

# Impact of Globalization and Digital Media on Investment Banking



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*Changing the Face of Investment Banking*

# *WWW Cross Currents*

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- Recruiting
  - NFL Draft / College Grads
- “Dot-com Boomerang”
- Investment banking vs. e-tailing

*More than a  
“Digital Sales Channel”*



# *Shifting Economy?*

- Old Line Industrials versus New Age WWW
- Dynamic Technologies Converge on Investment Banking
- No Geographic Boundaries

*It's all about Connections!  
Hardware & Online Users*



# *Two Diverging Trends*

Many  
Unanswered  
Questions

*Business as usual?  
Too late for that.*



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# *Intellectual Capital*

*Yesterday's*  
Hard Assets vs. *Today's*  
Intangibles

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*Real Estate,  
Bricks & Mortar*

*Intellectual  
Properties*



# *Intellectual Capital*

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- **A New Value for the Digital Age**
  - proprietary architectures
  - electronic databases
  - patents
  - trademarks
  - branding



# *Techno-Dynamics*

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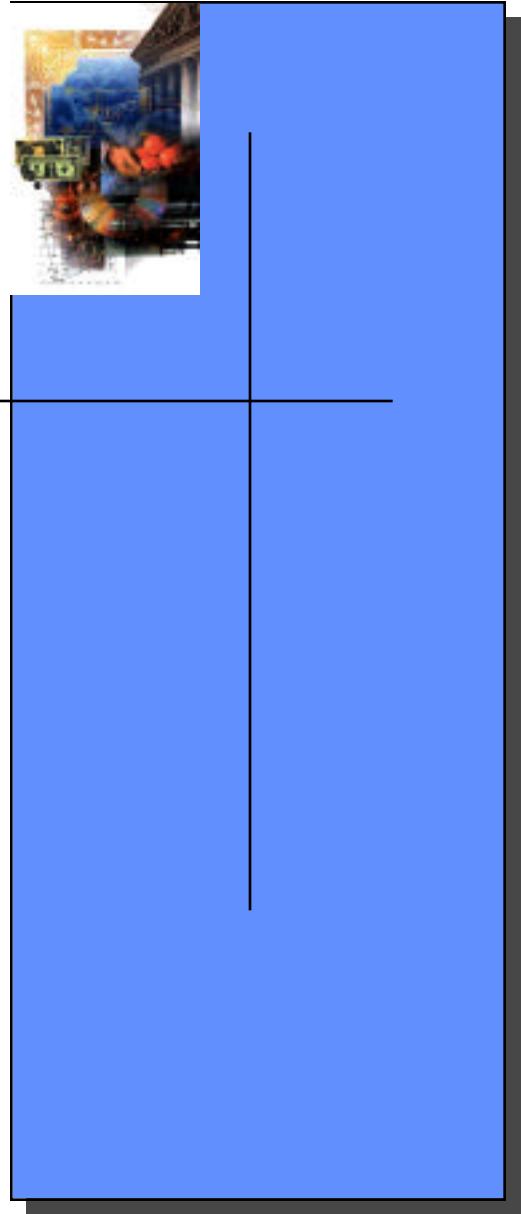
- Connectivity/Globalization
- Broadband Expansion
- Converging Technologies
- Internet Time, 24 x 7

*Far Reaching Implications  
for the Information Age*



# *Techno-Dynamic #1*

# *Connectivity*



- Year 2003 - over 500 million internet users worldwide\*
- Underlying force driving change
- It's a “Wired World”

*Fueling Globalization*



\* First Data Corporation

# *Next Generation Connectivity*

- Explosion of **single functionality** micro-chips
- From Web-enabled appliances to fashion apparel
- Multiple languages

*Technology has no boundaries*



## Techno-Dynamic #2

# Bandwidth Expansion

*“Bandwidth is to the networked economy what coal and steel were to the Industrial Age.”*

- T. Jenkins  
Market Research, TeleChoice Inc.

**The raw material  
spurring growth in digital age**



## *Speed of Delivery*

# *Bandwidth Expansion*

- Faster Connections
- Faster Downloads
- Affords media-rich, interactive content

- *Currency of New Internet Economy*
- *Primary Communications Tool of the World Economy*

(Bandwidth)  $n$ :

1. amount of data a network can transport in “x” time
2. capacity for rate of transfer, usually expressed in bits per second



# *Broadband Expansion*

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- Fiber Optics increases speed and reduces prices
- Commodity Trading
  - New York Mercantile Exchange
  - Evaluating Potential as Futures Contract



## *Techno-Dynamic #3*

# *Converging Technologies*



- Portable Data devices outselling computers 3 to 1, may replace computers in 10 years\*
- Palm VII Handheld Computer
  - 50,000 Software Developers
- Wireless Application Protocol
  - Data-rich Wireless Phones

***“Internet On The Go”***



\* Wired Magazine, PC's For Wireless Wandering, 2/16/00

## *Techno-Dynamic #4*

# *Internet Time*

- Major cultural shift
- USA phenomenon
- Telecomputing explosion
- Need to be connected / “in touch”

***24 x 7***  
*collapsing time & space*



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# *Impact on Investment Banking?*

- “Click here” economy eliminates middleman across industries
- WEB levels playing field - presents opportunity to “unlock” the doors
- Electronic Global Investor Network

*Opportunity to reinvent  
your business*



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# *Converging Media Technologies*

- Data
- Video
- Audio
- Webcasting:
  - digitized audio and video streaming
  - live or archived / on-demand

*Marketing Driven Opportunities*



# Webcasting

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- Large Global Audience
- Thousands of simultaneous users
- Few end-user needs:
  - standard PC
  - sound card
  - streaming media plug-in

*Interactive / Real Time Q&A*



# VistaWEB® Broadcast Channel

- Live and On-Demand Webcasts
- Dynamic Multi-media
- Original & Syndicated Programming
- 10 high-tech industries
- Interviews & Panel Discussions:
  - Technology, Business & Financial Experts
  - University Incubator Programs



# *“Meet Ananova”*

## *Cutting Edge Digital Media*



Cyber News Caster

“Ananova”

3/D & 2/D  
Virtual Worlds



Synthetic Humans/  
Animaton & Motion Analysis

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# VistaWEB<sup>®</sup> IPO

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## IPO Spotlight™:

- 3/D, 2/D Beta Technology Presentation
- Download Prospectus
- Online Stock Purchase
- Webcasts
- Press Room
- Virtual Conference Center
- Marketing Spotlight





*“ stay ahead  
of the curve  
and reinvent yourself ”*

