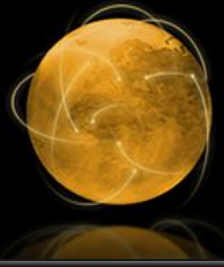


Video-Enhanced Communities

floobs

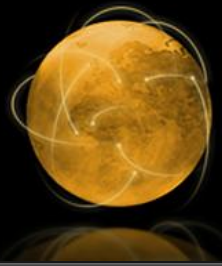
Content



- Intro – who am I?
- Where are we headed?
- Communities and video

- Floobs
- The business model

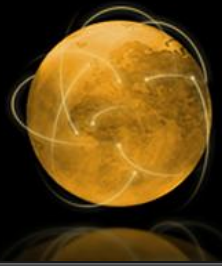
Intro



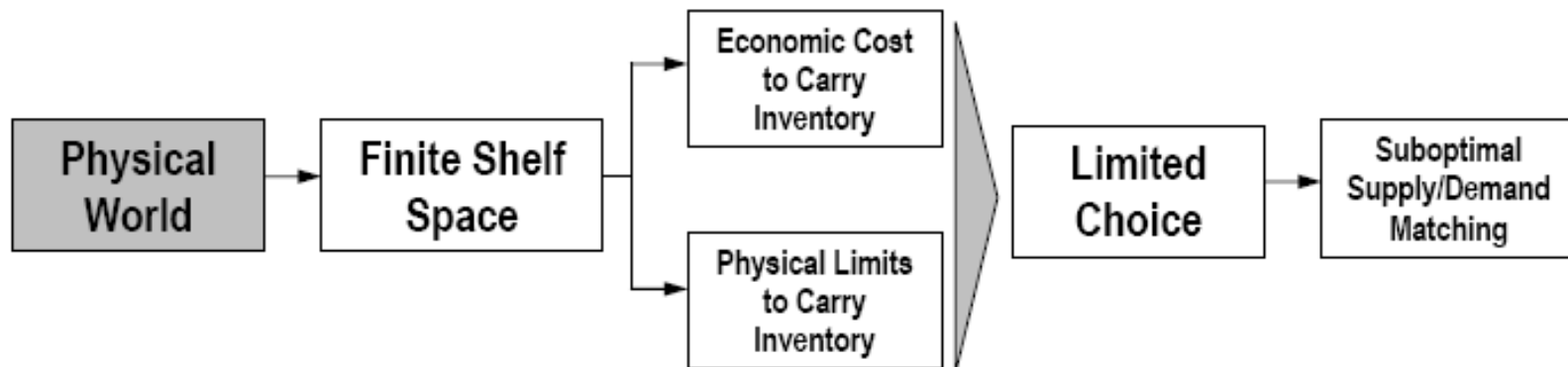
- Joonas Pekkanen, 29
- HSE, CEMS
- Economics, Finance, Law
- Founder of Floobs Ltd (Feb 2007)
- Academic Entrepreneurs' Club (2005-)
- joonas@pekkanen.org
- +358 505 846 800

Where are we headed?

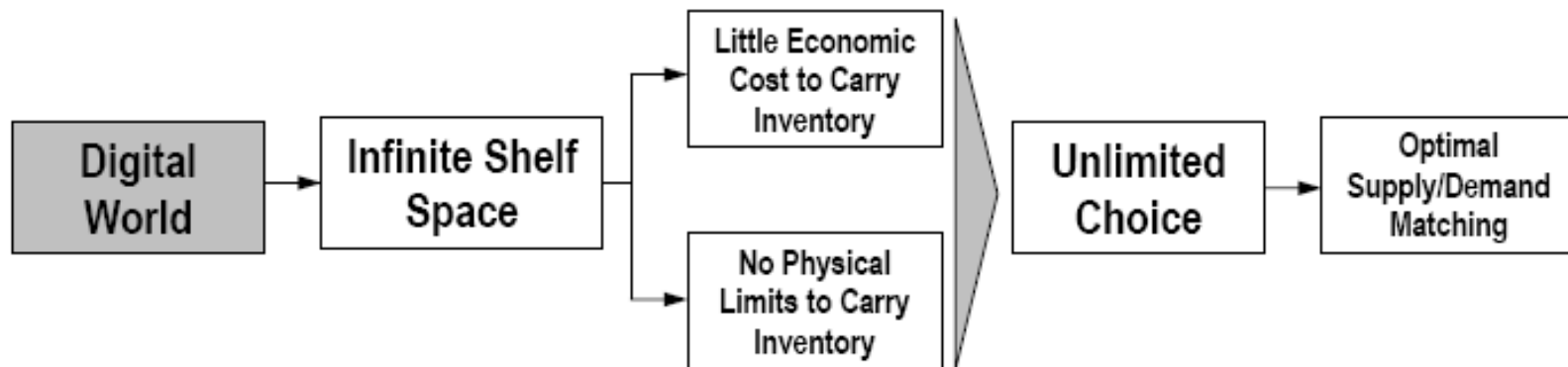
From Scarcity to Abundance



“Economy of Scarcity”



“Economy of Abundance”



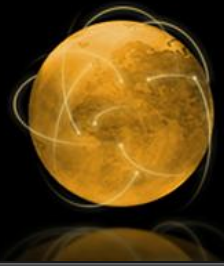
Monetizing the Long Tail



- Niches are starting to be a bigger market than the mainstream hits
- *Traditional broadcast TV* is successful when one show is viewed by millions of people
- *Streamed TV* is successful even if a million shows are viewed by only one person each



Need for Filtering



Infinite Choice = Overwhelming Confusion

Types of Filters:

Brands

Editorial Discretion

Ratings

User

Recommendations

Software

Filters Required to Connect
Users with Content that
Appeal to Their
Interests

**Importance of
Aggregators and
Brands Likely
Increases**



What is Happening



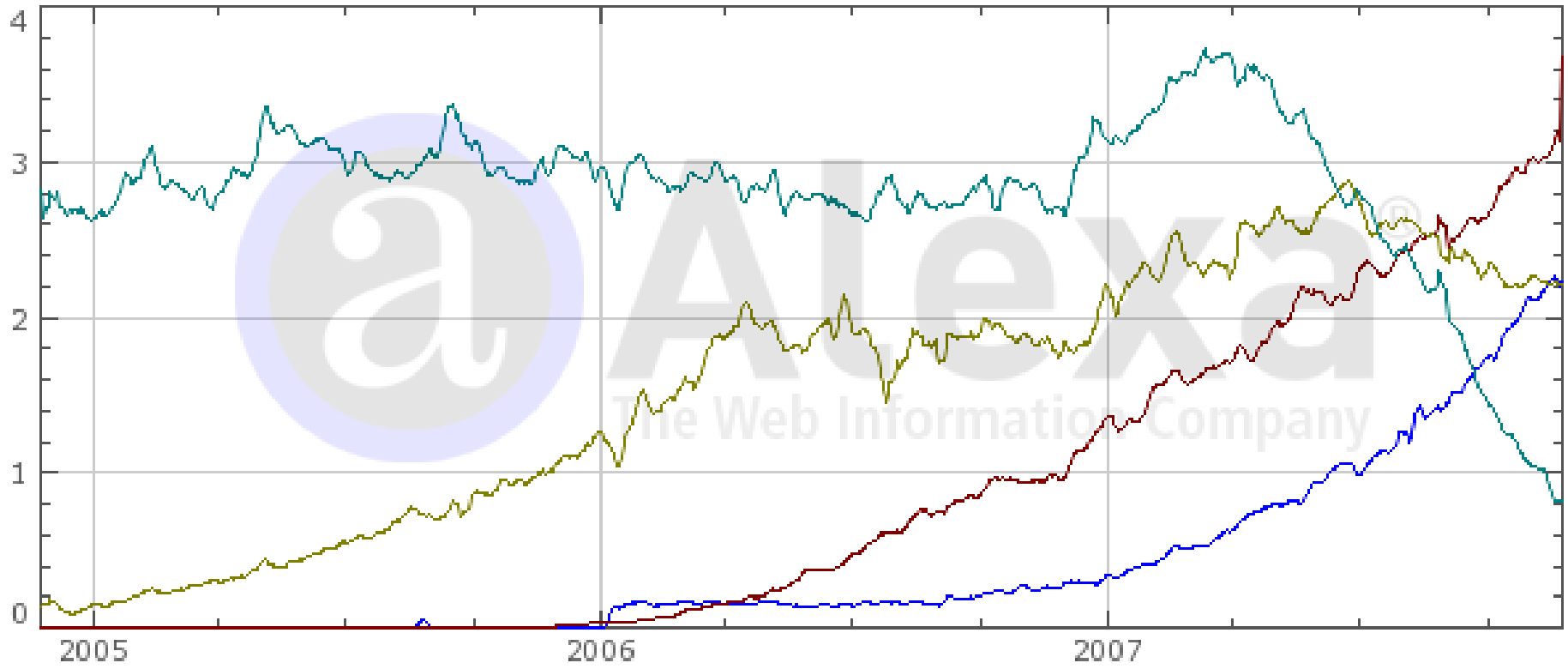
Daily Pageviews (percent)

facebook.com

youtube.com

myspace.com

msn.com

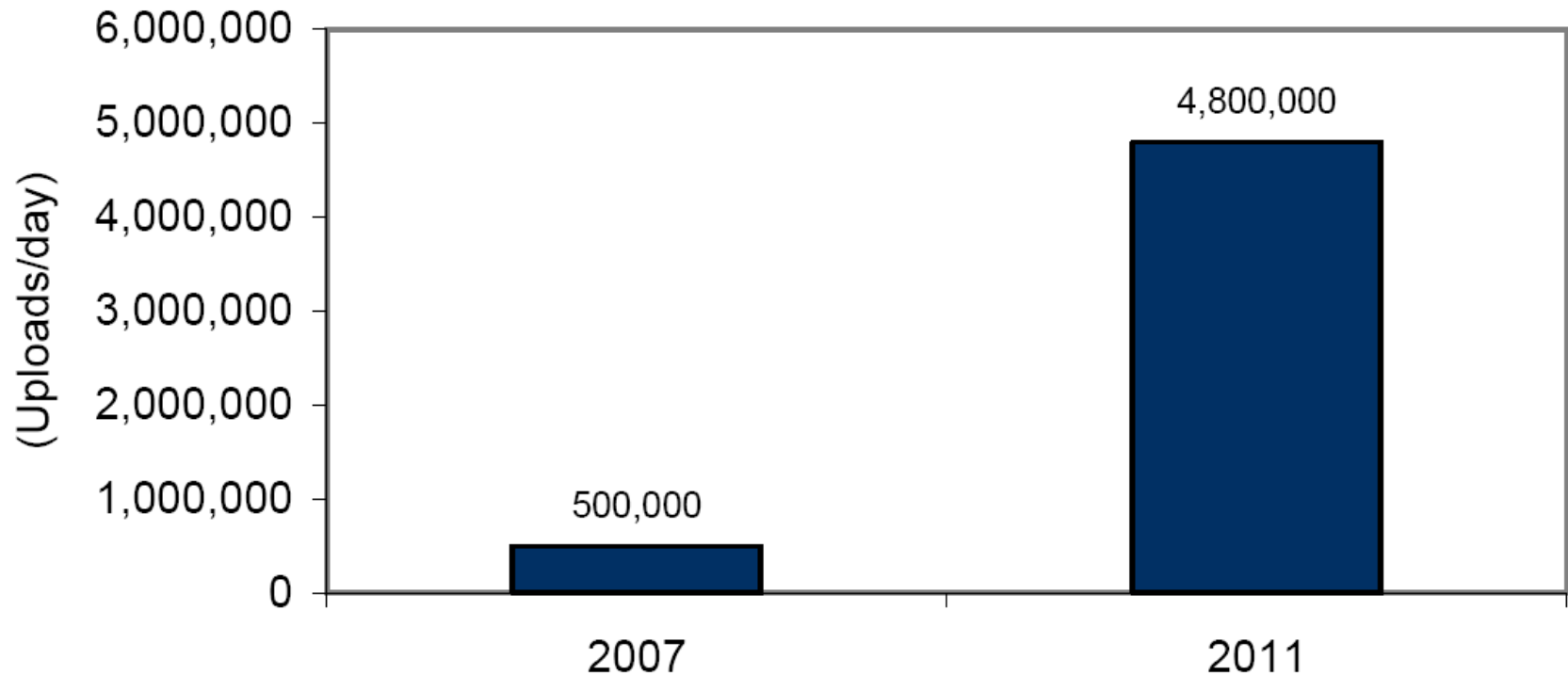
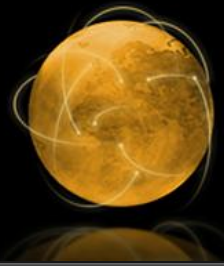


©2007 Alexa

2007 Nov 24

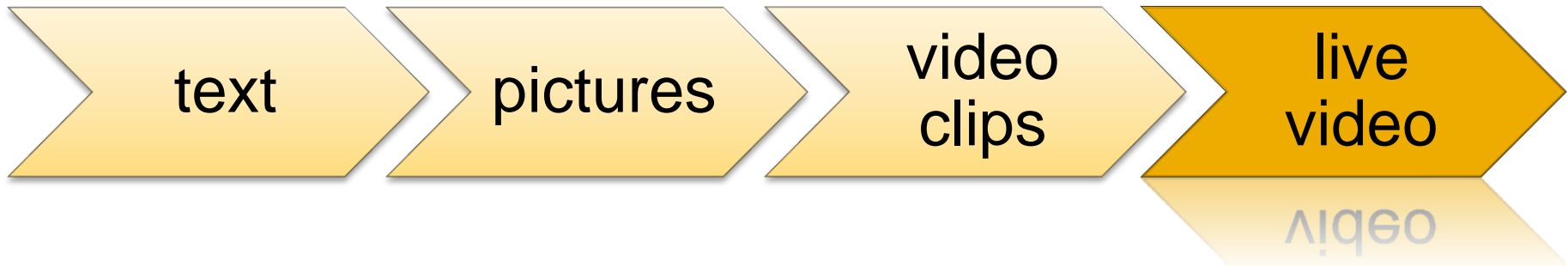
confidential

Video Uploads Rocketing



- Estimates according to IDC 09/07
- New tools are needed to filter relevant content

The LIVE Vision



Sharing live video is the next phase in the evolution of internet services. It is the ultimate form of presence information – *lifestreaming*.

Make Your Own Live TV



Daily Pageviews (percent)

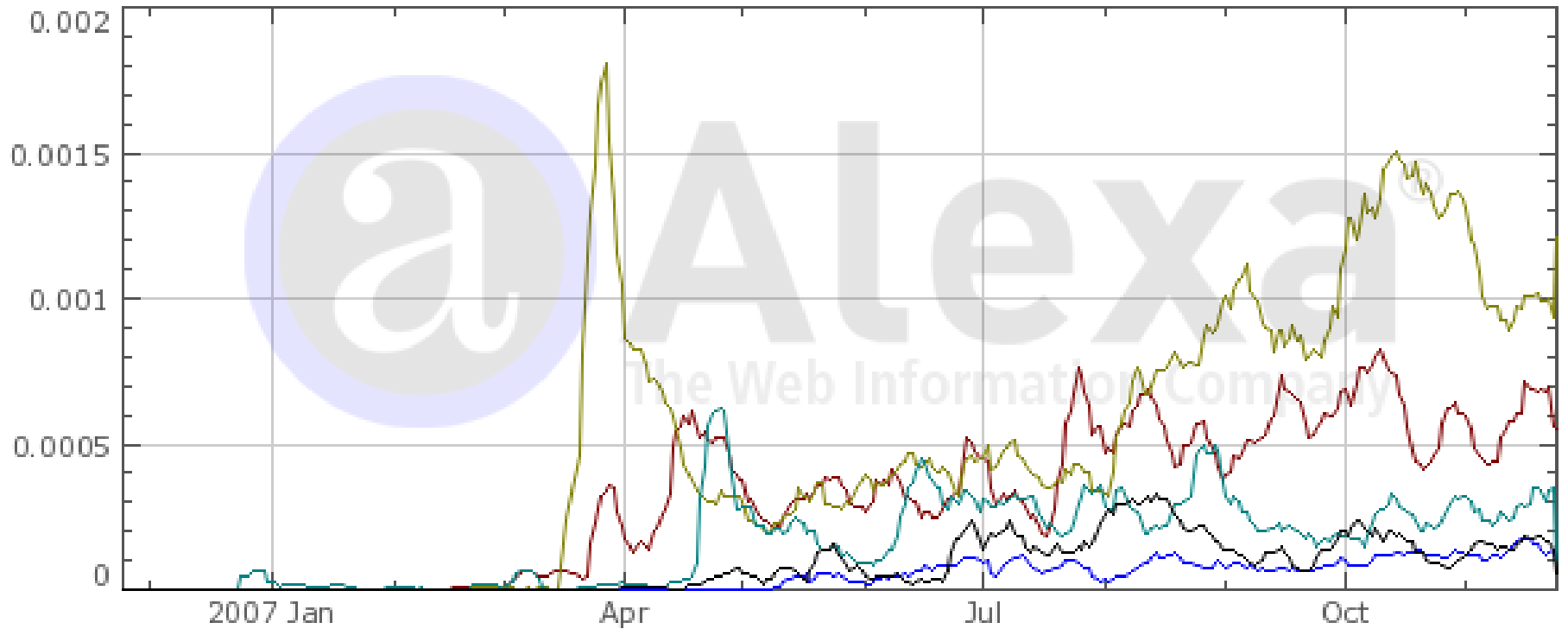
mogulus.com

ustream.tv

justin.tv

kyte.tv

operator11.com

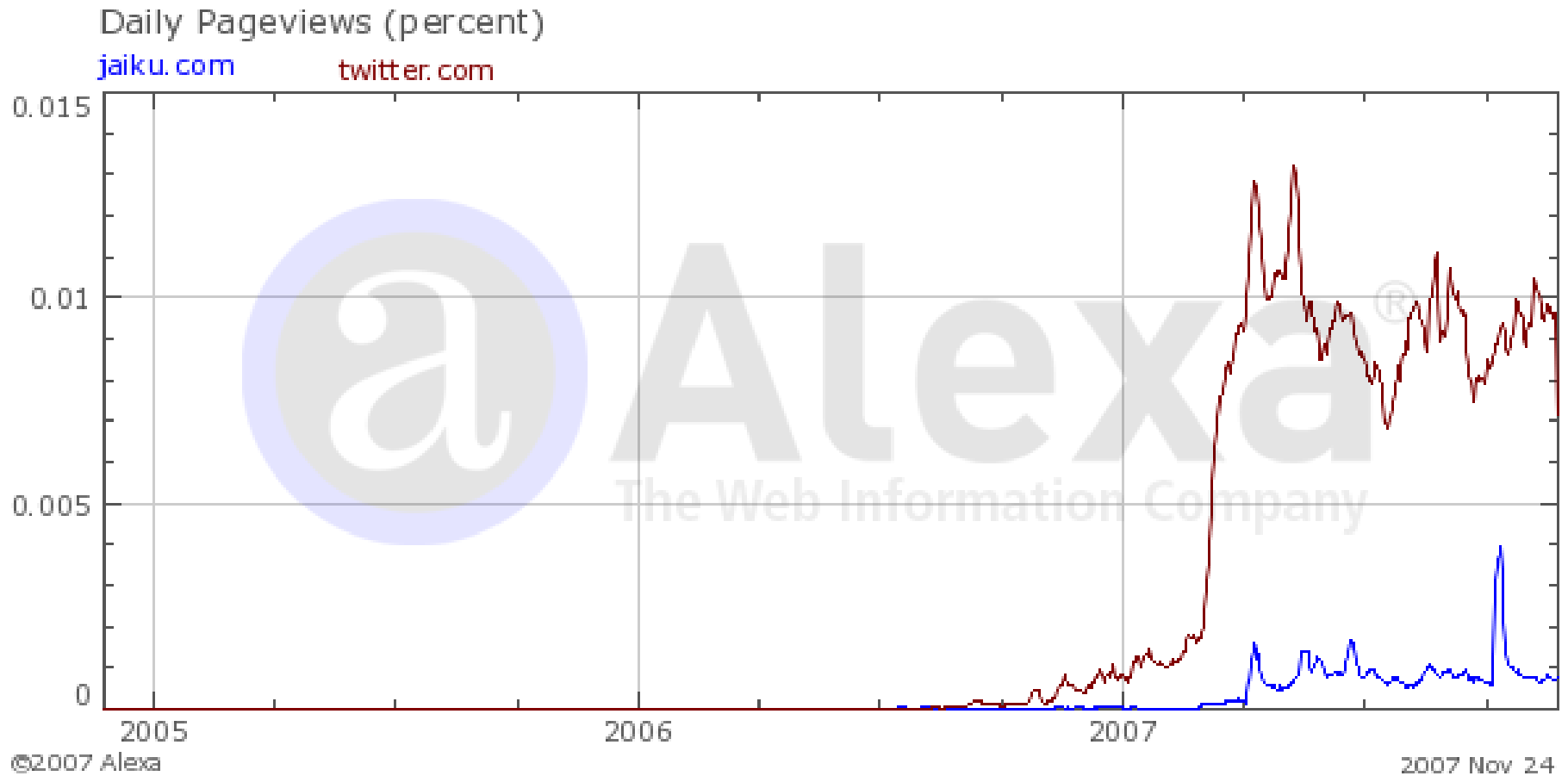


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Miniblogging, lifestreaming



Visions of Future Television



- Co-existence & convergence
- Live content, video-on-demand, channels
- Television channels for the Long Tail
- UCC to CCC, viewing and producing content anywhere at any time
- Social TV – interactivity in media finally possible
- Social credit and citizen journalism
- New value models – eBay economics

Communities and Video

"Video Communities"



- All video sites are *Video Communities*
- *Communities* and *Friends* have lost meaning
- People watching the same clips are not a community!
- Social Networks are not communities
- Communities typically exist in real-life or have their existence on the web (e.g. discussion forum on a specific topic)
- Events (ad hoc) vs. special interests (existing)

What is Should Be



- Collaborative effort: $1+1+1 > 3$
- Peer pressure, commenting, discussion, filtering
- Collaborative video editing (e.g. Kaltura beta)
- Collaborative real-time production (e.g. Floobs)
- Starwreck – Wreck a Movie
- Tools for existing communities

General Market Developments



- Facebook vs. OpenSocial
- Mobile internet
- Some other influencing initiatives
 - Nokia OVI
 - Google Android
 - OpenID

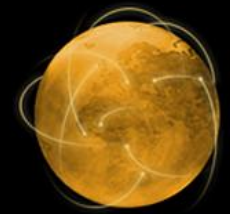
Floobs

Mission / Value Proposition



- Individuals can share presence information in the form of video for example on their Facebook profiles
- Groups and communities can collectively produce (brand sponsored) internet and mobile TV channels, thus enriching the community

Screen Shots



floobs

beta

Hello, Johndoe | [Log out](#) | [My home](#) | [Settings](#) | [Help](#)

Channels

Media

Categories

Floobs

Channel card

From: Johndoe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet tortor at orci faucibus egestas. Donec dignissim congue uma. Mauris eu felis. Curabitur molestie, elit eu scelerisque egestas, felis sem aliquet arcu, non interdum leo neque.


URL: <http://www.floobs.com/Daytona>

Embed: `<object width="500">eparam na`

Category: Travelling

Tags: Daytona Beach Travelling

Daytona Beach




[Send link by email](#)
[Send link by SMS](#)
[Half size](#)
[Original size](#)
[Embed](#)

Views: 189,783
Watching now: 89


Help

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi mi. In pulvinar dui ac purus. Proin semper lobortis metus. Quisque uma. Proin ut nibh. Vestibulum luctus ipsum id tortor.
- Curabitur eu justo. Etiam nunc uma, tincidunt eget, lacinia dapibus, aliquet et, eros. ridiculus mus.


Related Channels




Guumat Gizzat
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas volutpat tortor. [more](#)




Guumat Gizzat
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas volutpat tortor. [more](#)




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[See all related channels.](#)

Comments

Johndoe 1 hour ago

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[Reply](#)

Johndoe 1 hour ago

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[Reply](#)

Johndoe 1 hour ago

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[Reply](#)

[Newest](#) << 1 | 2 | 3 | 4 >> [Oldest](#)

Live feeds

Duration	Feed name
3:21	Johndoe Show
10:44	Matti & Teppo Goes Wld
39:01	Mister X ja Rouva Ö
1:32	Esko Nörtin Salakerho
0:31	Kaiffarit ja veijarit
3:21	Johndoe Show
10:44	Matti & Teppo Goes Wld
39:01	Mister X ja Rouva Ö
1:32	Esko Nörtin Salakerho
0:31	Kaiffarit ja veijarit



Floobs mobile

GoLive
Record
Browse
Settings
Help

Valitse
Peruuta



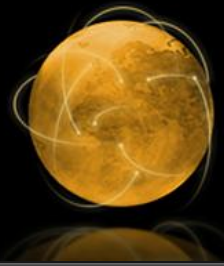
Drag & Drop media files here

Drag & Drop media files here

Drag & Drop media files here

Terms of Use | Privacy Policy | Company | Contact | FAQ | Report

Technology Overview



Internet
Floobs.com
Facebook apps
Google gadgets

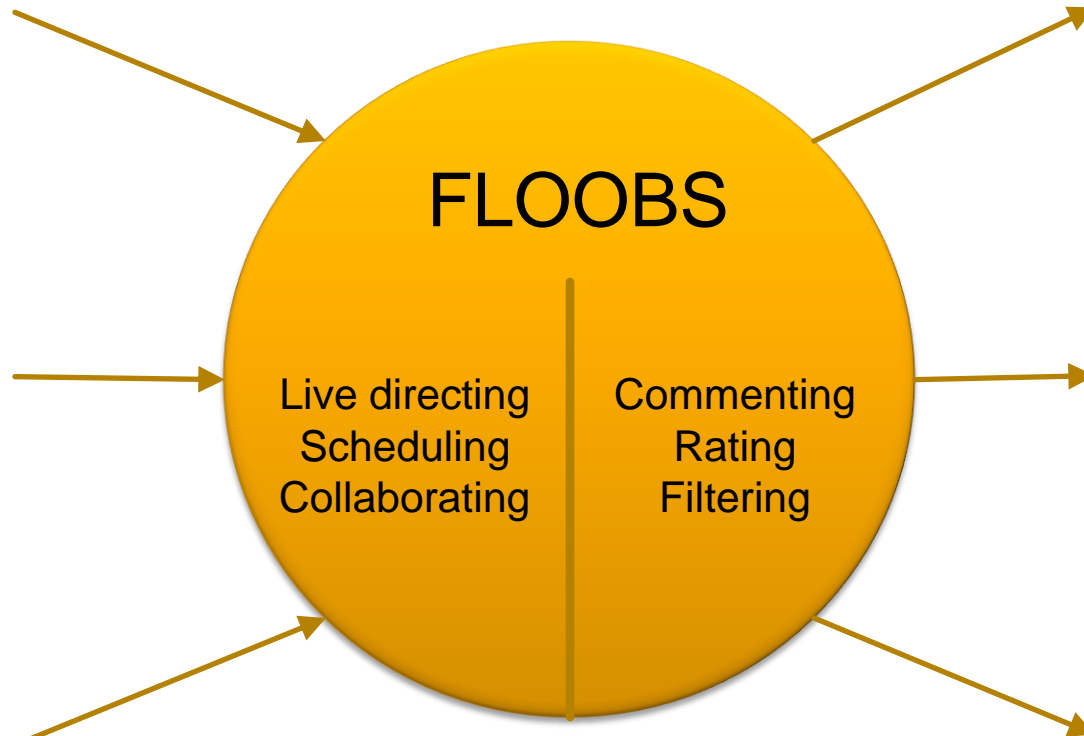
Internet
Floobs.com
Embedded
Facebook apps
Google gadgets

Mobile
WLAN
3G

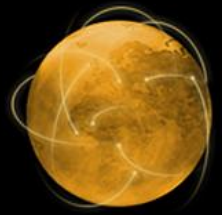
Mobile
3G
DVB-H

Other
Pro cameras
Other services
and devices

Other
Cable TV
iPod
DVD, etc.



The Mobile Client



- The easy-to-use application opens directly into video mode
- GoLive starts streaming live video directly to the users channel
- The user can also record clips, browse clips and upload them to his/her channel
- The client is only for producers – viewing is over phone's native software



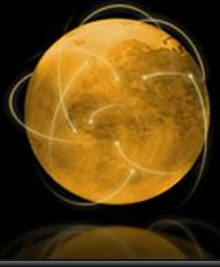
Lifestreaming on FB



- Minifeeds do not give a very good picture of what you have been doing recently and what your interest are
- The ultimate form of lifestreaming (vs. Twitter etc.)
- People can see what clips have recently been uploaded or what live video is being streamed

The screenshot shows a Facebook interface with a live video player. The video player is titled "Floobs tv" and shows a man with glasses and a beard holding a black mug. He is wearing a white t-shirt with the text "STORMPROOF 369". The video player has a progress bar at the bottom showing "00:00/00:00" and a "MENU" button. To the left of the video player is a sidebar with a "See All" button and several profile pictures. Below the video player is a yellow banner that says "Create your own live tv channel at floobs.com". Below that is an "Information" section with a yellow background and a pencil icon, with the text "Fill out your Profile".

Time Schedule



- Founded in Feb 2007
- Development started in May 2007
- Demo site (Finnish) launched in Sep 2007
- Public launch of new service (FI + EN) in Dec 2008 at Le Web 3 conference, Paris

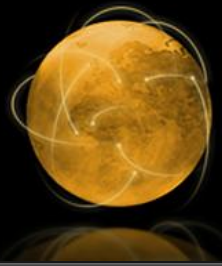
A Good Competitive Position



- The only social media service offering live streaming from mobile phones
- Competitors are not focusing on collaborative tools and existing communities. Floobs does not want to create new communities, but rather offer new tools for existing communities.
- The only service using Open Source technologies for live streaming
- Open APIs maximize in and outflow of content
- Localized UI enforces acceptance, communality and loyalty

The business model

Revenue Streams

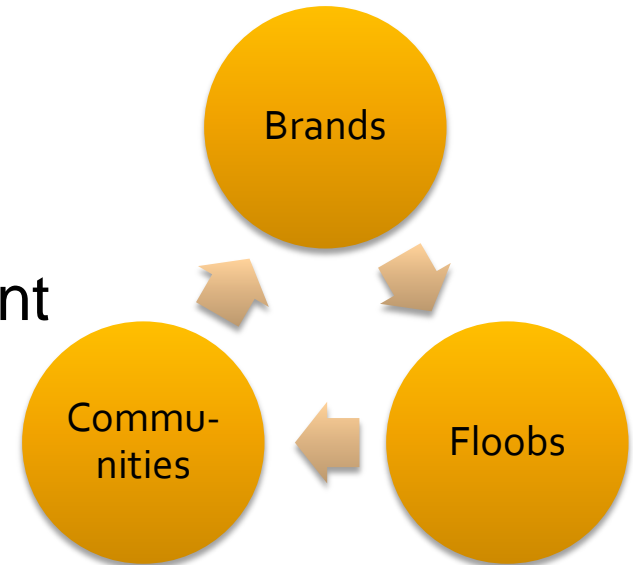


- Advertising (video ads, banners, etc)
- Premium user accounts (Flickr model)
- Revenue share from pay-per-view content
- Tailored campaigns and channels for brands
- Webcasting solutions for SME's
- Capitalizing on merchandise for communities

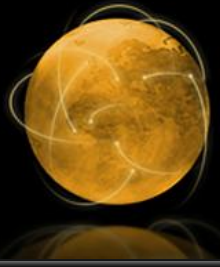
The Brands and Communities



- Floobs brings brands and user communities together
- Communities create and edit the content collectively, Floobs enables the creation and distributes it and the brands pay for it
- Initial showcase communities include snowboarders and skateboarders – Floobs is currently working with the most successful people in these segments

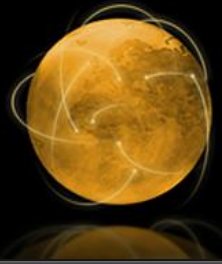


Summary



- Live streaming from anywhere at anytime – will seem self-evident in retrospect
- Monetizable business model
- Entry to market perfectly timed
- Agile team with ability to execute quickly

Floobs in the Press



- “If the ad revenue were to be split with content creators, having a broadcast network for personal content along with this type of distribution network combined with professional tools could be very alluring to users.”



- “Floobs plans to offer a free television channel for everyone, enabling people to run live shows or prerecorded material, for no charge, starting later this year.”



- “Floobs could also offer opportunities for so-called citizen-journalism, with live-video streams from any video phone.”

