

# Helio

## DO DISRUPT

“Change the status quo or become it”  
Mark Shayler

**Inga Alike-Stroda**  
Helio Entertainment and Media  
business Director, Tet



Today:

# Entertainment and Technology company





## Technology Brand

### Data Centres:

Cloud Services  
Virtual Platforms

Media Data CLAARA

IT Solutions

### GDPR Consultations

Tet Electricity

Technology

Internet for Work



## Entertainment Brand

### Helio Media

Contents (360TV, STV, Broadcasts)  
Advertisements

Local Content

Baltic eSports League

HyperTown RIX, TLL

### Helio iTV

Helio vTV

Shortcut

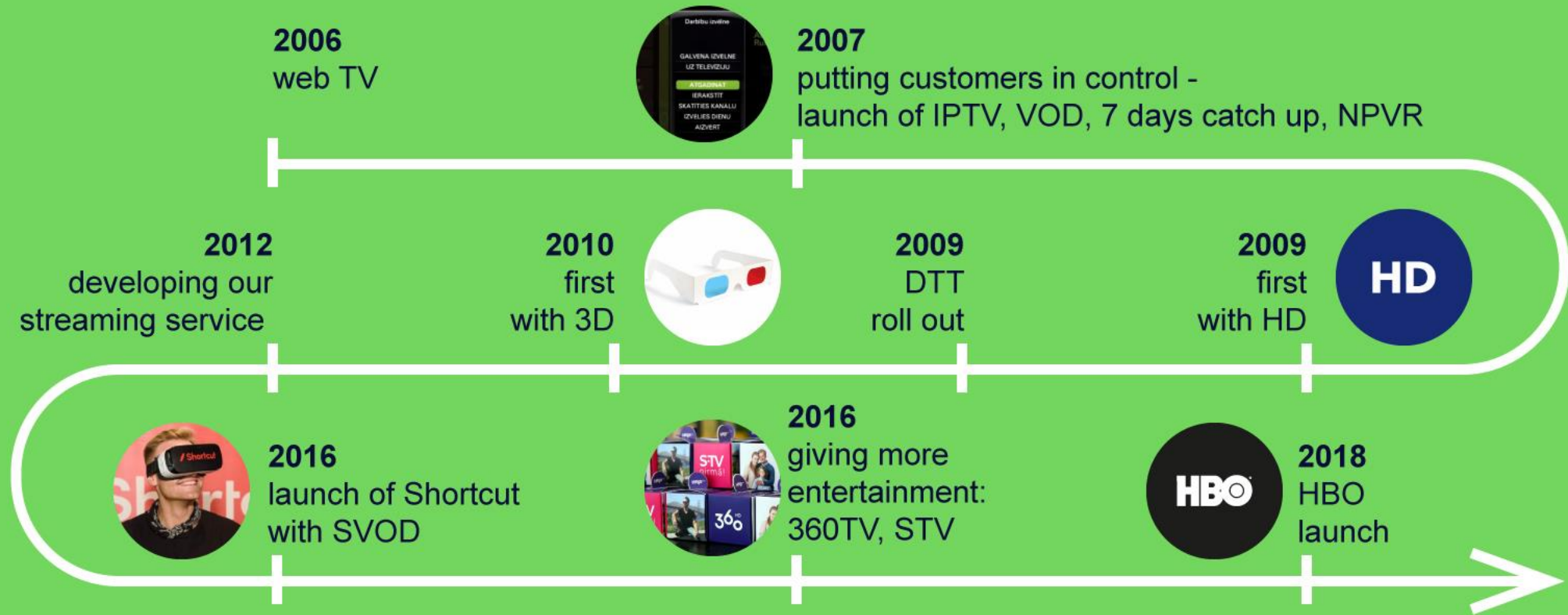
Internet for  
Entertainment

# Tet in short

- Shareholder structure – 51% state, 49% Telia Company
- #1 in TV
- #1 in BB
- ~1700 employees
- 212m EUR turnover in 2018
- 10% of turnover coming from export markets

A large, white, three-dimensional Tet logo is displayed against a blue background. The logo is composed of thick, rounded letters and is mounted on a dark, reflective base. The background consists of a grid of blue squares, suggesting a wall or a screen.

# Heijo



# Heljo

The world  
in disruption



# Solving customer pain points is what helps to stay in the game

**NETFLIX**

Did not kill Blockbuster.  
Ridiculous late fees and  
limited availability did.

**UBER**

Did not kill taxi business.  
Limited taxi access and fare  
control did.

 **airbnb**

Did not kill hotel industry.  
Limited availability and pricing  
options did.

**amazon**

Did not kill other retailers.  
Bad customer service and  
experience did.

 **Spotify®**

Did not kill the music industry.  
Being forced to buy full-length  
albums did.



**Shortcut**

Next generation will know the world only in the digital space



# Hejjo

Enjoy the silence



75 Years



38 Years



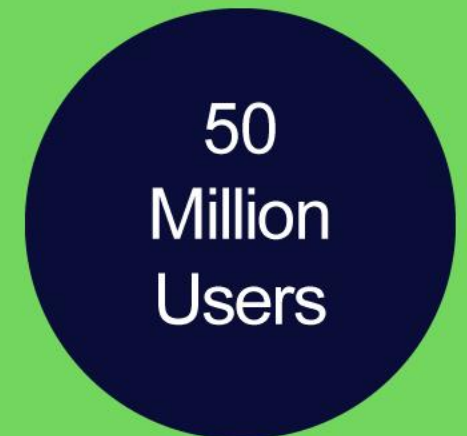
4 Years



8 Months



19 Days



# Life expectancy and life cycle of products are becoming shorter

“As a successful scaled company, you cannot run the ship the way you used to. You’ll get run over by a swarm of startups.”

Scott Cook, Founder Intuit

External uncertainty:  
S&P 500 life expectancy



# Media & Entertainment is the most disruptive industry today

## Top 5 industries at risk of disruption

- Media & entertainment
- Transportation
- Financial services
- Education
- Insurance

Source: CB Insights: State of Innovation Report 2018

How at risk is your company of disruption by emerging technologies and companies?

EXTREMELY AT RISK	9%
VERY AT RISK	32.4%
MODERATELY AT RISK	41.4%
SLIGHTLY AT RISK	13.4%
NOT AT RISK	3.8%

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Disruption on several fronts, simultaneously



Consumer behaviour



Competition



Technology

# Heljo

## Our strategic focus areas



R O  
O M

# Hejo

German national  
football team  
2014



# Heijo

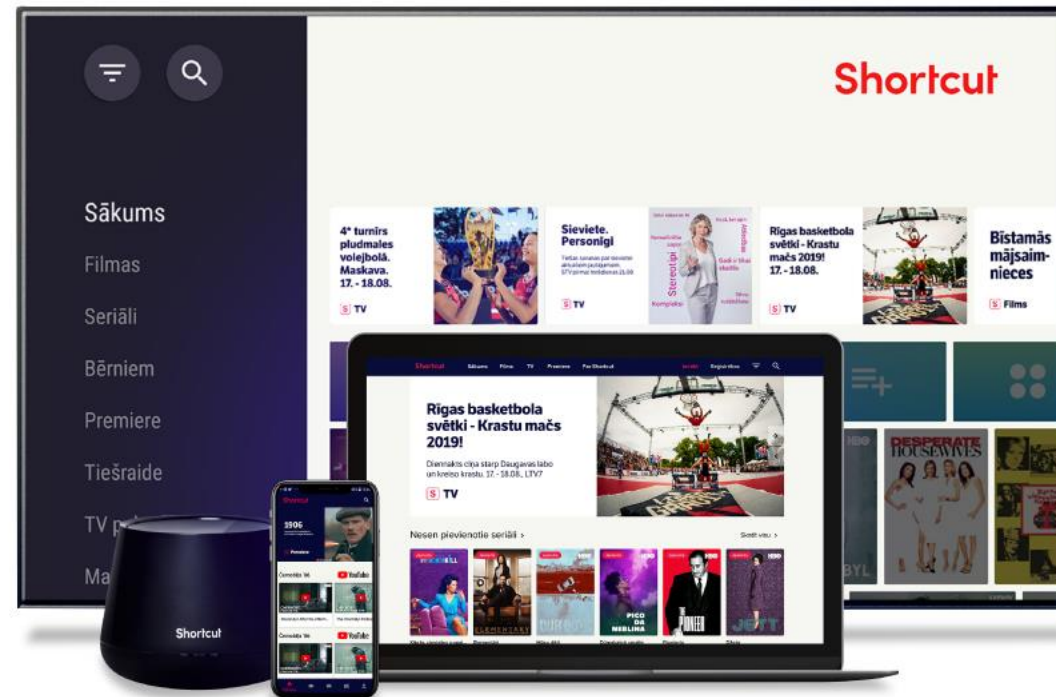
German national  
football team  
2018



# Heijo

## Shortcut

#1 OTT in local market

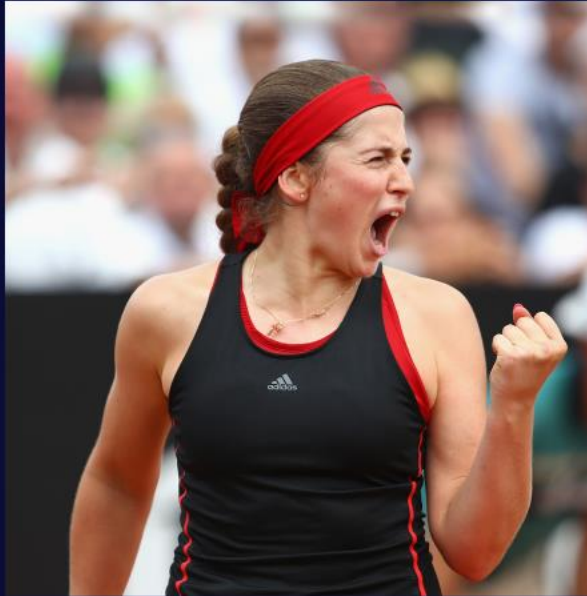




# We entertain with best content



**In-house production  
& local movies**



**Sports**



**HBO**

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# Helio Media production



# Heļo

## Local movies: the most popular



# Hejio

## Worlds best TV series: HBO



# Heļo

Case study:  
streaming  
vs. cinema

AINĀRS ANČEVSKIS

JURIS KAUKULIS

IMANTS STRADS



# KLASES SALIDOJUMS

KINOTEĀTROS NO 14. FEBRUĀRA

# Heijo

## Case study: streaming vs. cinema

### News:

«Scandal in Latvian film industry - biggest cinema "Forum Cinemas»: refuses to show Eķi's new movie "Class Reunion"»



13. February, 21.53  
Skandāls Latvijas kino - "lielākais kinoteātris "Forum Cinemas: atsakās rādīt Eķa jauno filmu "Klases salidojums"

No SIA "Forum Cinemas" pārvaldītā kinoteātra "Kino Citadele" repertuāra izņemta komēdija "Klases salidojums" un multfilma "Lote un pazudušie pūķi", to skaidrojot ar faktu, ka filmas pirms izrādīšanas kinoteātros bijušas skatāmas citās platformās, vēsta raidījums "LNT Ziņas".

**“Leaders seeking innovation must be open to what it might be, not just what it is.”**

Roger Martin