

De Nieuwe Media Makers

Erik-Jan Gelink
David Jan Janse

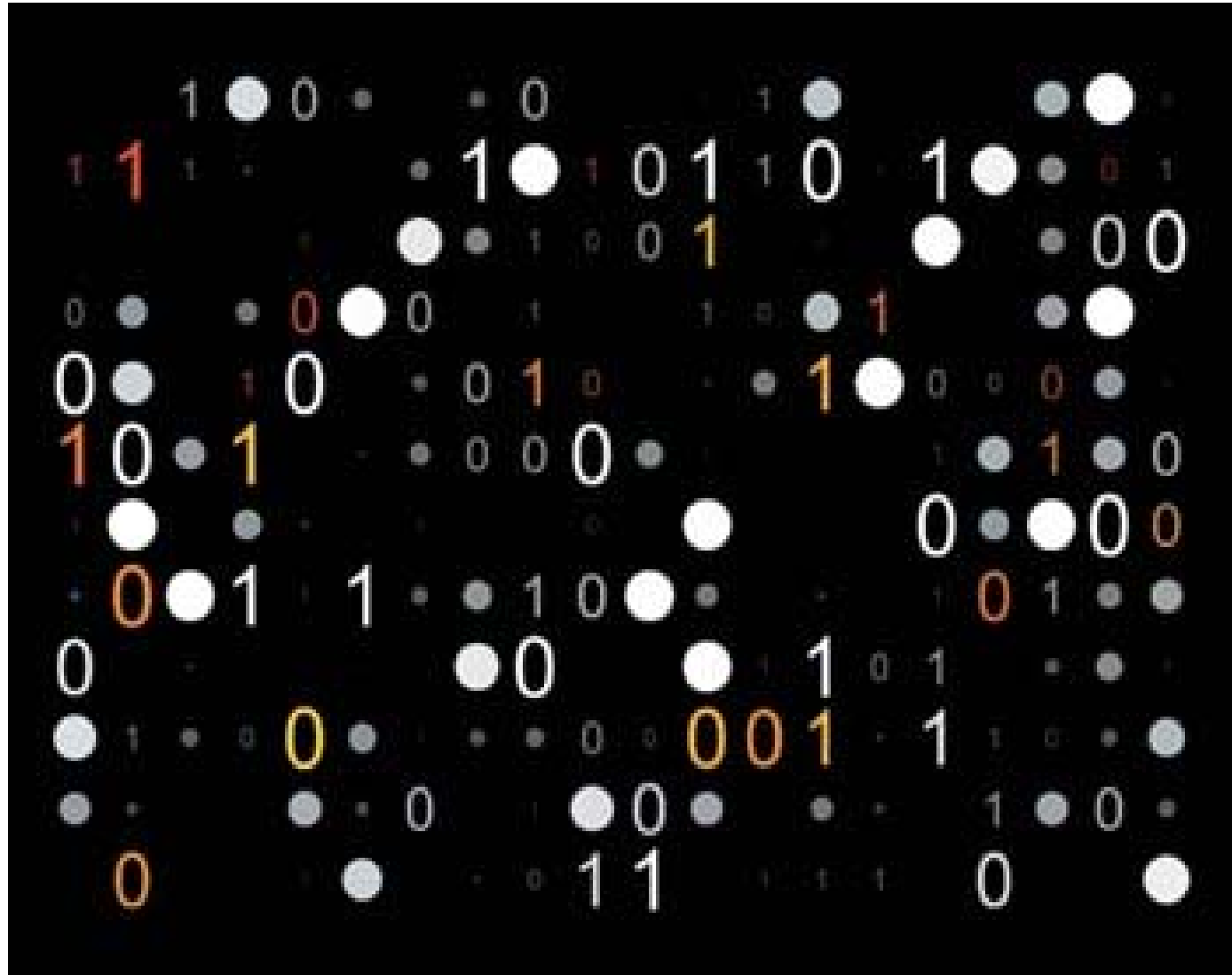
17 juni 2008



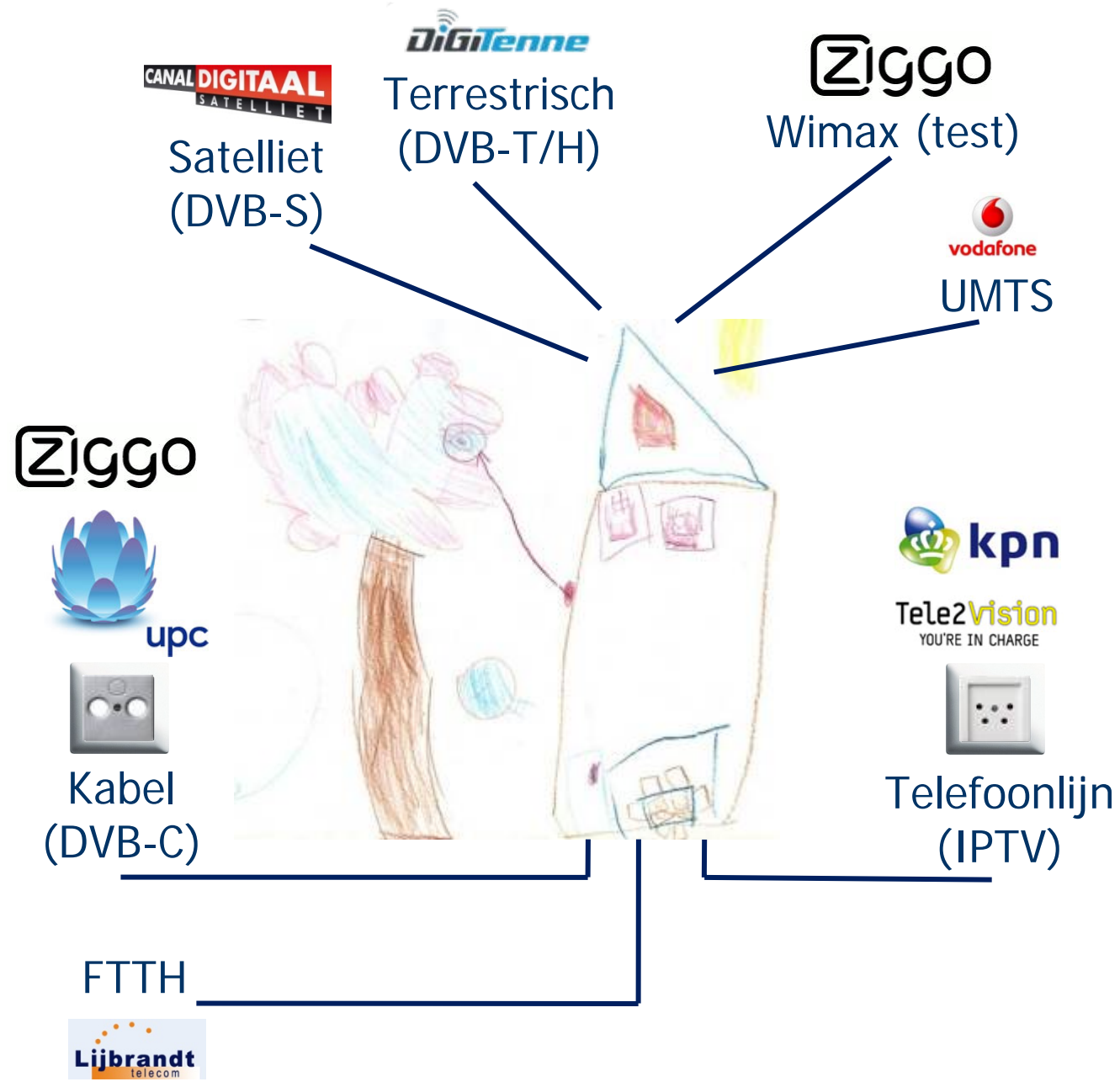
Weinig
innovatie
op TV
sinds jaren
'50 ...



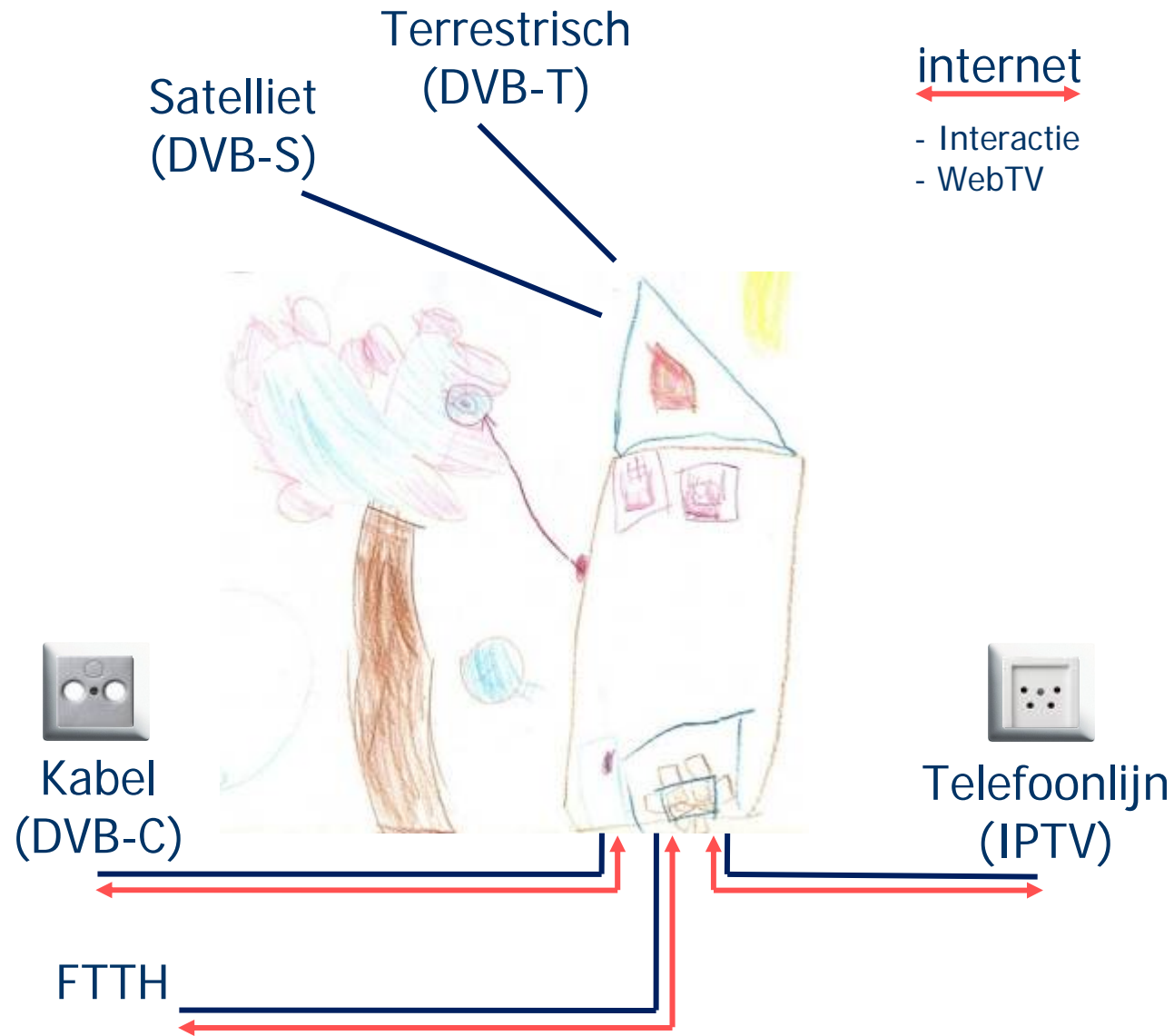
... maar de digitalisering zorgt voor een disruptie.



Bronnen voor Digitale TV



'Over the top' providers



Who pays the Ferryman?

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Page last updated at 01:49 GMT, Wednesday, 9 April 2008 02:49 UK

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BBC and ISPs clash over iPlayer

By Jane Wakefield
Technology reporter, BBC News website

A row about who should pay for extra network costs incurred by the iPlayer has broken out between internet service providers (ISPs) and the BBC.

ISPs say the on-demand TV service is putting strain on their networks, which need to be upgraded to cope.

Ashley Highfield, head of future media and technology at the corporation, has said he believes the cost of network upgrades should be carried by ISPs.

Simon Gunter, from ISP Tiscali, said the BBC should contribute to the cost.

He said the BBC did not understand the issues involved.

'Bit odd'

The popular iPlayer service lets users download or stream programmes to a PC.

In its first three months more than 42m programmes have been accessed via the catch-up TV service.

According to figures from regulator Ofcom it will cost ISPs in the region of £830m to pay for the extra capacity needed to allow for services like the iPlayer.



The iPlayer has been a big hit with users

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Also in the news

- media and technology at the corporation, has said he believes the cost of network upgrades should be carried by ISPs.
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users

- Tiscali
- Ofcom
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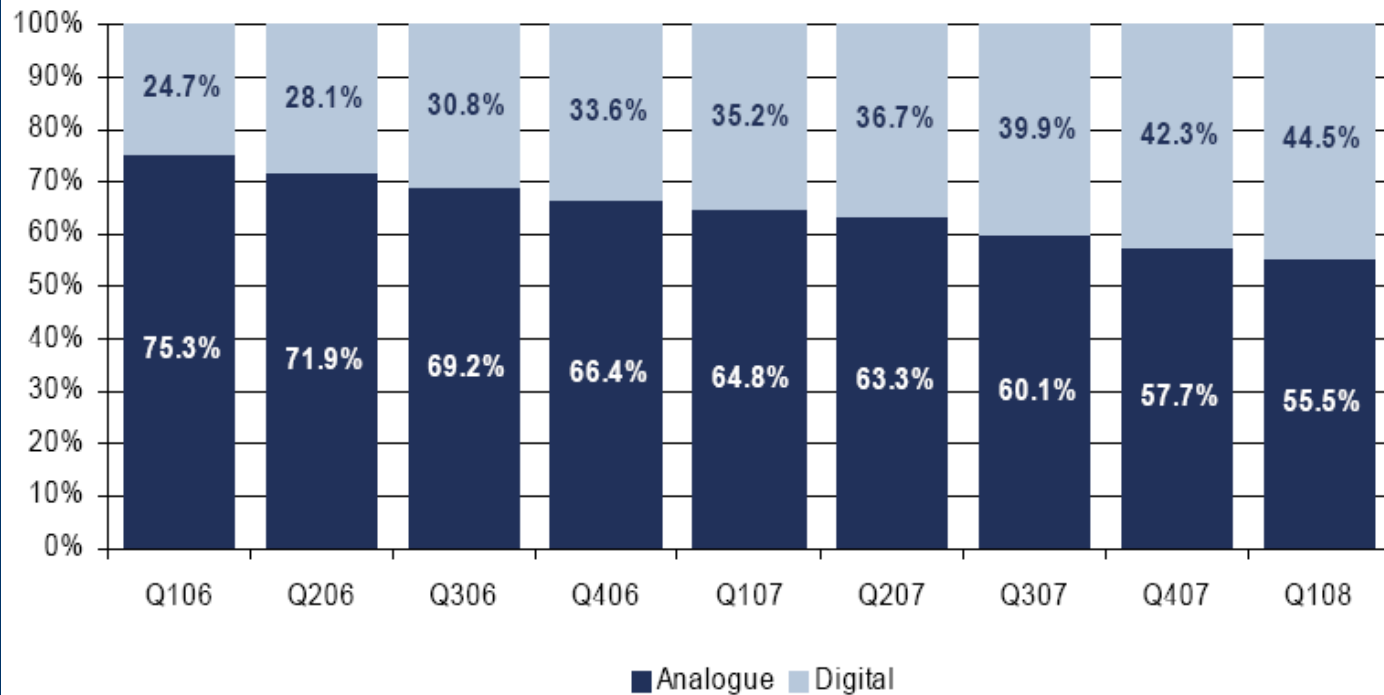
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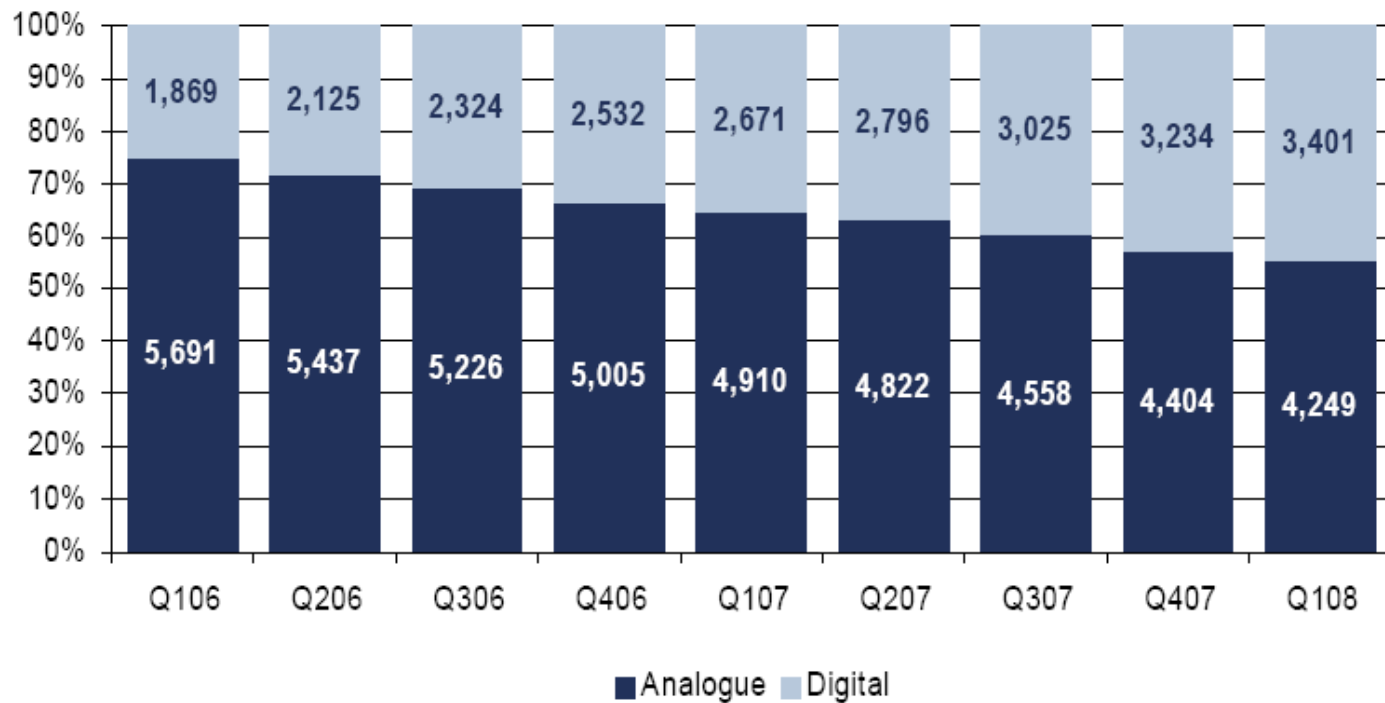
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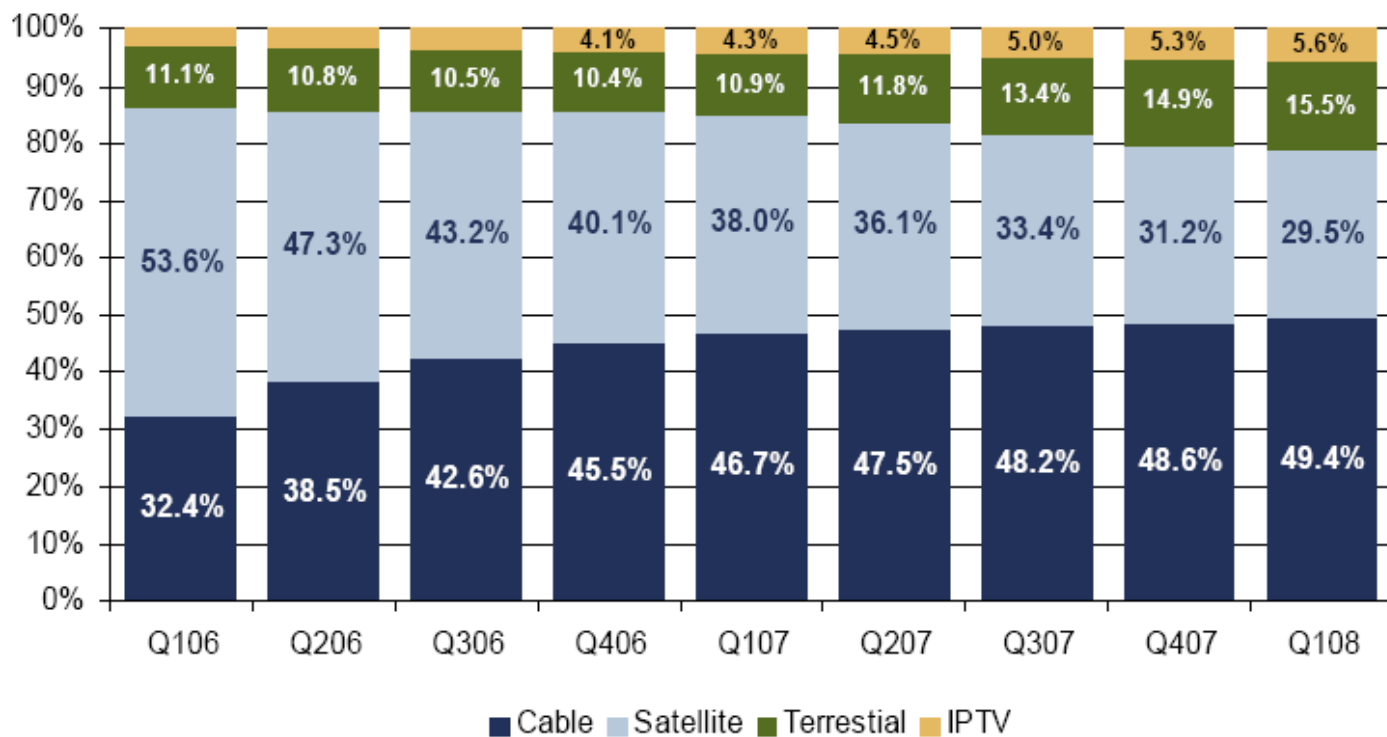
Penetratie van Digitale Televisie 44,5%



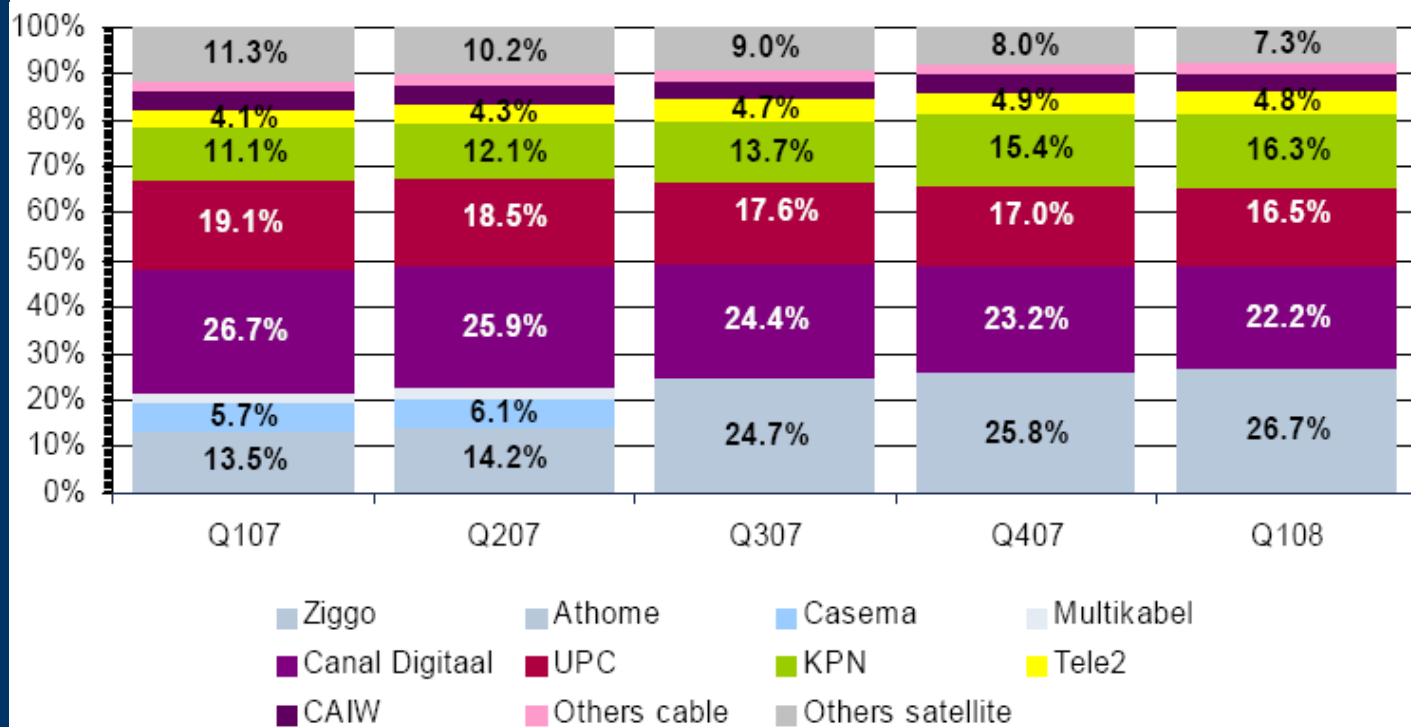
3,4 mio Digitale Televisione HH



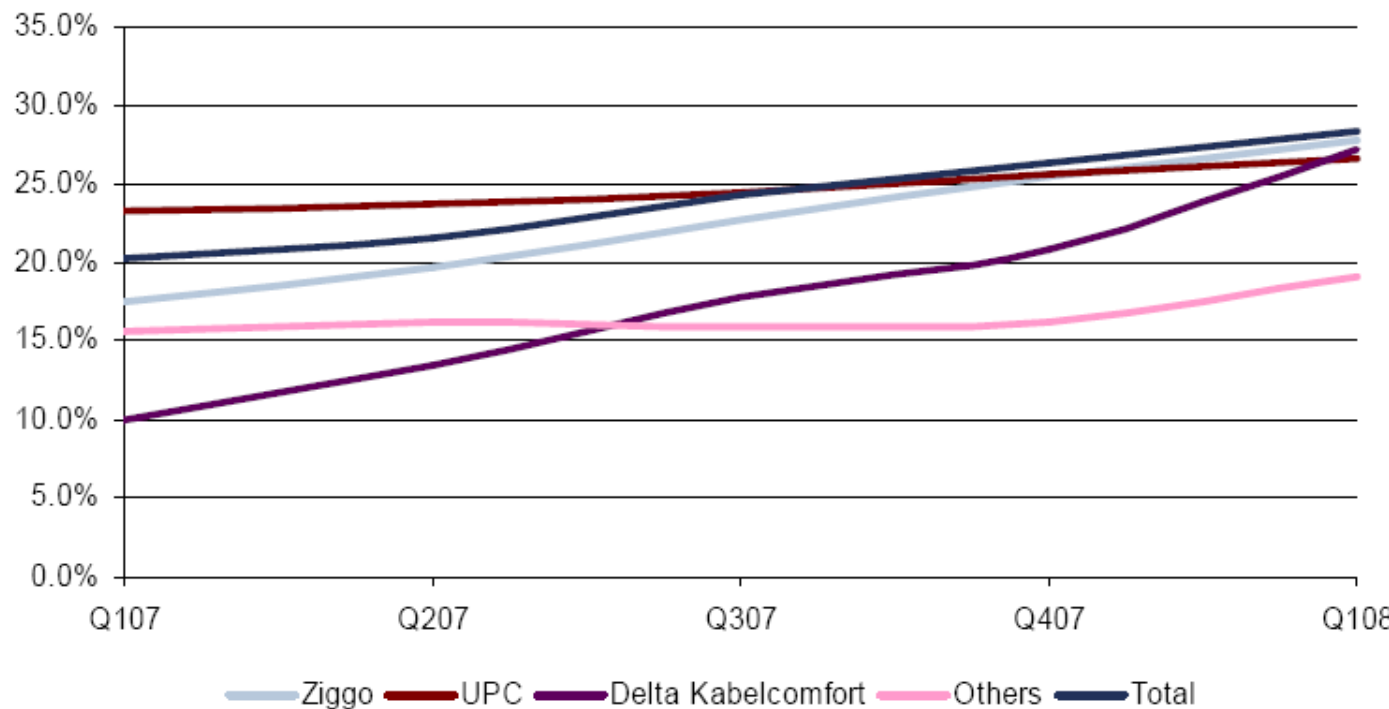
Binnen
digitaal
kabel
dominant,
satelliet
daalt



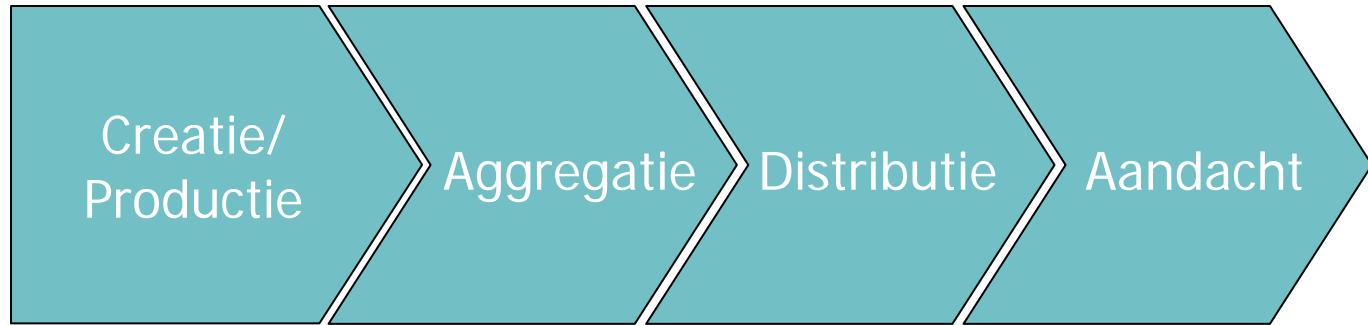
Markt Aandelen (digitaal)



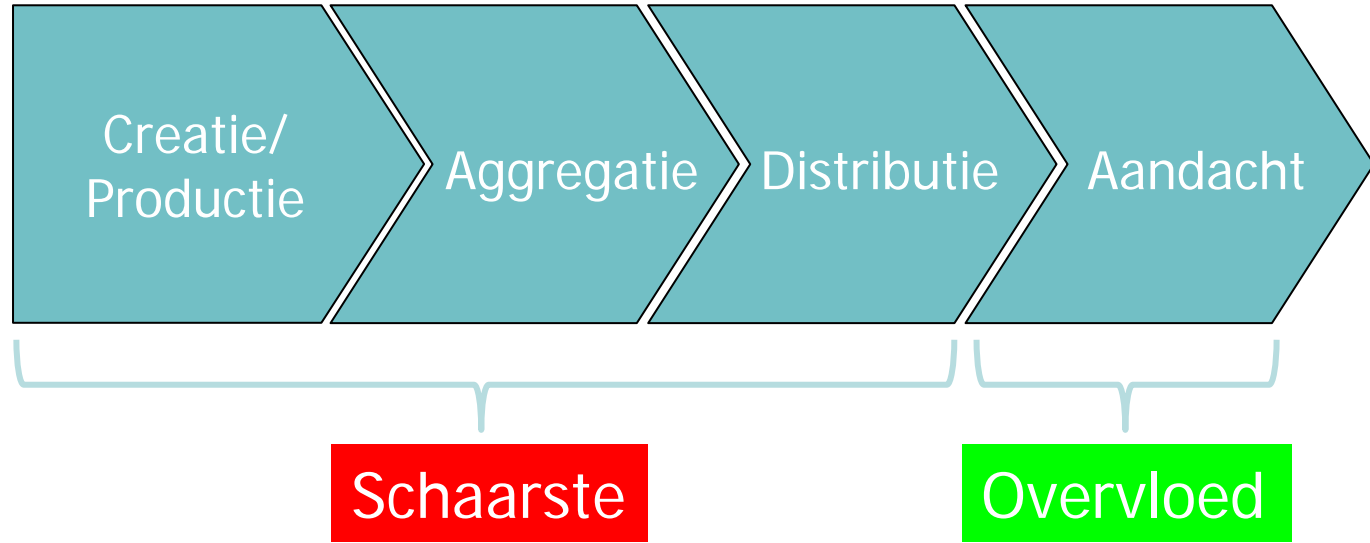
Digitale TV penetratie per aanbieder



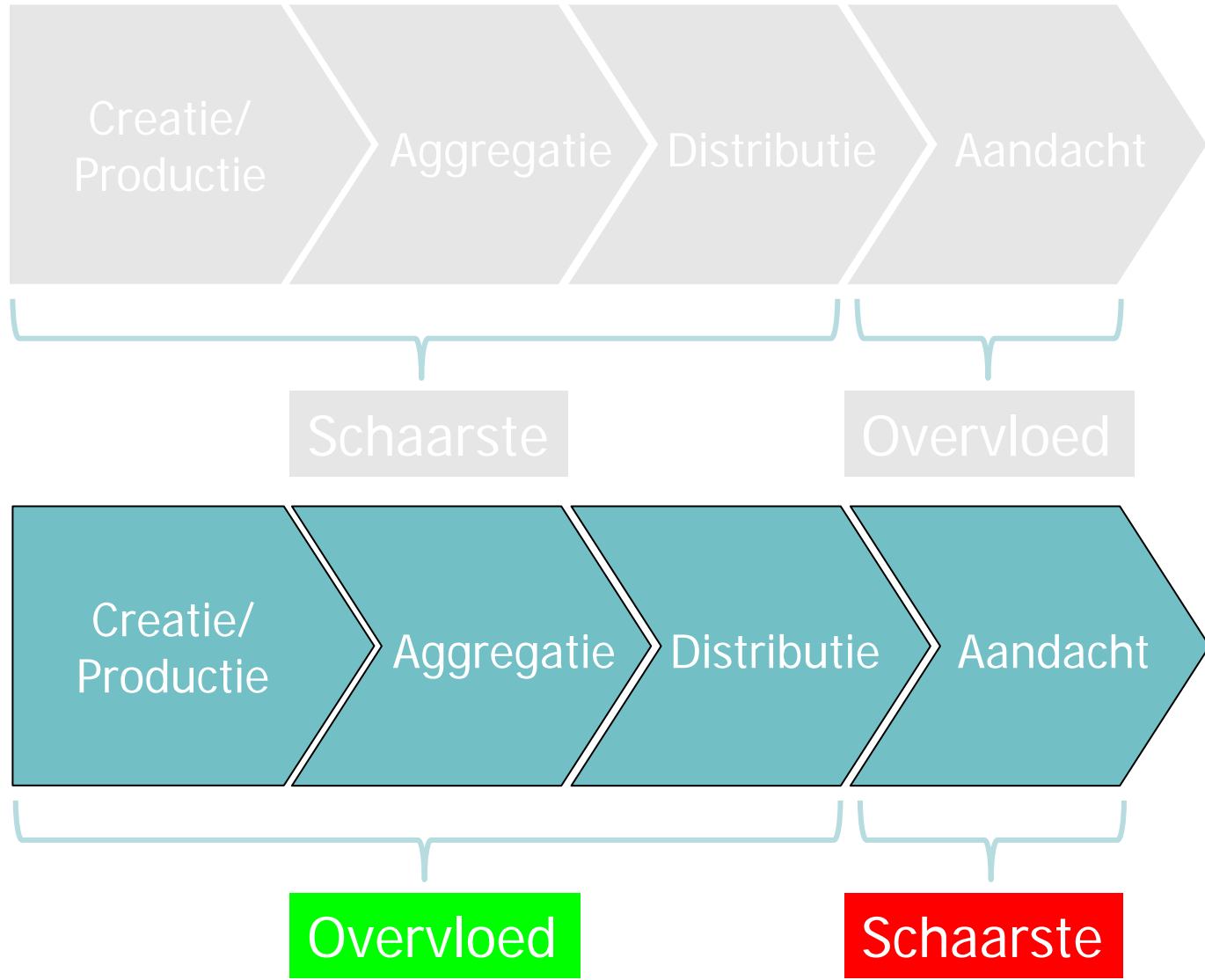
TV waarde- keten



TV
waarde-
keten
1.0



TV waarde- keten 2.0



Wie verdient de aandacht?



Care-TV



Security-TV



Teach-TV



Meet-TV



Movie-TV



Gamble-TV



Finance-TV



Talk-TV



Game-TV



Kids-TV



Quiz-TV



Watch-TV



Me-TV



Search-TV



?-TV



Banken
lopen voor
op met
video
content

Economisch nieuws



Zijn deze stellingen waar?

Laatste aflevering ▶ Alle afleveringen ▶

Kinderen



Bekijk ▶

Mijn Tent is Top



Bekijk ▶

**Postbank
Commercials**



Bekijk ▶

Jongeren



Bekijk ▶

Studenten

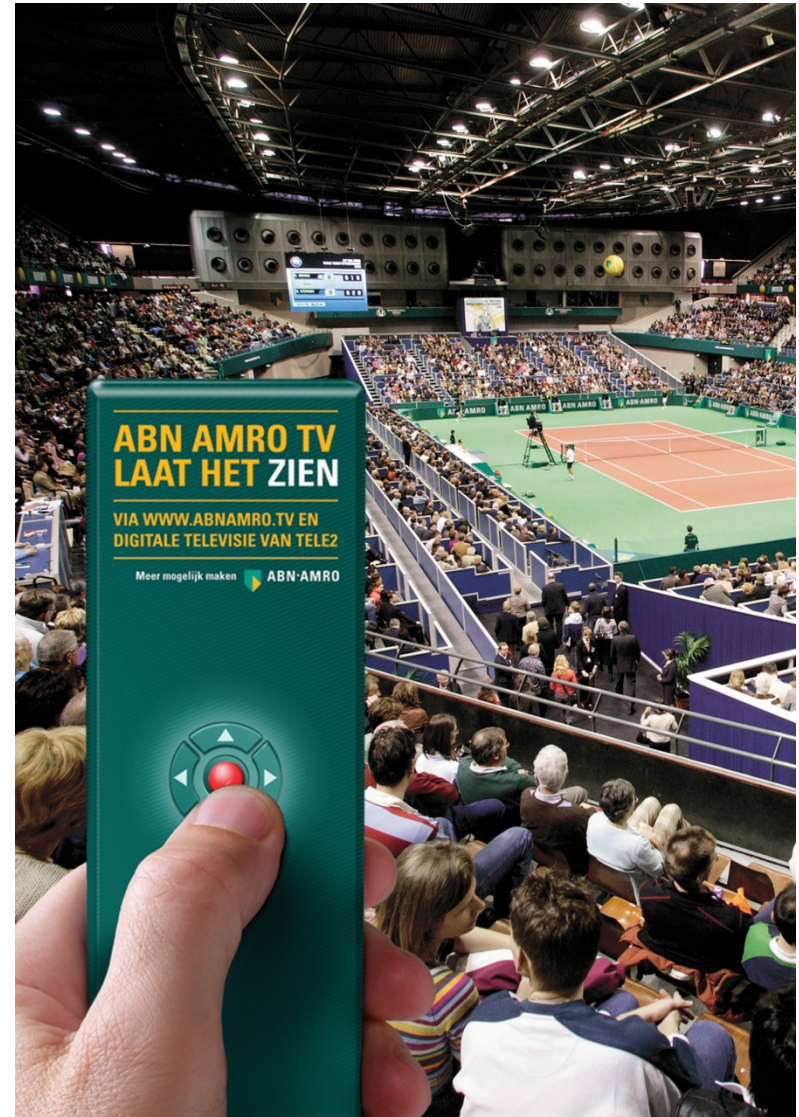


Bekijk ▶

Meest populaire items



ABN AMRO TV



ABN AMRO TV

The screenshot displays the ABN AMRO TV interface. At the top left is the ABN AMRO logo. To its right are navigation buttons for 'Archief', 'ABN AMRO', 'ThemaTV', and 'Mediabrowser'. The main content area features a central video player showing a sports scene with a player identified as '15 EUGENE MAGEE | HGC', '21 years old - Forward'. To the left of the video is a promotional graphic for 'GRATIS BUDDY BIJ EEN STUDENTEN PAKKET' featuring a white penguin-like character. To the right is another graphic with the text 'DOET U UW BETALINGEN NOG STEEDS OP DE POST?'. Below the video player are several small icons and text, including 'ZINN', '13 Aertje Dijk - Loosdrecht', and '12 ERICKE WJCKE | WCC'. At the bottom, there is a horizontal menu with buttons for 'Update', 'Sport', 'Business', 'Lifestyle', 'Best of the Bank', and 'Archief'. Below this menu is a text box that says 'druk op OK om door het archief te navigeren'.

Rabobank Case

David-Jan Janse



> **Particulieren** > Bedrijven > Private Banking

> Inloggen
> Klant worden

Zoeken

Nieuws Vestigingen
Sponsoring Rabobank Groep
Leden English pages
Vacatures Help

Home Internetbankieren Beleggen Producten Advies Klantenservice

- > **Nieuws**
- > Rabobanknieuws
- > Fiscaal nieuws
- > Persberichten

- > Acties en aanbiedingen
- > **RaboTV**

RaboTV



Op deze website vindt u interactieve video's met informatie en advies over onze producten. Wat kunt u zoal bekijken?



Rabo TV-bankieren

Altijd al willen bankieren vanuit uw luie stoel? Dat kan met TV-bankieren, internet op tv, Rabo BeleggersTV en Rabo Sport TV.

> [Bekijk de webvideo TV Bankieren](#)



Rabo Beleggers TV

Kent u Rabo Beleggers TV? Dit journaal voorziet u dagelijks van de meest actuele informatie op beleggingsgebied. Naast handtips en beursinformatie krijgt u hier de laatste ontwikkelingen te zien.

> [Bekijk Rabo Beleggers TV](#)



Rabosport.nl

Wilt u een kijkje nemen achter de schermen van de Rabo-sporters? Kijk dan op Rabosport.nl. U vindt hier nieuwsberichten, videodagboeken en reportages van onze wielrenners, hockeyers en ruiters.

> [Kijk voor nieuws en achtergronden op www.rabosport.nl](#)



Rabo Verplaatsingspakket

Steeds meer agrariërs besluiten hun bedrijf te verplaatsen. Dit complex traject kan enige jaren duren. We denken met u mee en bieden oplossingen op maat.