



Lincoln Crowne & Company

Strategy Mergers Acquisitions

Breakfast Briefing

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Lincoln Crowne & Company

Strategy Mergers Acquisitions

The Evolution of Digital Media in South Asia



Lincoln Crowne & Company Services

Strategic Advisory Consulting

- Market entry strategy (local & cross border)
- Organic growth strategies
- Independent research
- Business review and analysis

Corporate Advisory Services

- Merger & Acquisitions
- Corporate Finance
- Strategic Due Diligence
- Deal Structuring
- Independent Advisory & Corporate Governance





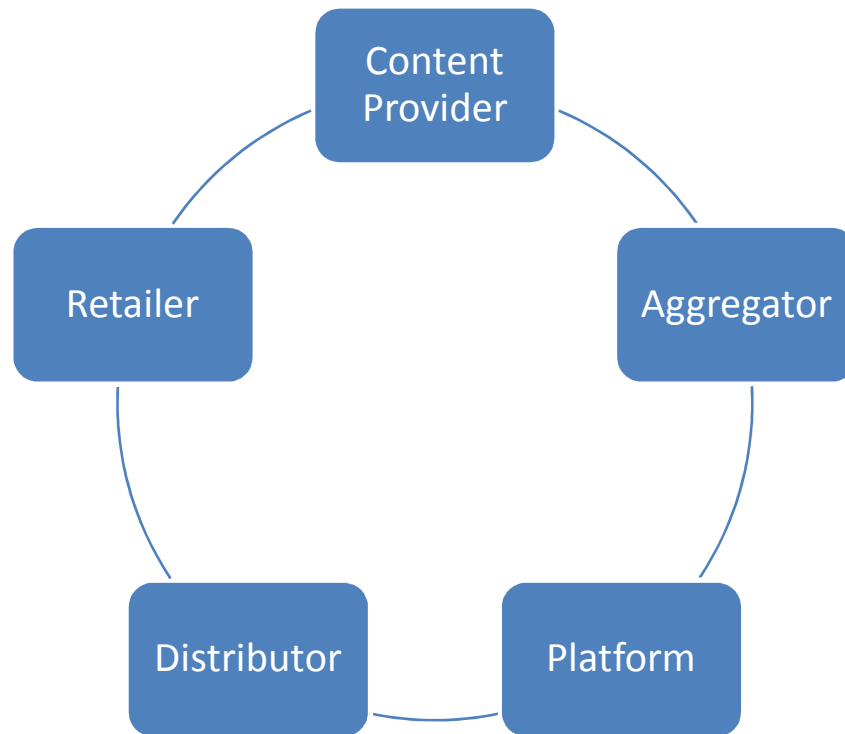
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Strategy Mergers Acquisitions

Deal Structuring within New Media Expansion



Ecosystem



More fragmentation

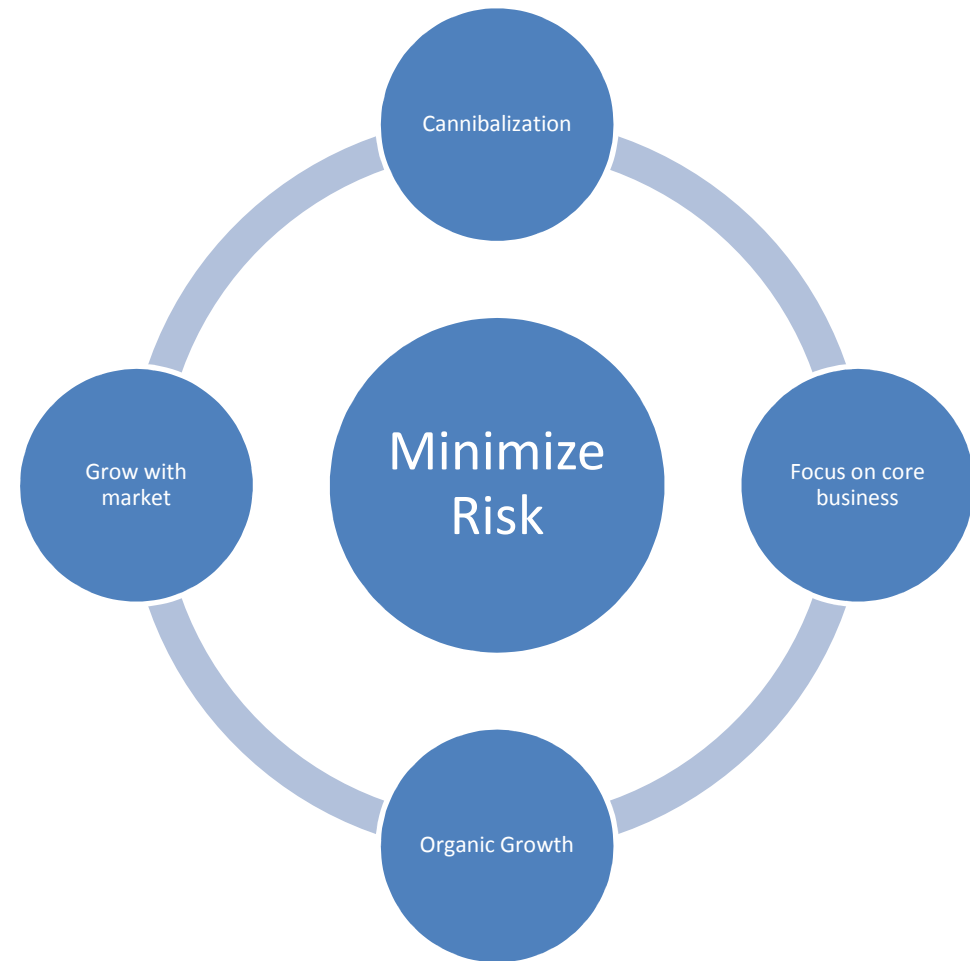
More ways to leverage the one asset

Single point operators (specialists)

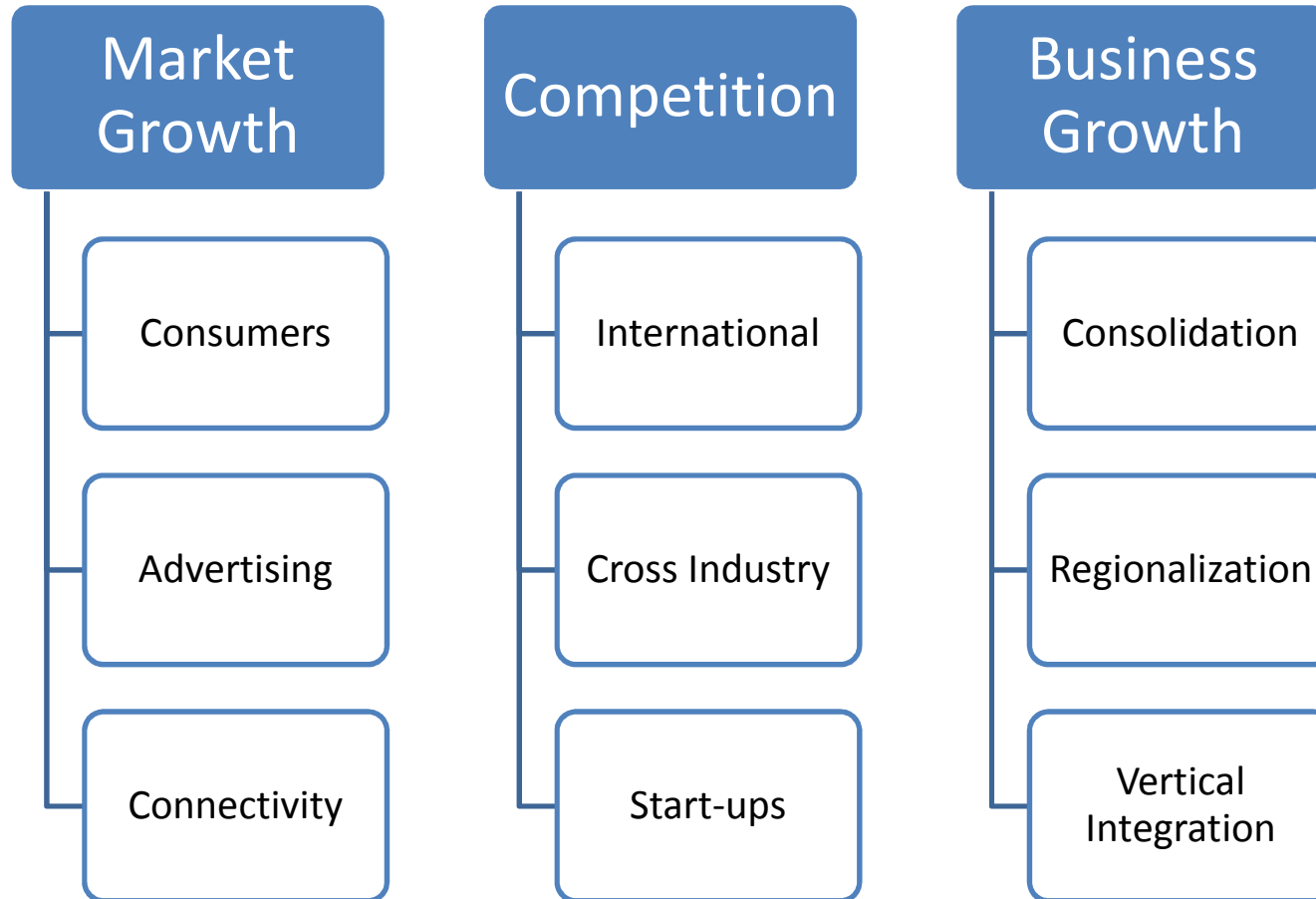
Crossover operators (parties with businesses in each segment of the ecosystem)



Industry Participation & Past Drivers



Strategic Drivers of Current Deals



Deal Structures

Content

- Exclusive – Fee + revenue share
- Non-exclusive – Revenue share

Aggregation

- License (base fee)
- Revenue Share

Platform

- License
- Revenue Share
- Develop

Distribution

- Acquire & Sell (Arbitrage)
- Revenue Share



Approaches to Corporate Deals in South Asia (Digital Media)

