



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

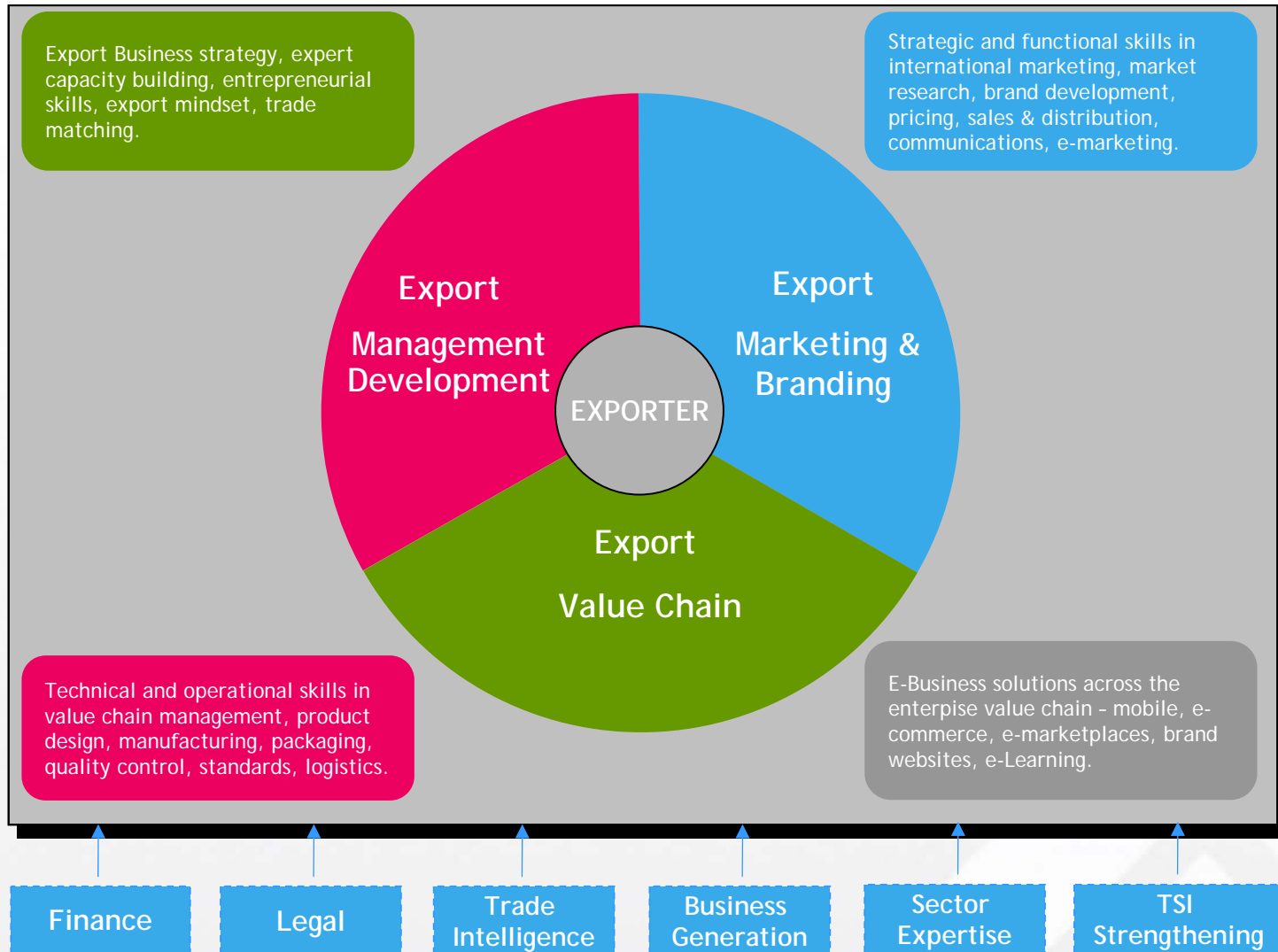
ICT-Based Business Opportunities

How the internet can contribute to the diversification of SME exports: the case of digital contents

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Enterprise Competitiveness Section



ECS - Builds Capacity and Delivers Export Advisory Solutions



What are « digital contents »?



... and music!



Exploring new opportunities!

TECHNICAL
PAPER

DIGITAL CONTENT: TRADE IN SOUNDS

NON-TRADITIONAL EXPORT OPPORTUNITIES
FOR DEVELOPING COUNTRIES



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Seven countries surveyed

Senegal, Serbia, Kyrgyzstan:
web promotion (streaming),
aggregators, OMS, but not
mainstream.



Mali & Tajikistan: no real
usage of web or mobile
Marketing, isolated efforts
To access global markets



Brazil & India: despite piracy ,
dynamic market,
local leaders, « white label »
platforms



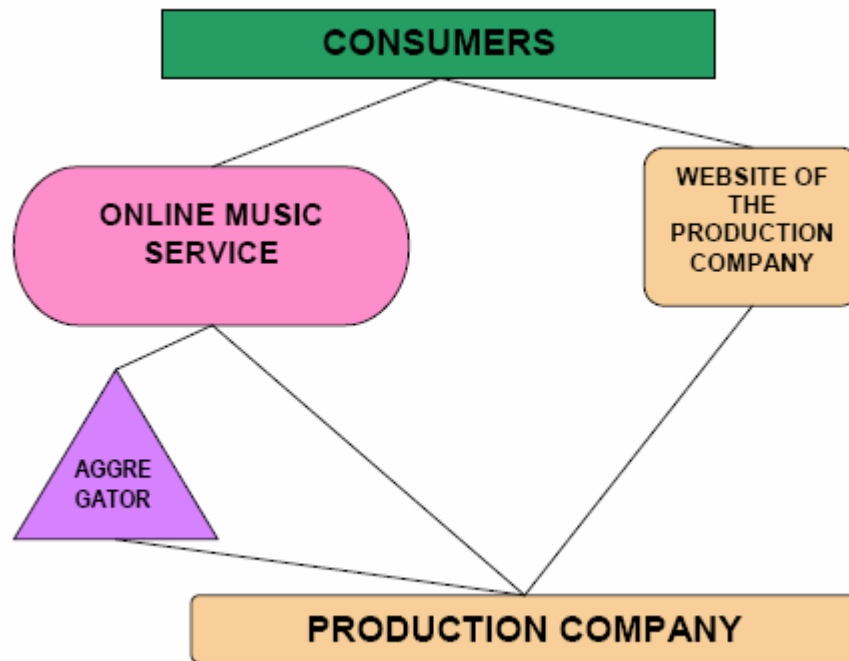
... and music is going mobile...

1 out of 2 digital tracks is sold over mobiles...

... Nokia's « Comes with music » leading the way...



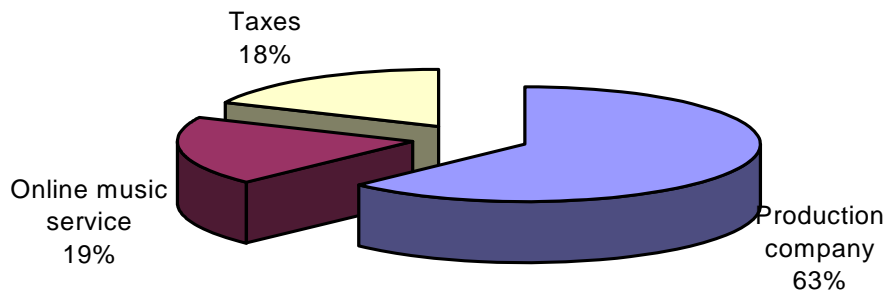
With new players in the value chain...



New intermediaries and new consumption patterns.

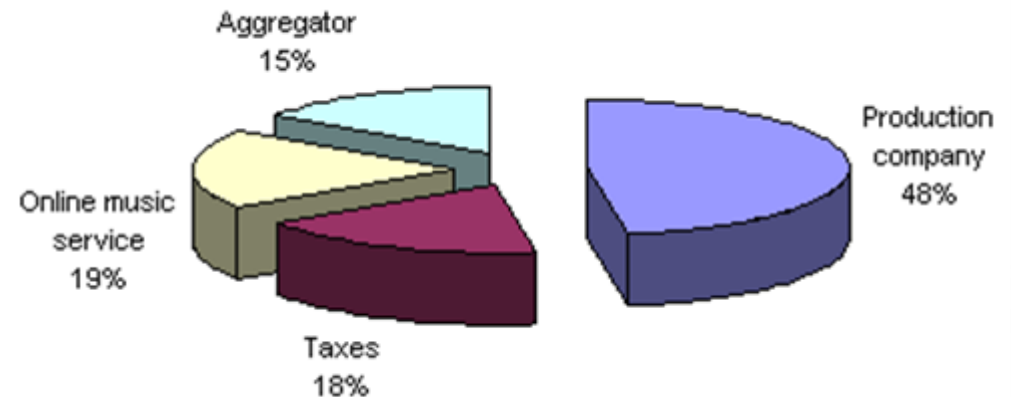
From « buying music » to « music access »

... and a new way to share value...



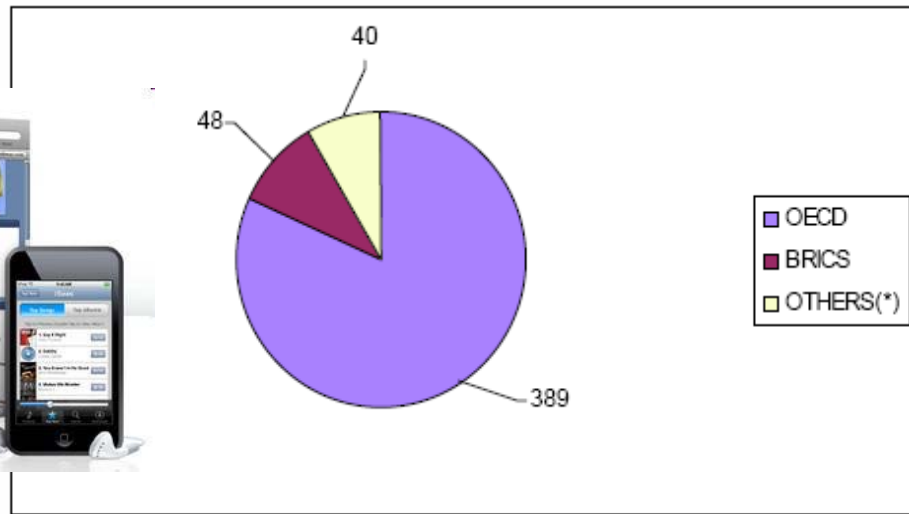
Dealing directly with Online music stores **generates more profit**, but requires an attractive **portfolio** and more **technology** involvement

Aggregators are easier to approach, but are not always able or willing to promote all of their portfolio equally.



What is the impact on the music industries?

Online music stores are mushrooming...



(*) Argentina, Bulgaria, Chile, Cyprus, Estonia, Latvia, Lithuania, Malaysia, Malta, Monaco, Philippines, Singapore, Slovenia, South Africa, Taiwan, Thailand. Source: IFPI

Challenges.... and opportunities



Piracy **is not a hurdle**
Marketing online to generate revenues



How can ITC help?

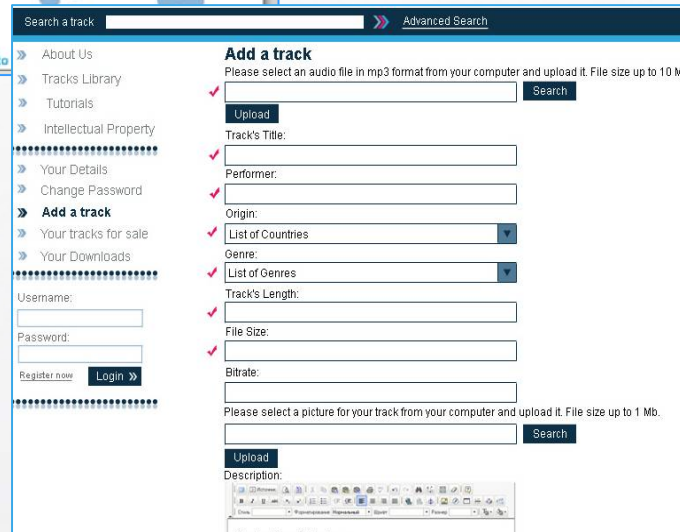


CAPACITY BUILDING

- A two-day training course
- Support materials: manual + online platform

BUSINESS ADVISORY SERVICES

- Market linkage with major online distributors



How can governments help?

1. Establish links with the SMEs involved in the business of producing and selling « digital contents »
2. Integrate « digital contents » in public strategies, including in national export strategies
3. Support the related SMEs with an enabling legislative environment... and tax breaks
4. Support the creation of dedicated business incubators and technoparks

Thank you!

For more information:
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