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<th><strong>Title</strong></th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>Griffin, Jon</td>
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<td><strong>Citation</strong></td>
<td>Griffin, J. (1999). The 'Good old days' TV, radio, newspaper... In AMIC Annual Conference, 8th, on Asia: Information Poor to Information Rich - Strategies for the 21st Century, Chennai-, Jul 1-3, 1999. Singapore: Asian Media Information and Communication Centre.</td>
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The 'Good Old Days'

TV, Radio, Newspaper...

By Jun Griffin
"The New Millenium"

- Integrated TV, Radio, Newspaper...
Counter-driving forces

- Advancement of new media
- Technology
- Changing Lifestyles
From Television to:

- Infinite Channels
- Infinite Locations & forms (HDTV, Web-TV, Internet, DTH, Cable, Digital)
- Optional Resolutions (print, 8mm, 70mm, HDTV, Digital, etc...)
From Newspaper to:

- The Internet
- Electronic Books & Magazines
- Kiosks
From Radio to:

- Infinite Stations & frequencies
- Infinite Selections (MP3, etc.)
- Customization (alter Recordings, etc.)
Integrated Interactivity

- TV
- Newspaper
- Radio
- Pictures
- Information
- Audio
- Board Games
- Electronic Games
Determining Future Audiences

- 1. Needs (Must-Have / Competition-driven, i.e. CNN)

- 2. Preferences (Nice-to-Have / Culturally-driven, i.e. HDTV)
Study Research & Profiles

- Look at Concept-to-Market Models
  - Playstation
  - CNN-Interactive
  - MP3
  - BBC Radio
  - Media Co's.
  - Individual Artists

- Pong
- NBC
Things to be Reasonably Assured of:

- **Technology will advance Exponentially**
- **World will continue to grow smaller**

- **Information Intake Levels:**
  - Limited / Relevant Information (News, etc.)
  - Unlimited / Optional Information (Games, etc.)
Ask These Questions:

- Does the Audience Want it?
  - Content/Baywatch or
  - Technology / Interactive Television
Ask These Questions:

- Does Audience Need it? (Iridium)
- Is it Too Early? (Video-Conferencing)
- Is it Too Complex? (phone, fax, TV, pocket-organiser, internet, pager - unit)
- Is it Accessible? (Billboard, yellow pages, as well as affordability $)
- Is it Too Much? (200+ Channels, epg’s)
Media Opportunities

- Market Scope / More specific

- New Media Devices open up Media
  (anything you can advertise on is relevant now)
Some Helpful Hints:

- Know your Target Audience
- Strive for Quality Content
- Build in the Entertainment Factor
- Make it Informative - Learn something
THANK YOU