

# The new multimedia communications environment : a turner perspective

McGuirk, Bryan

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McGuirk, B. (1996). The new multimedia communications environment : a turner perspective. In AMIC Conference on Asian Communications: the Next Twenty-five Years, Singapore, Jun 1-3, 1996. Singapore: Asian Media Information and Communication Centre.

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**Paper No. 37**

# The New Multimedia Communications Environment

A Turner Perspective

Bryan McGuirk

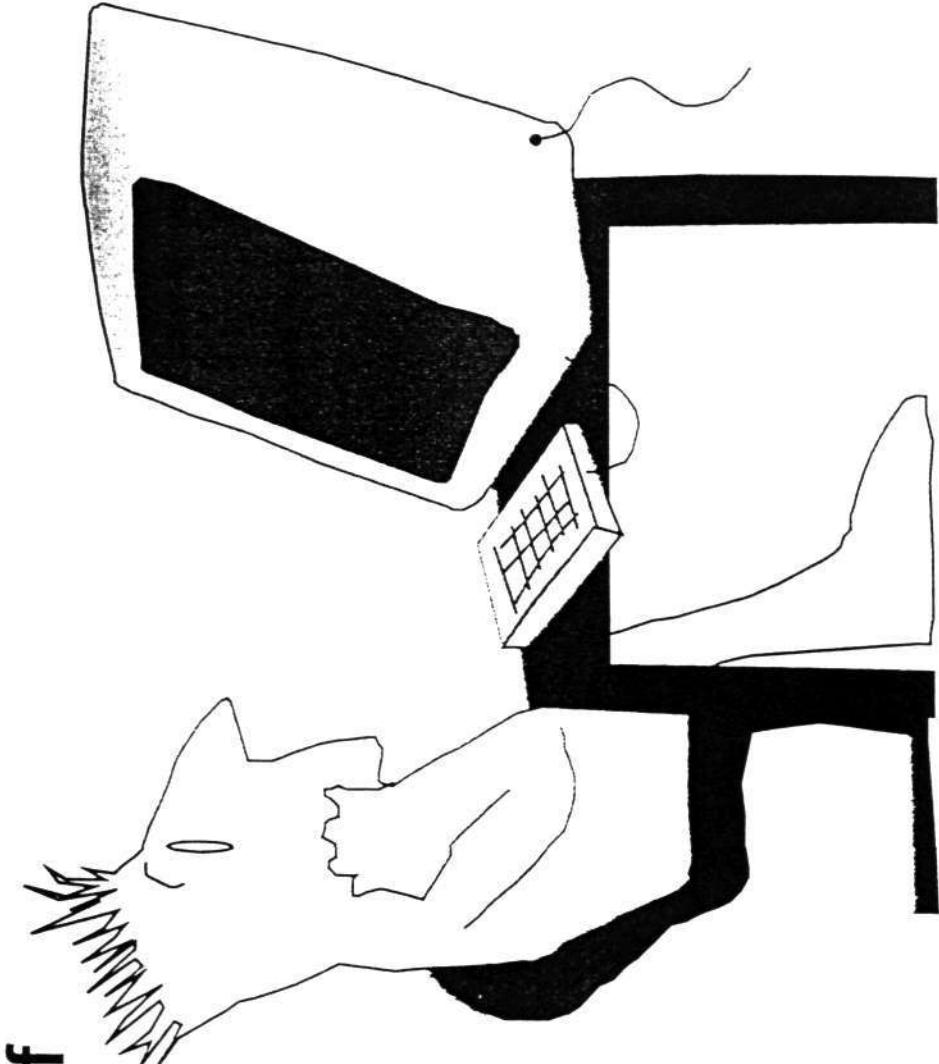
June 3, 1996



# **Turner Outline**

- Perspective of Multimedia trends
- Turner strategy for “software”
- Turner multimedia experience
- Possibilities for Asia participation
- Close

# What is Multimedia?

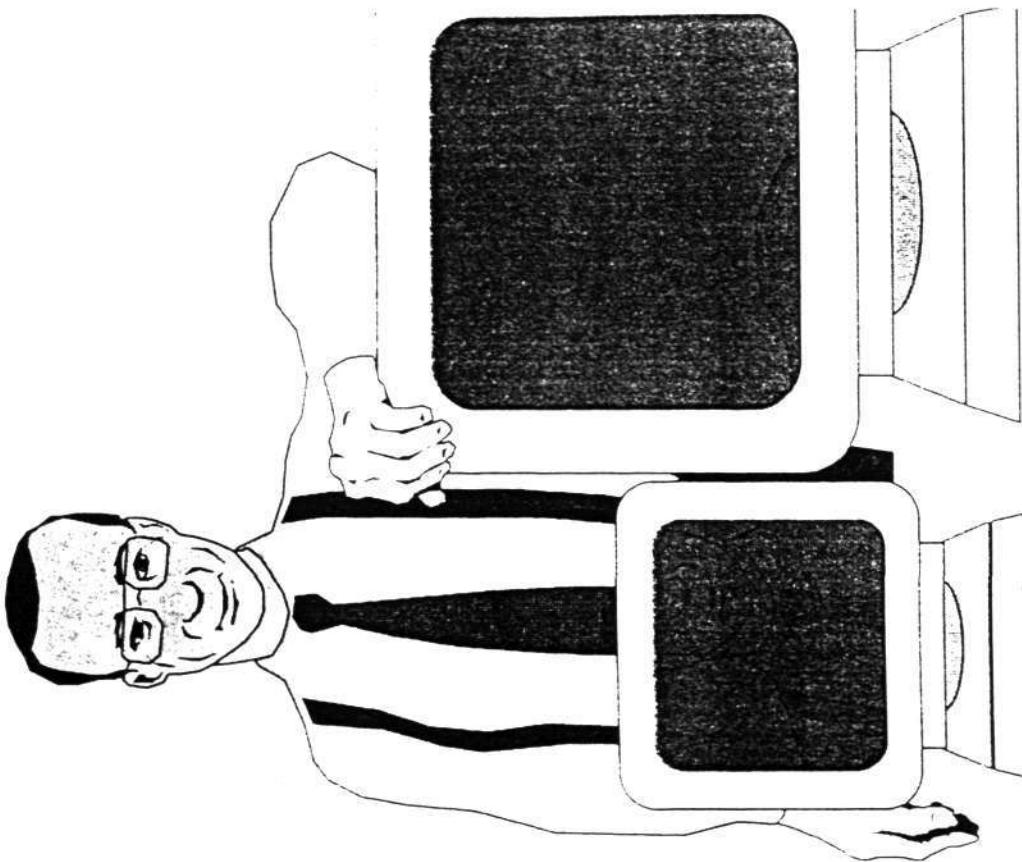


- Convergence of traditional forms of media.
  - Television
  - Telephone
  - Computers
  - Databases
  - Delivery systems

# Trends in Multimedia



- Internet
- Digital TV
- Database applications
- Network development
- Training
- ■ ■ ■



# Internet Development

- Moving from mostly academic applications to corporate mainstream.
- Simplicity of HTML has spawned growth
- Soon moving to profit making ventures
- “hits” will get harder to attract
- Users will demand data to be organised and accessible.
- Providers will become more sophisticated

# Database Applications

- Why database providers?
- Video fileservers
- Internet browsers, data organisers
  - CNN/Lexis Nexis relationship
- Net means more information, but organisation is sorely needed.

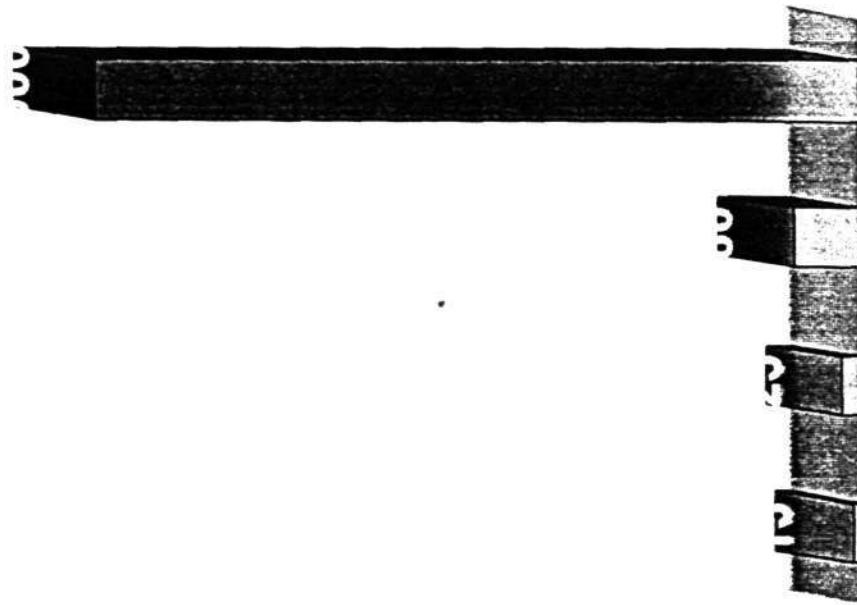
- Digital TV now has an established standard for its development, MPEG 2.
- True benefit: Expanded bandwidth
  - Will more capacity bring higher quality?
  - Greater bandwidth will allow software providers to localise services.
- Lower cost of entry positive for Asian channel development.

# Network Development

- Highways needed to deliver information.
- Telephone/Cable competition
- Standard has evolved
  - Hybrid Fiber Coax Network (HFC)
  - FSN too expensive
- Singapore Cablevision leading the way
- Cable role with Internet development
  - Cable modems look attractive

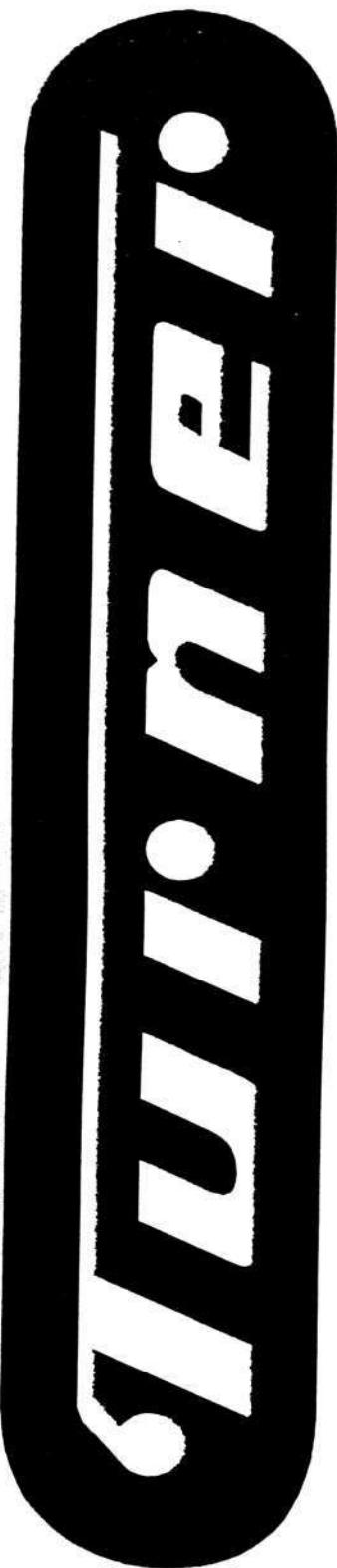
# Cable Modems A multimedia application

- Speed of digital phone lines
- Proven technology
- Applications rapidly developing
- Will bring the internet to US schools by 2000
- Natural extension of Singapore's Intelligent Island plans.



# Training Needed

- Applications are increasingly sophisticated
- As competition becomes greater, standards of quality and service will be set higher.
- Increasingly people want applications that “do something”.
- Countries that prioritise training will be well positioned competitors in the information economy.



# Mission

- Inform
- Educate
- Entertain





# Turner Strategy

- Acquire and produce high quality copyrighted “software”
- Create value added networks for this software
- Leverage copyrights in as many distribution outlets as possible
- In Cyberspace talk, Turner wants to have the “best bits”

# Content

- **15,000 Copyrights**

- Libraries include

- Pre 1986 MGM
    - Pre 1952 Warner Bros
    - Hanna Barbera Library

- **Full Production Capabilities**

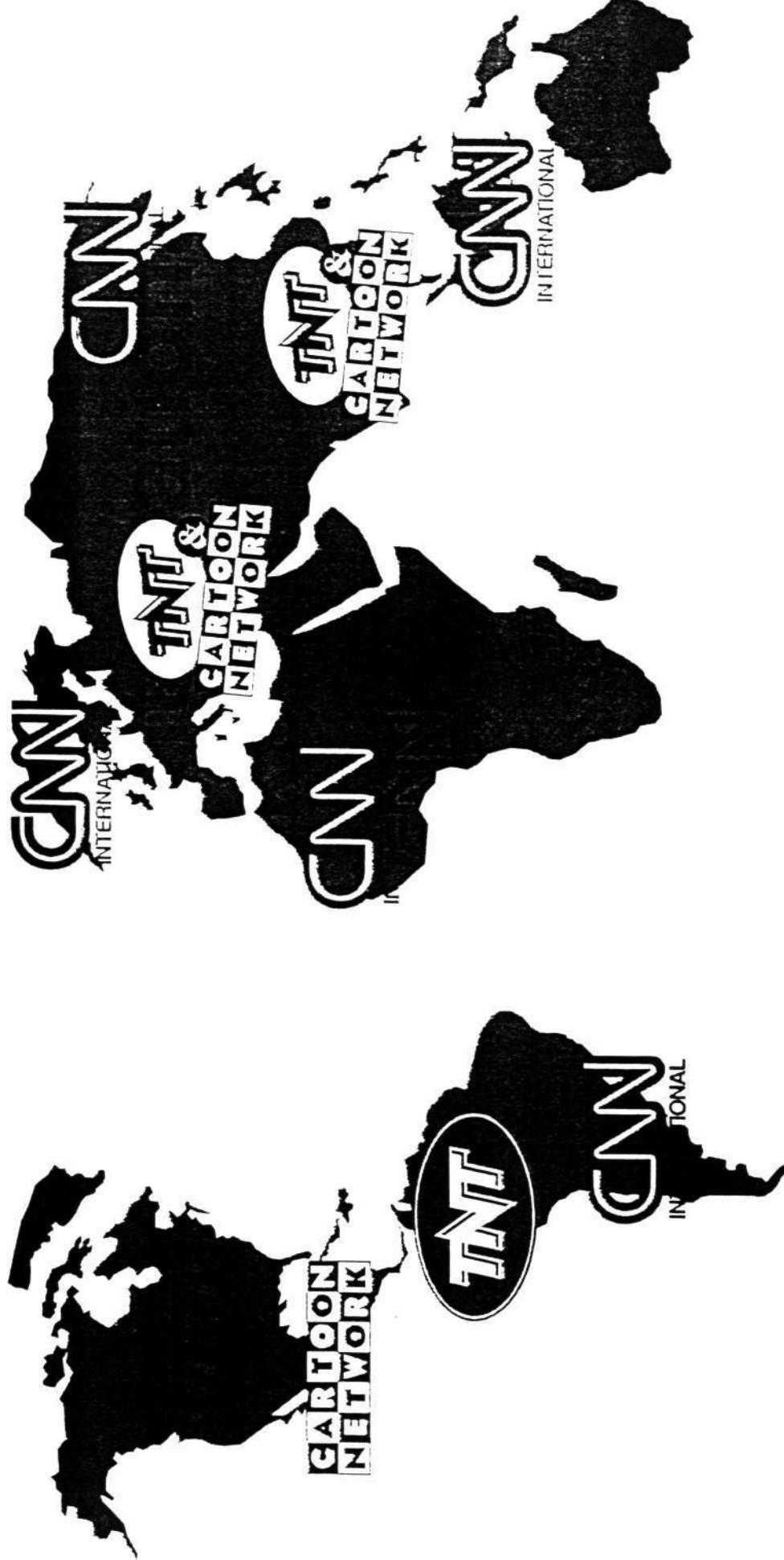
- New Line Cinema
  - Castle Rock Productions
  - Turner Pictures
  - Hanna Barbera Studios

# International Networks

- News
  - CNN International
  - CNN Spanish
  - NTV Germany
  - CNN
  - Headline News
- Entertainment
  - TNT Latin America
  - Cartoon Network Latin America
  - TNT/Cartoon Network Europe
  - TNT/Cartoon Network Asia

# Turner International Networks

*Turner*



*Business*

# Content Revenue Streams

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**International Theatrical Rental**

**International Home Video**

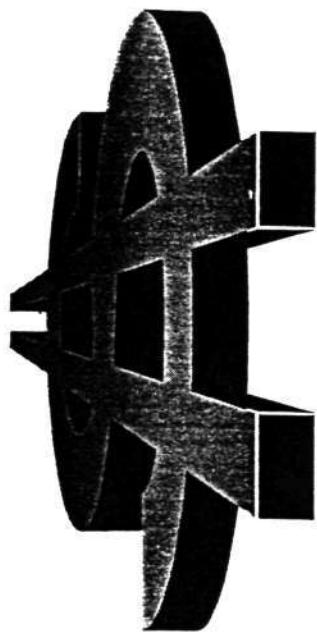
**International TV Syndication**

**International Pay TV**

**Pay TV Advertising**

**Licensing & Merchandising**

**Interactive**



**NTU** Multimedia Experience





# Mission

- ❑ To provide global, accurate news to Internet users while keeping the site constantly fresh and updated.
- ❑ To post stories on the site as they happen.
- ❑ To become the premier destination site for news and information on the Internet.



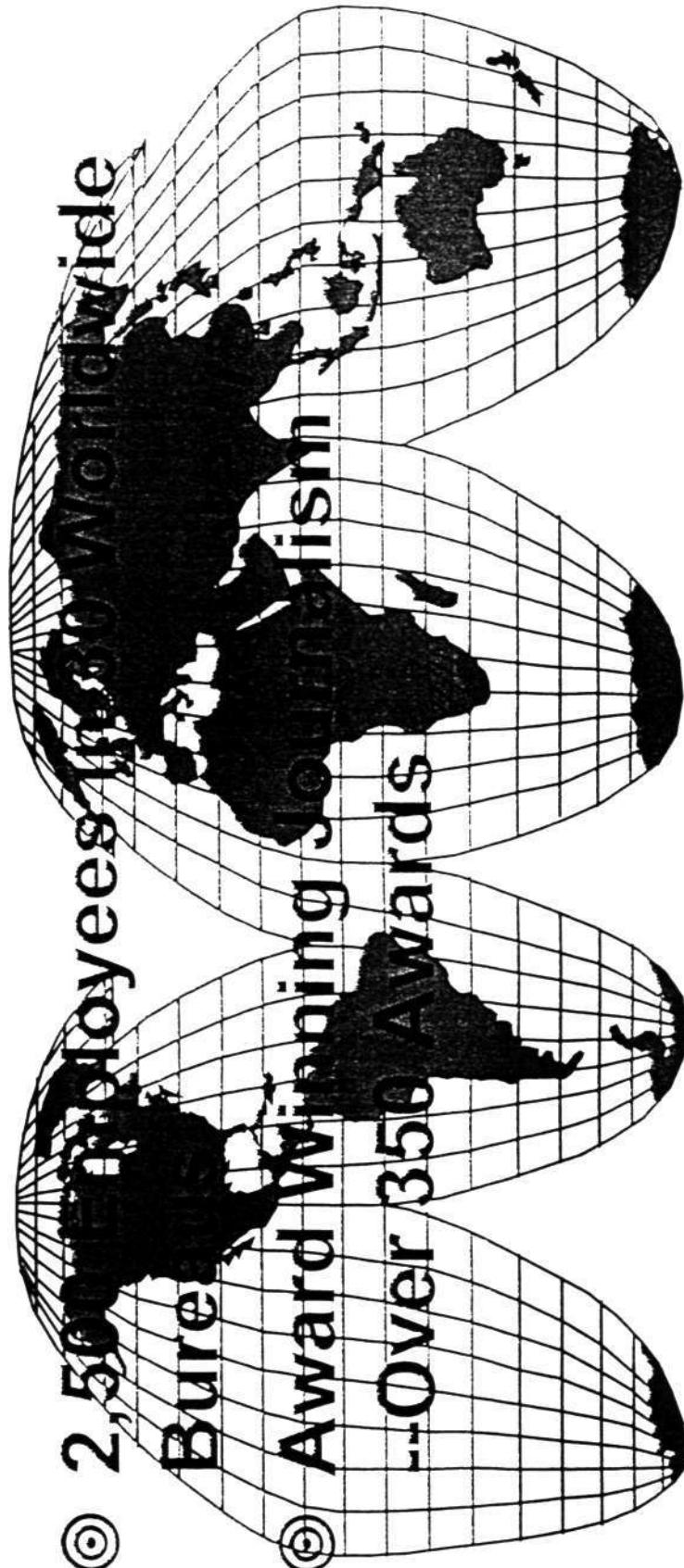
# WebSite

## Dedicated Interactive Staff

- Over 100 employees representing 3 shifts,  
provide the best news coverage on the web -  
- real-time journalism at your fingertips
  
- High production values including fast-  
loading graphics designed with the user in  
mind

 **CNN** Interactive  
WebSite

**Utilizes CNN's Global News  
Gathering Resources**



# **CNN/Interactive WebSite**

**Unrivaled News Gathering ...  
...Superior Cross-Referencing**

## **Lexis-Nexis:**

- ◎ CNN has a unique agreement with Lexis-Nexis that brings web users a wide selection of related stories from thousands of news sources on the news that matters most

## **CNN Archives:**

- ◎ CNN keeps a backlog of hotlinked stories that help bring the user up to speed on today's top news

## **CNN Search Engine:**

- ◎ Find a CNN news story simply and quickly - by typing in a keyword the user is within a hotlink of the best information on the web

# Win Win CNN/Interactive WebSite

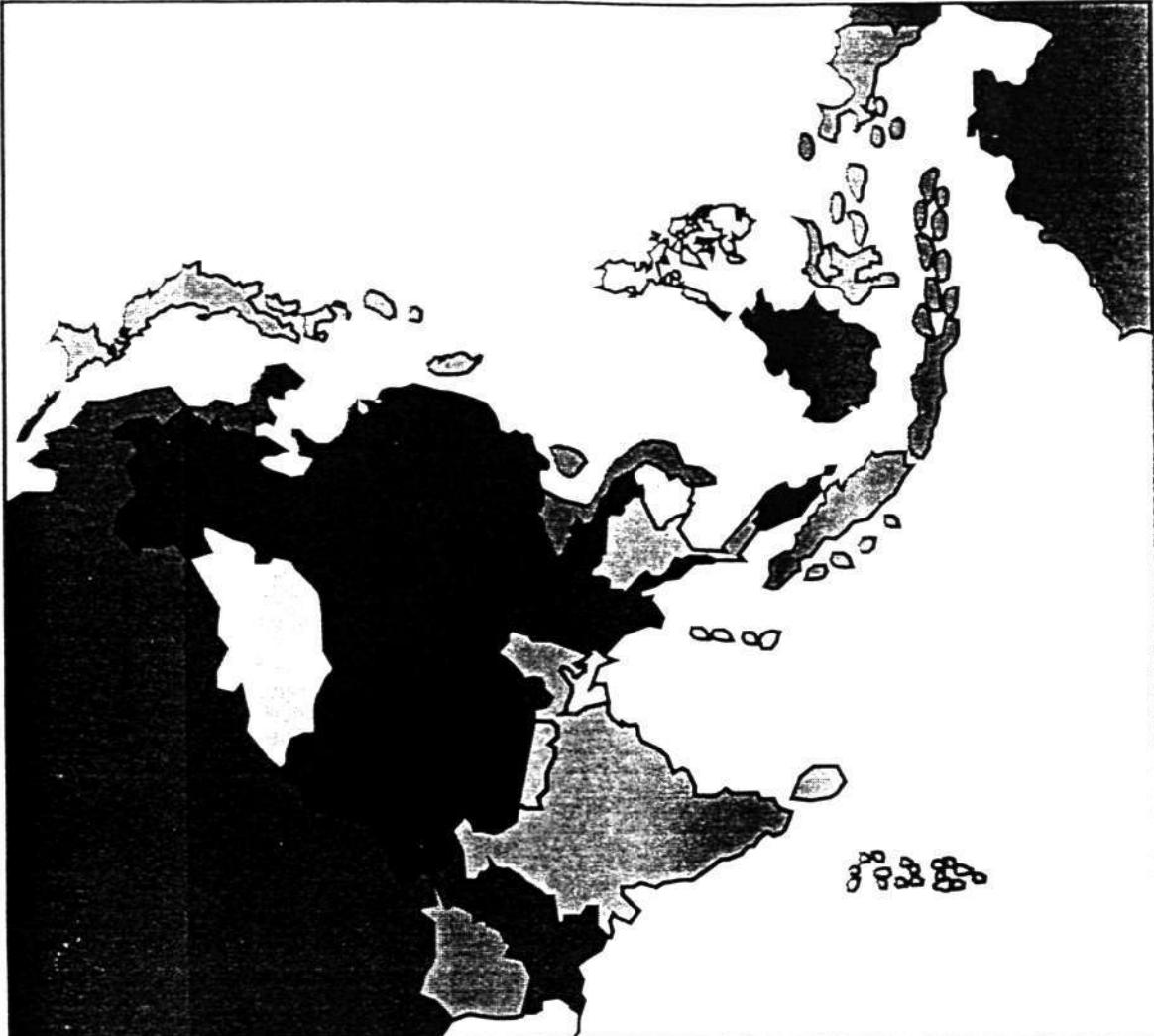
- Easy access
- Hyper links
- Updated as news happens
- ■ ■

The screenshot shows the CNN Interactive homepage. At the top, there's a menu bar with File, Edit, View, Go, Bookmarks, Options, Directory, Window, Help, and various icons. Below the menu is a toolbar with icons for Back, Forward, Stop, Refresh, Home, and Search. The URL in the address bar is http://www.cnn.com/. The main content area features the CNN logo and the word "Interactive". To the right of the logo is a navigation bar with links to U.S. NEWS, CNN fin., SPORTS, All Politics, WEATHER, TECHNOLOGY, FOOD & HEALTH, and STYLE. Below the navigation bar are links for Contents, Search, Welcome Page, and Help. A small note says "May 31, 1996 -- Updated 2:17 a.m. EDT (0617 GMT) Text-only version". The main headline reads "Israeli jets strike Lebanon" followed by "Razor-close race awaits absentee count". There's also a sidebar with a photo of a destroyed building and the caption "Israeli fighter jets rocketed suspected guerrilla targets in southern Lebanon". On the right side, there's a graphic for "ISRAEL ELECTIONS" with a checkmark.

With right-wing challenger Benjamin Netanyahu leading Israel  
Document Done

# Entertainment Multimedia

- Cartoon Networks - AOL, Net site
- Turner Adventure learning
  - Pagemaster CD ROM
  - Dinotopia CD ROM
- SPIV Net site
  - Youthful, popular net site
- Future looks bright



# Asia: An Important Market for Turner

CNN  
INTERNATIONAL



Turner

# Asia's Role

- Multimedia to date has largely been an American phenomenon.
- Asia well positioned to make major inroads.
  - Example Singapore's development
  - Younger, computer literate populations
- Opportunity to localise the "net"
  - example Hong Kong Telecom
- Future looks bright for Asia



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