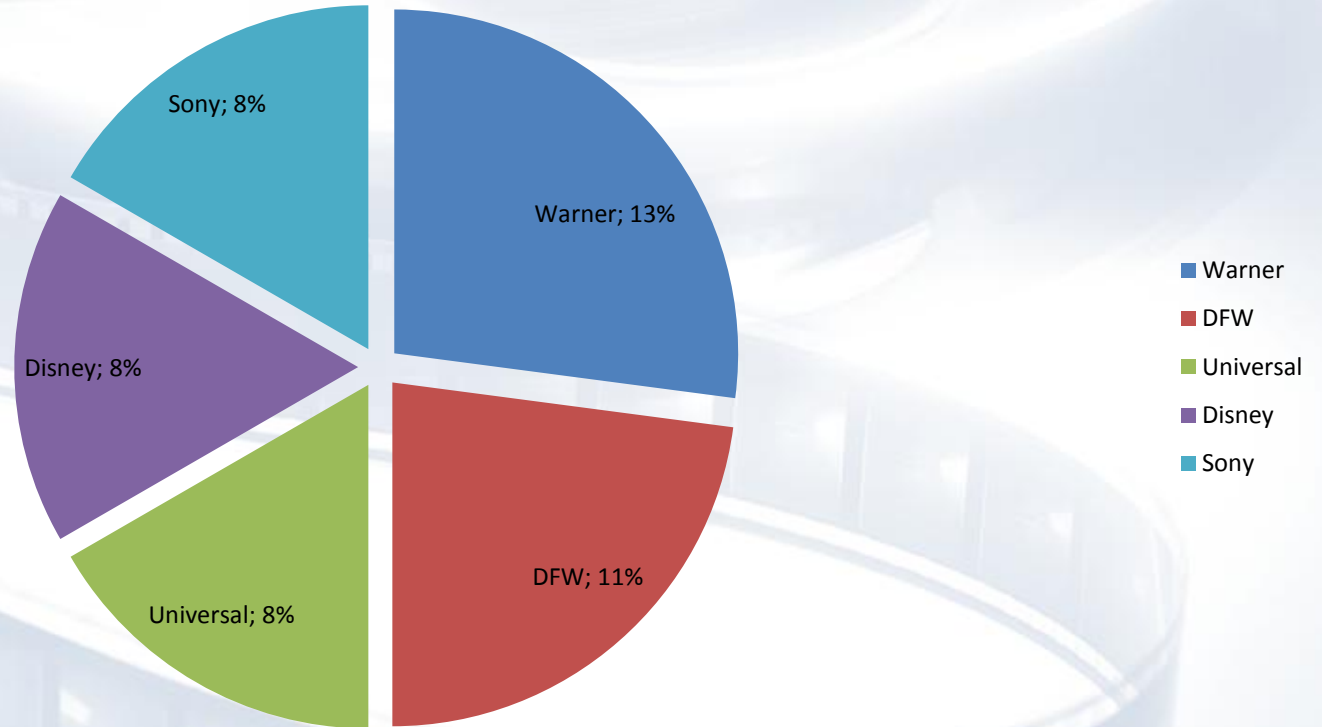


Marktaandeel top 5



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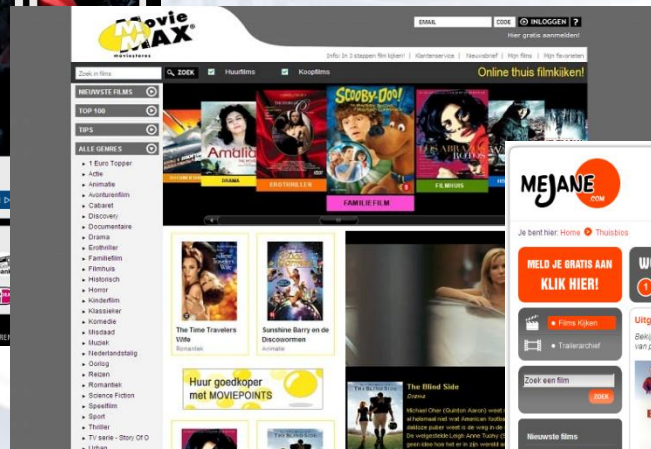
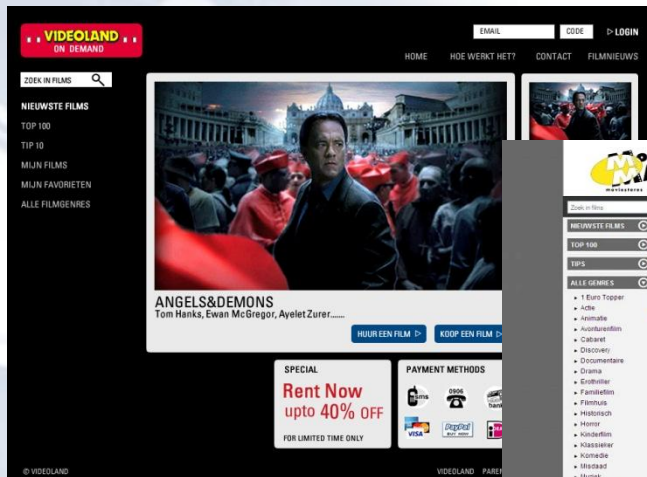
Marktaandeel top 5



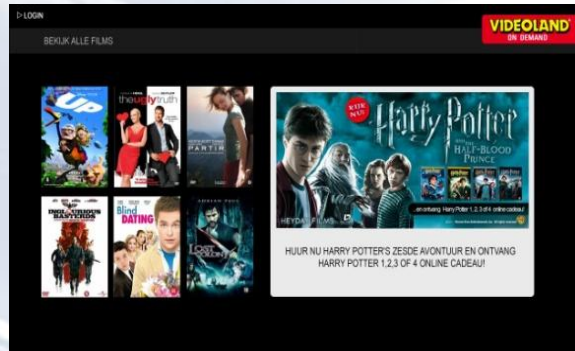
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- PC websites

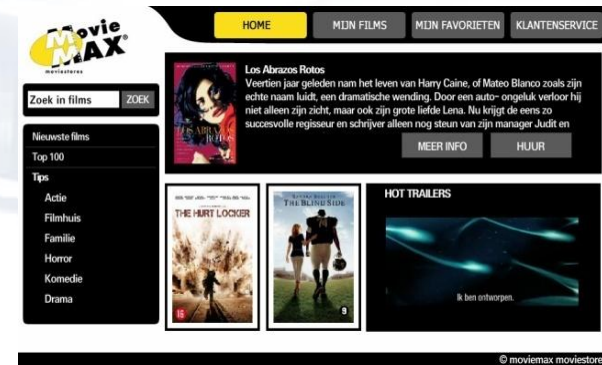
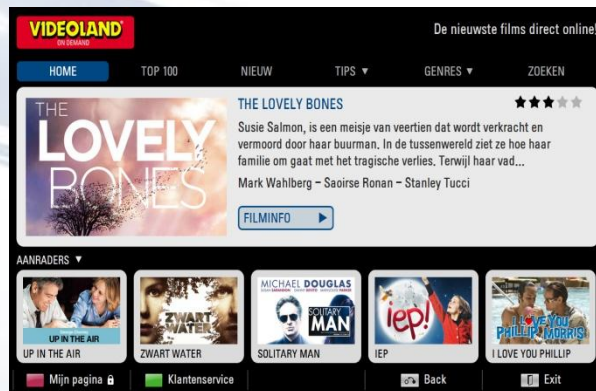


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Philips Net TV

Samsung Net TV



LG Net TV



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PHILIPS



Solocoo



MAXXS

SHARP

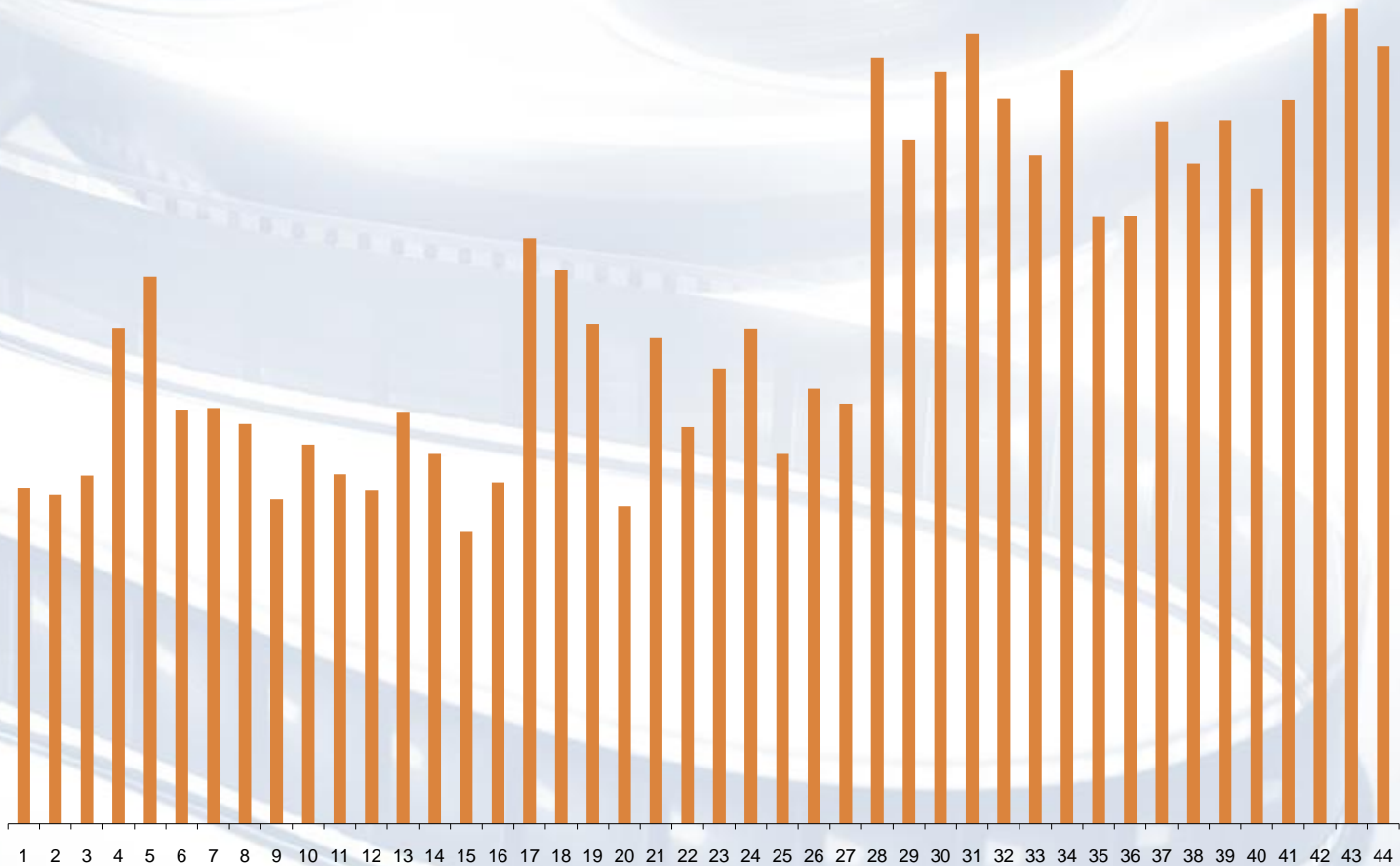
LOEWE.

TELE2



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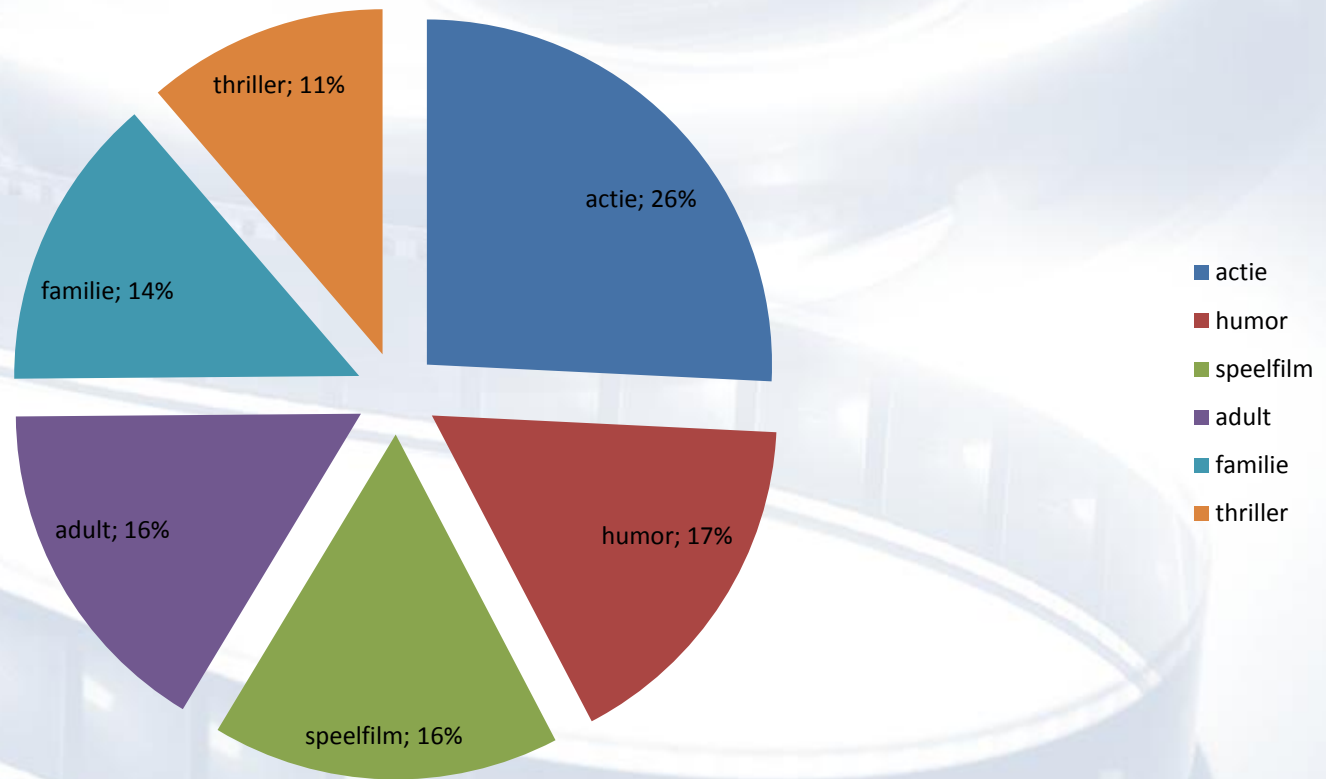


weeknummer 2009/2010



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Top 6 genres



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Marketing:

- Recommendations
- Personalised newsletters
- Toonbank magazines
- VOD TV
- Affiliate partners
- YINX campagne met Philips



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Waar kan je ermee betalen?
Hoe kan je opladen?
Marketing opportunity
Giftcards is booming



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Technieken nu:

- EST download
- DivX download
- Streaming rental

Technieken 2011:

Mobiel streaming en downloads

SVOD

HD op PC



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Verdien modellen:

- Vast % van de omzet
- Vast % van de omzet en bonusregeling
- Vast gesteld gedeelte van de brutomarge
- Transactie fee



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