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<th><strong>Title</strong></th>
<th>Media ownership : more regulations or less</th>
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<td><strong>Author(s)</strong></td>
<td>Tan, Steven</td>
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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

Below 35

1.0 b

2.0 b
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.
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.
Inform Me

- The rapid explosion of media sources, growing awareness of outside influences, and a general rise in connectivity both locally and globally makes keeping up-to-date vital
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 role 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