Title: Media ownership: more regulations or less

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Media Ownership:

More Regulations or Less

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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
Positive and UP-beat

- 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.
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