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”

Content Differentiation

Value Enhancement

Collaborate

“rather than value division”

“partners in growth”