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