

Convergent media and vulnerable values

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1998

Levy, M. R. (1998). Convergent media and vulnerable values. In AMIC 7th Annual Conference: Asia's Information Marketplace, Race for Technology, Content and Competence, Bangkok, May 21-23, 1998. Singapore: Asian Media Information and Communication Centre.

<https://hdl.handle.net/10356/92788>

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Paper No. 30

CONVERGENT MEDIA AND VULNERABLE VALUES

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How Can Governments and Industries keep pace and manage Content and Regulations?

Should they try?

Will they be able?

Whose interests will be served?

CONVERGENCE DEFINED

Convergence is the coming together of all forms of mediated communication in an electronic, digital form, driven by computers. [It] paves the way for the development of multimedia products blending text, data, full-motion and sound.



EXAMPLES OF CONVERGENT MEDIA

- ◆ Delivery Systems: Personal computers, WebTV, “thin panels”
- ◆ Content: CNN Interactive, *The New York Times Online*, “Interactive radio,” Time-Warner’s “Pathfinder”

REGULATORY PARADIGMS

- ◆ Postal
- ◆ Telecommunication
- ◆ Computing
- ◆ Print
- ◆ Broadcast

"Sometime in the future, in the context of whatever the home-entertainment center looks like, there will be the ability to go back and forth seamlessly between the TV and the Internet." -- Dave Poltrak, Executive V.P. - Research, CBS

SOME MODEST ADVICE FOR INDUSTRY

- ◆ “Keeping pace” isn’t good enough.
- ◆ Don’t believe everything you read in the newspapers.
- ◆ Study the history of other technologies.
- ◆ Remember Saffo’s 30-year Rule

SOME MODEST ADVICE FOR GOVERNMENTS

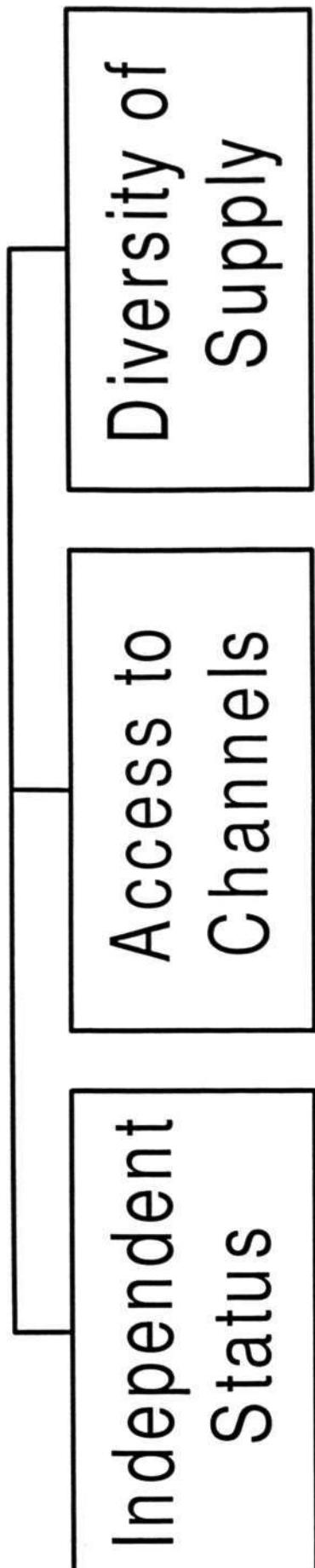
- ◆ When in doubt, don't regulate.
- ◆ If you must regulate, opt for a “light touch.”
- ◆ Always evaluate policies for their impact on “vulnerable values.”

VULNERABLE VALUES AND MEDIA PERFORMANCE

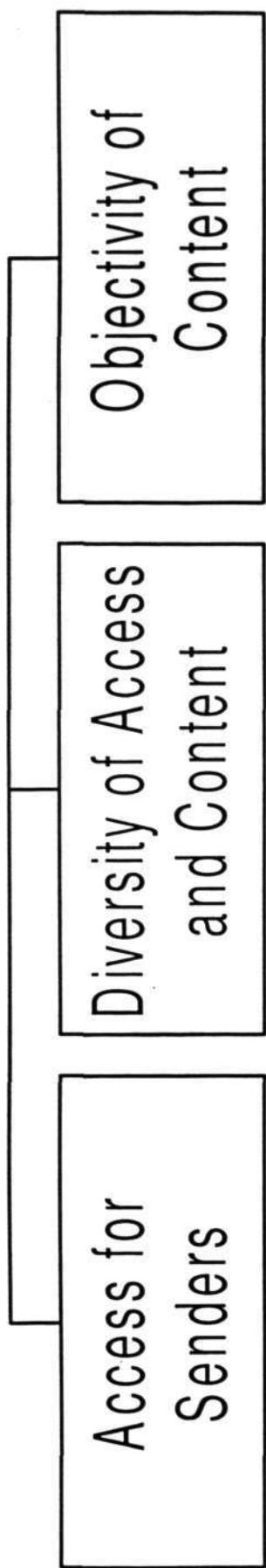
- ◆ Freedom
- ◆ Equality
- ◆ Order

- Adapted from Denis McQuail

“FREEDOM”



“EQUALITY”,



“ORDER”

SOCIAL DOMAIN

CULTURAL DOMAIN

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Niching And Cashing In Through Internet Commerce & Multimedia Services

**V Balaji
Izumi Aizu**