



Multimedia Technology Trends

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Agenda

- ◆ CyberLink Profile
- ◆ Multimedia Trends
 - From Analog to Digitized
 - From Fixed format to Ubiquitous
 - From Controlled to Democratized
 - Media actually can be Social Tool
- ◆ Consumer Media Format Evolution
 - Consumer Video Paradigm Shift
 - Premium Content
 - User Generated
- ◆ Social Media Evolution
 - Device Media
 - YouTube, Facebook, Flickr, Instagram, Pinterest
- ◆ Conclusion