

Media ownership : more regulations or less

Tan, Steven

2000

Tan, S. (2000). Media ownership : more regulations or less. In 9th AMIC Annual Conference : the Digital Millennium: Opportunities for Asian Media, 29 June-01 July 2000, Singapore.

<https://hdl.handle.net/10356/93635>

Paper No. 31

Media Ownership : More Regulations or Less

Presented by
Steven Tan
MTV Networks Asia

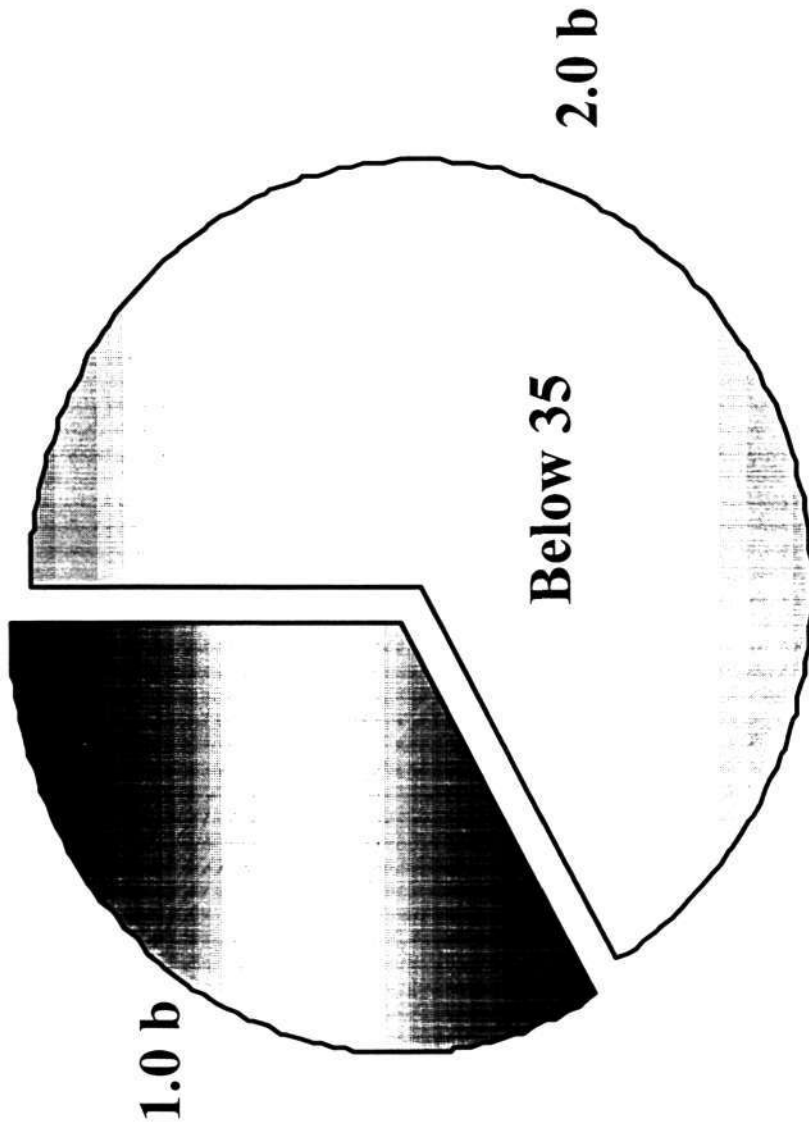
Explosion of Media Availability

- **hardcopy prints (books, newspapers, magazines and tabloid)**
- **electric message (telegraph, telephone)**
- **radio, television**
- **cable and satellite TV**
- **Internet, Broadband interactive, WAP, DAB, DTV . . .**
- **Convergence**

Regulations were intended to ?

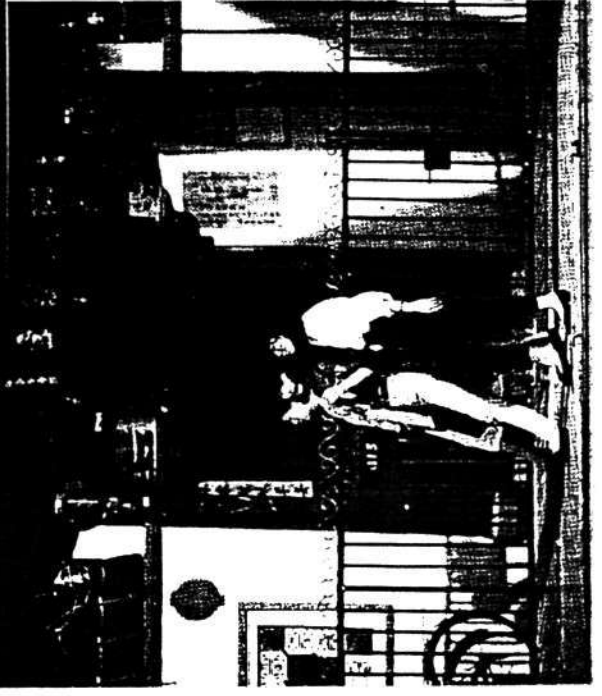
- **Safeguard the value and interests of society**
- **Level the playing field**
- **Protect consumer interest**
- **Promote quality and efficiency**
- **Facilitate growth**

2.0b “youth” aged < 35



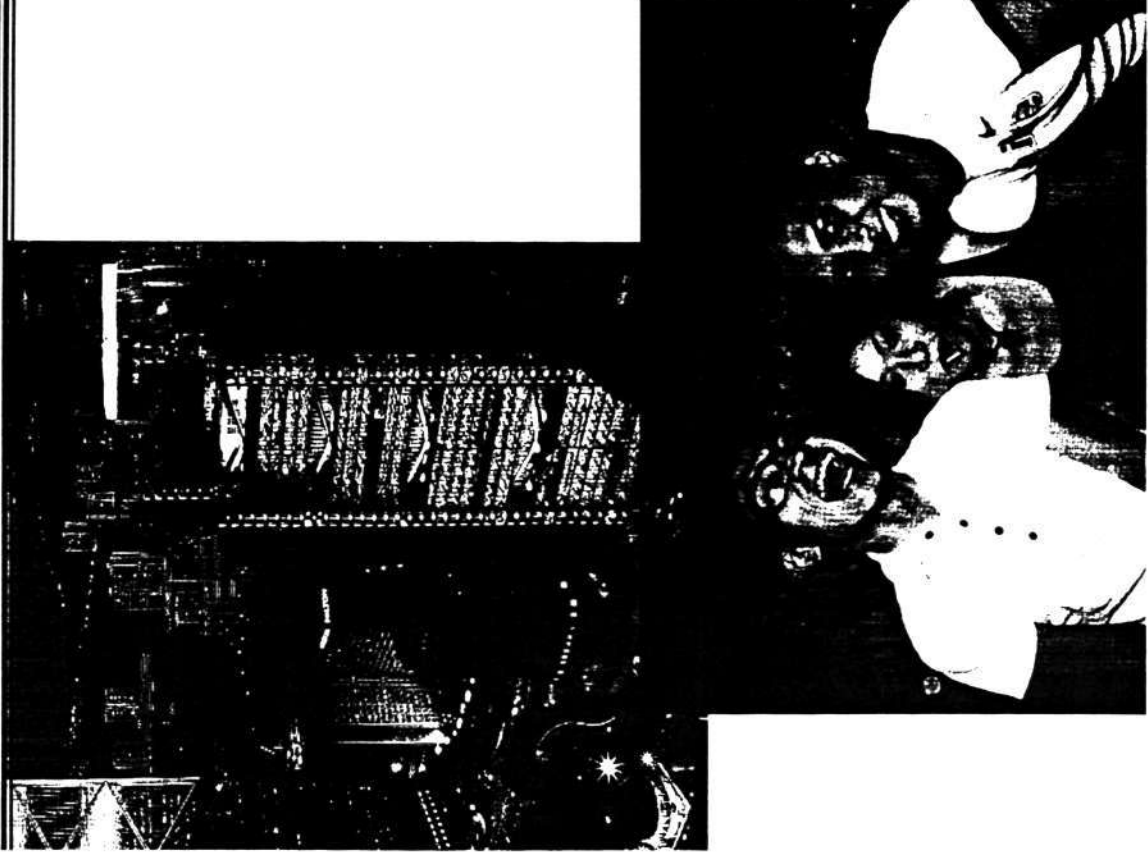
ASIA- 3.0 b people

Balancing- Yesterday Vs. Tomorrow



- Tradition, family, culture, religion are still important- although not always readily visible
- Modern, global influences are what's on the surface
- The balance (by market) is critical

Positive and UP-beat



- Youth in Asia have grown up in an expansive environment - growing economies, rising wealth, increasing access to things that improve life
- Being positive, being in control, and maintaining **MOMENTUM** are regarded as core values now

↑
Freedom to learn
& enjoy

What youth want What youth need...

- Entertain me = with music, visuals, style
- Inform me = about modern lifestyles
- Interact with me = two-way connectivity
- Innovate for me = constant momentum

Entertain Me



- With so many options vying for their free time, brand message and visuals must be immediately rewarding
- Music is key in entertaining youth. They use music as an escape, and as a badge of belonging for self-identity
- Youth pick up fashion, style cues from entertainment sources incl. ads

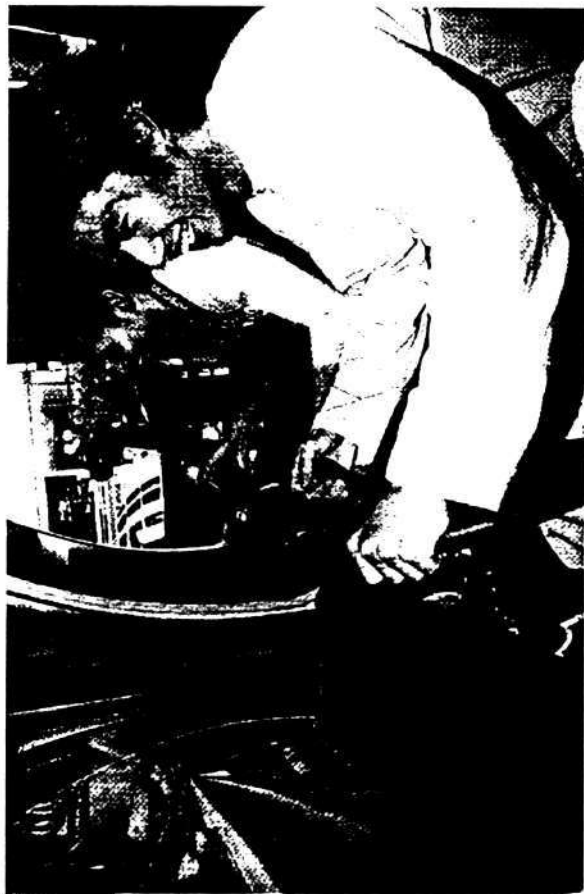
Interact with Me



- The fast-paced, multi-media, multi-task, two-way, short-form (lower attention span), multi-dimensional nature of communication and entertainment that today's youth (in different stages and rates) are growing up with makes them an **ACTIVE AUDIENCE**

Innovate for Me

- Trend cycles are becoming shorter, largely due to market fragmentation and accelerated access to new information
- Young people have a strong hunger for rapid change, forward movement, and constant INNOVATION



New Paradigms for regulators

- Embrace the roles of being a facilitator and promoter
- Consult key players thru regular dialogue
- Establish key components for self-regulation
- Ensure regulatory policies are in tune with the times
- Provide pro-business environment for all players - both local and foreign