<table>
<thead>
<tr>
<th>Title</th>
<th>AMIC-CBA-SCS/NTU Conference on Public Service Broadcasting: Thriving in a Diverse Broadcasting Environment, Singapore, Feb 20-21, 1998: [welcome address]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Dato Jaafar Kamin</td>
</tr>
<tr>
<td>Citation</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1998</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/2895">http://hdl.handle.net/10220/2895</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
WELCOME ADDRESS

By

DATO JAAFAR KAMIN

Paper No. 6
Thriving in a Diverse Broadcasting Environment

Distinguished guests,
Ladies and Gentlemen

A very good morning to you and welcome to the Seminar.

NETWORKING and SMART PARTNERSHIP are two essential buzz words in today’s broadcasting environment. CBA-AMIC, School of Communication Studies, Nanyang Technological University, 2 co-organizers of this Seminar are putting those 2 words into action i.e. tapping the synergy of a broadcasting association that sprawled across 5 continents, and a strong research institution and an academic institution to hold dynamics on the challenges of today’s broadcasting industry and tomorrow’s possibilities. The essence of this Seminar is in fact basic, get relevant and crucial. We have the basic technology of analogue and digital; we have the basic forms of the public and private or commercial broadcasting. We will also touch on the 4 basic aspects of the broadcasting industry namely the operators, the audience, the advertisers and the regulators. Going to basic is in fact one of the most effective ways to find solutions, or to face new challenges.

In the ever changing playing field of broadcasting, there are numerous developments taking shape at the same time.

There is the “full” and the “push” technology; vertical and horizontal integration between and among carriers and content providers; there is the ever expanding thematic broadcast channels and of course the multi channel culture. Nevertheless, most of us, especially on the developing countries, are still at the conventional broadcasting stage, where a channel is doing all and sundry - dishing out varieties of programs from news to movies, sports to documentaries, and delivering public service programming.

The direction of future broadcasting is towards the convergence of the multimedia, with its enormous possibilities and potentials, yet how the convergence will finally take shape is anybody’s calculated guess.

What is clear is the fact that technology leads the way. Content is following demand. The final destination is the end users - what is it that they prefer to watch or interact (on line shopping, interactive web casting, entertainment, skill and knowledge education etc) and finally of course how much are they are willing to pay. Numerous research has given some overview, which include among others:
that the increase of revenue from end users are more than the proportionate increase of conventional advertisers, especially in densely populated areas with high disposal of income;

content providers will play a dominant role as revenue corners, which has prompted vertical integration partnership between carriers and content providers;

Copyright issues will become more complex, as convergence is taking shape in wider scope;

Cyber crime meals to be tackled across borders;

the borderless world of telecommunication and web casting will require a combined international effort on regulations, for the optimum benefits to end users.

Ladies and Gentlemen,

I am sure the 2 days of dynamics will five same insights to these issues and possibilities, and will shed same guiding lights towards the beginning of the convergence era.

Last but not least, on behalf of CBA I would like to thank AMIC and Nanyang Technological University for its collaboration and support in holding this Seminar.

Thank you.