<table>
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<th>Title</th>
<th>The 'Good old days' TV, radio, newspaper...</th>
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<tr>
<td>Author(s)</td>
<td>Griffin, Jon</td>
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The ‘Good Old Days’

TV, Radio, Newspaper...
‘The New Millenium’

- Integrated TV, Radio, Newspaper...
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.)
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
  - NBC
  - Media Co’s.
  - Individual Artists
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