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John de Mol
President and Chief Creative Officer Endemol
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“Be market leader in providing and exploiting unique experiences. Using the power of TV, internet & mobile, to inform and to entertain.”
Creativity, Critical Mass & Consumer Needs

CREATIVITY
TRY EVERYTHING, KEEP WHAT IS SUCCESSFUL

CRITICAL MASS
FROM 1 TO 21 COUNTRIES

CONSUMER NEEDS
250 MILLION VIEWERS PER DAY!
Adoption Of Technological Changes

“Endemol aims to generate revenues with today’s technologies and to maintain flexibility to adopt tomorrow’s changes.”
The Natural Aggregator

“Television plays the role of a natural aggregator, giving the audience a ‘lead’ towards the possible usage of new features or services.”
Convergence vs Divergence

FORMAT: 1 against 100

- Int. Tv success
- Internet game
- SMS game
- GPRS game
- Gaming machine
Primetime to Lifetime

“Starting point is our powerful position on the television platform. From there we expand existing formats with other platforms, each with a specific business model.”
Changing Advertiser - Consumer Relation

“Our new applications will be addressing a different share of the consumer’s and advertiser’s budget.”

Year 2000: European advertising spend €128 billion

Source: FEDMA & Zenith Media
Expanding Experiences

Expand Creativity, Critical mass and understanding of Consumer needs

Adopt technological changes to directly generate revenues

Use TV as aggregator to provide consumers with lead to new applications

Enable existing and new formats with interactive products

Focus on quality of contact and effectiveness, from primetime to lifetime

Improve advertiser - consumer relationship by developing applications