

# THE WINNERS WILL BE THE



**UWE SCHNEPF**  
Director for new media  
at German company,  
Nacamar.

"The winners will be those who can develop the most flexible business models, and that requires a major transformation," insists Uwe Schnepf, the director for new media at German company, Nacamar.

He points out that the download market will be very large for local radio and TV stations in Germany, but it will require a change of attitude to get things moving.

"It is a completely new market, which is very significant but the sales departments at local stations, who have a major say, are typically a little conservative and not very interested in new business models. They are quite simply scared of losing turnover if their listeners spend their time listening to downloads instead of the radio station. As a consumer it is ideal, but the stations are afraid of losing customers to iTunes and such like," says Uwe Schnepf.

And he has his finger on the pulse of many customers for, amongst others, HR 60 internet radio providers like Radio Energy, Hamburg and Schleswig Holstein.

"The radio stations have an excellent opportunity to set up a dialogue with their listeners and create new busi-

ness with them via download. The synergy element is substantial, but the development has only just begun and the actual breakthrough will only happen in 2008," says Uwe Schnepf.

He adds: "The key to a real breakthrough is to offer music without DRM, for the limitations it imposes are too great for the customers."

Uwe Schnepf estimates that EMI's initiative in eliminating DRM could lead to customer acceptance and give the industry a chance, if prices are set correctly. But the price of the music has to be set correctly because it is so easy to copy digitalised music and he sees an obvious danger in it being given away. Different models of payment need to be evaluated.

"The ITTV network can also deliver music and, for example, sell access to 100,000 tracks at a flat rate. I have to admit, however, that Napster has not been successful with that model. Or one can offer access to 300 films monthly for 10 Euros. A static, monolithic solution isn't going to work. Flexible digital service providers like are needed," says Uwe Schnepf.

THE DOWNLOAD MARKET  
WILL BE VERY LARGE  
FOR LOCAL RADIO AND  
TV STATIONS  
IN GERMANY

# FLEXIBLE ONES

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