

One Gigabit or Bust™

Entertainment Technology Task Force

3rd Roundtable Meetings
Oakland, CA
July 21st-22nd, 2004

Agenda

- Description of Task Force
- Review of discussions at previous meetings
- Next steps
 - Scope of the discussion
 - Define specific projects
- Summary of today's session

Description of the Task Force

A recent report from the Milken Institute stated:

"The entertainment industry plays an important role in the Los Angeles economy.

For example:

- The motion picture and television production industry directly accounts for roughly 185,000 jobs and \$24 billion in output per year in Los Angeles County.
- Los Angeles accounts for more than one quarter of the nation's movie and television production, a larger national presence than New York in financial services, Detroit in automobile production, and Las Vegas in gambling.

In 2000, Los Angeles accounted for 25 percent of the nation's output of Movie and television production. Motion picture and television production employment in Los Angeles increased from less than 70,000 in 1980 to roughly 185,000 in 2000.

This growth rate was more rapid than in other sectors in Los Angeles, implying that movie and television production has played an increasingly large role in the economy over the past two decades."

The goal of this task force is to investigate how the Entertainment industry will incent and utilize a gigabit network in California.

Previous meetings reports

1st Roundtable Meeting, Nov. 5-6, 2003

- ▶ Task force should represent the whole state.
- ▶ Educate entertainment companies.
- ▶ Creating phenomenal new transport system
- ▶ Movielink - test of technologies
- ▶ Ease of use is key -- free has fewer restrictions -- currently we charge more for inconvenience.

Previous meetings reports

1st Roundtable Meeting, Nov. 5-6, 2003

Music and movies are an experience.

Fundamentals of entertainment industry are changing.

Help design an effective business model designed with convenience.

Next steps: study with universities using students with connectivity today as microcosm -- quantify the beast.

Previous meetings reports

2nd Roundtable Meeting, Mar 17-18, 2004

- **Issues from March 17 Meeting**

How do we leverage the entertainment trends of today to project future entertainment technology? How can we provide the user with the experience that they want and offer the industries involved with a beneficial business model?

- **Overarching Mission as Guideline for Advancement of Task Force Activities**

To map user expectations of future entertainment models with the aim of creating potential new entertainment experiences and new business models for entertainment providers.

- **How to Advance this Mission**

- *Workshop*: with university students to brainstorm future entertainment experience

- *Sponsored Competition*: to develop new business plans

Next Steps

- Scope of the discussion
 - Develop new business models
 - Learn about new forms of entertainment
 - *<open for discussion>*
- Define specific projects
 - White paper/study/surveys
 - Test project
 - *<open for discussion>*