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<th><strong>Title</strong></th>
<th>The new multimedia communications environment: a turner perspective</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>McGuirk, Bryan</td>
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June 3, 1996

Bryan McGuirk
A Turner Perspective

Communications Environment
The New Multimedia
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

- 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
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
Content Revenue Streams

- International Theatrical Rental
- International Home Video
- International TV Syndication
- International Pay TV
- Pay TV Advertising
- Licensing & Merchandising
- Interactive
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.
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

© 250 Employees Worldwide Award Winning Journalism...
© Over 350 Awards...
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.
- Easy access
- Hyper links
- Updated as news happens
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
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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