

## Brainstorm Ideas

Here are a number of problems that the Digital Media Industry is facing. You can choose to brainstorm solutions to one of these problems or pick your own subject.

### Technical problems

#### Quality versus bandwidth

What systems could improve the data quality (voice/picture) of VOIP and internet TV? What are the market constraints? E.g. wireless broadband, shift towards wide screen large TVs that require high definition.

#### Delivery platforms - managing the user experience

What systems can we develop that optimise the platforms for content delivery across service providers and especially across devices?

### Business problems

#### Legal constraints with digital assets

How can we protect consumers/suppliers from litigation when supplying or sharing digital music (and other digital assets) that are under copyright? What are the market constraints? E.g. copyright owners' litigation, market dominance of iTunes.

#### Data costs - mobile and online

How can we reduce the cost of mobile internet in order to grow the industry? Consider the challenges of growing demand for affordable video services to mobile devices and the limitations of the existing models e.g. free online distribution with YouTube? What new business models can be developed?

### Content problems

#### Visualisation

What tools can we develop that assist with the visualisation of data and allow the user to interact with the data? This could include any data from text, numbers, music, video etc. How can we improve the usability of 3D?

#### Mobile social media

How can social media (i.e. facebook / twitter) evolve to work effectively on mobile phones? What business models will work with mobile delivery of social media?

#### Location based services

How can we enhance the usability of mapping and virtual globe services? How can content providers make better use of these platforms? Consider the implications of the high penetration of GPS technology within mobile devices.