

# Original

2016. 8

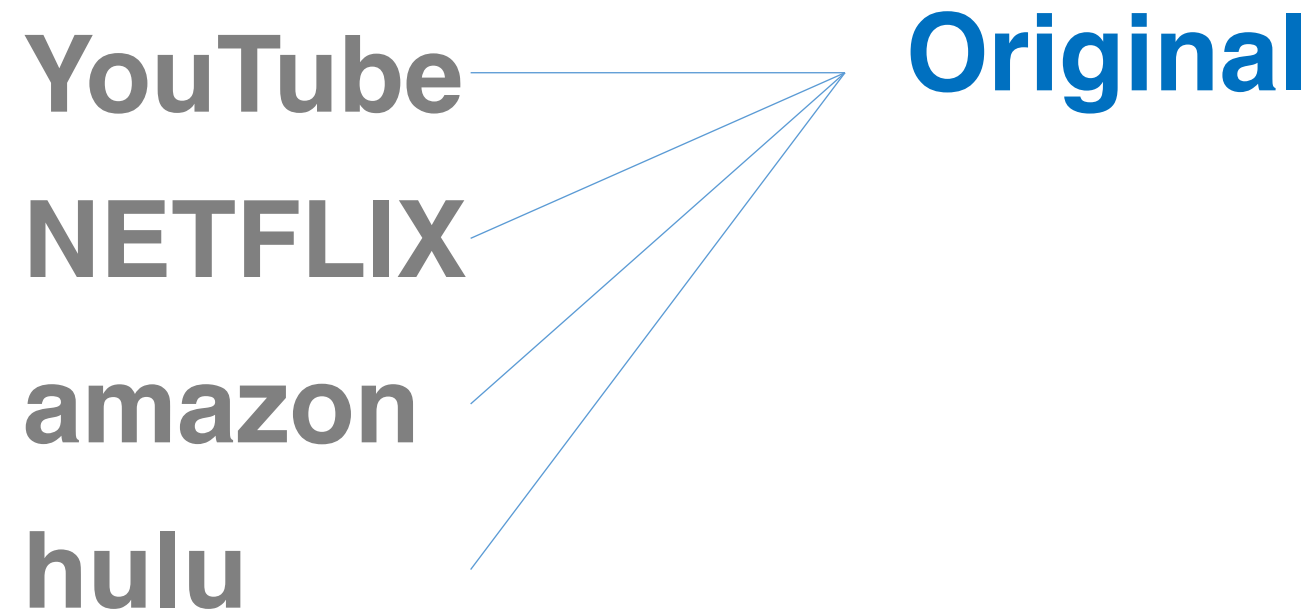
조영신

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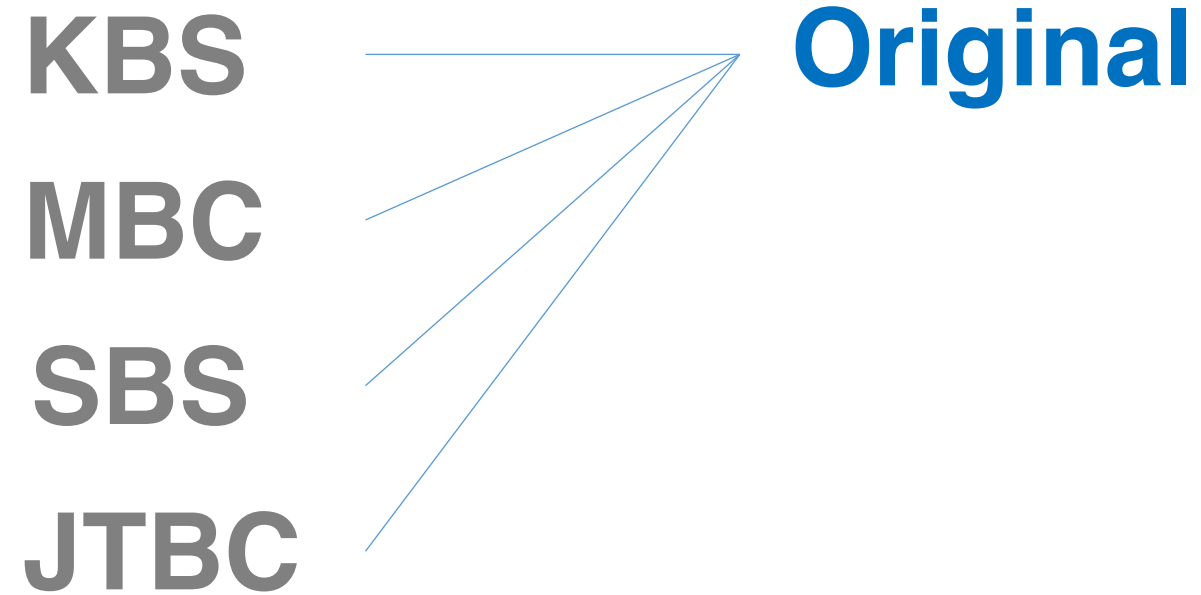
**Concept**

# Original

1. *archaic* : the source or cause from which something arises; *specifically* : [ORIGINATOR](#)
2. **a** : that from which a copy, reproduction, or translation is made  
**b** : a work composed firsthand
3. **a** : a person of fresh initiative or inventive capacity  
**b** : a unique or eccentric person



**Any Commons?**



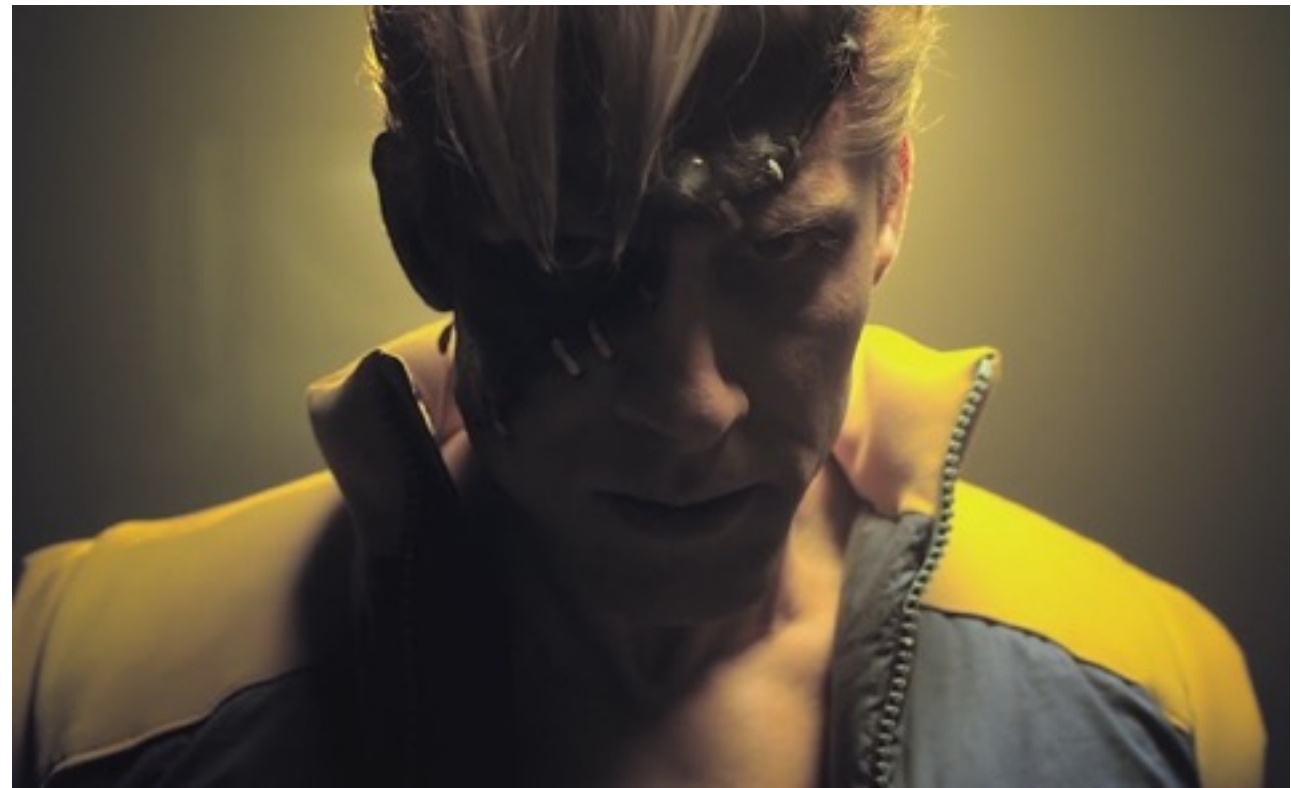
?



**Any Difference?**



## Machinima Reveals First Original Series 'Street Fighter: Resurrection' For Verizon's Go90 Platform



# What about **Native Content**?

*one's native land. native ability. a native New Yorker.*

## Digital Natives vs. Digital Immigrants

**Native advertising (to/of)**

*Optimized (to/for)*



# Original은 플랫폼 사업자의 언어다

& **Why**

**You Tube** • 21.60B  
• 3rd

**d** • 344.80M  
• 124th

05

06

07

08

09

10

11

12

13

14

15

16

**NETFLIX** • 1.30B  
• 33th

**vimeo** • 205.10M  
• 148th

**hulu** • 122M  
• 174th

**twitch** • 511.10M  
• 82nd

**Ustream** • 19.10M  
• 2,802nd

**YOU NOW**  
• 16.70M  
• 1,868th

**Vine**  
• 38M  
• 1,289th



• 38.40M  
• 1,306th

**f LIVE** • 27B  
• 1st

**periscope** • 133.20K  
• 281,209th

**go90** • 506.70K  
• 91,623th

**WATCHABLE** • 170.40K  
• 245,218th

**Vessel** • 2.60M  
• 20,887th

# How do you differentiate your platform?



# Celebration of online Video

- Clear
- Promising
- Celebrity

- Value
- Advertising
- New territory

- Biz Model
- Branded C

- Interaction
- Community
- Connecting

- Diversity
- Redefining
- Alternative

- Keep Change
- Brands
- Influencer

- Original
- Live
- Global



1.0

2.0

3.0

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# Competition b/w platforms

If everything goes well

**Original Content = IP**

**IP = More Money?**

**Globalization**

**More Input**

**Disruption**

**Take  
Over**

내가 서 있는 자리  
그가 서 있는 자리

”