<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Media convergence and competition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Griffin, Jon.</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>2000</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/3260">http://hdl.handle.net/10220/3260</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
Media Convergence & Competition
Where we’re at...

- The ‘Good Old Days’...
- TV, Radio, Newspaper
The Next Century...

- Integrated TV, Radio, Newspaper...
Counter-Driving Forces

- Advancement of Convergent Media
- Changing Lifestyles
From Television to:

- Infinite Channels
- Infinite Locations & forms (HDTV, Web-TV, Internet, DTH, Digital)
- Optional Resolutions (print, 70mm, HDTV, Digital, etc.)
From Newspaper to:

- The Internet
- Electronic Books & Magazines
- Kiosks
- Digital Billboards
From Radio to:

- Infinite Stations & frequencies
- Infinite Selections (MP3, etc.)
- Customization (alter recordings, mix, etc.)
Convergent Activities

- TV
- Newspaper
- Radio
- Board Games

- Pictures
- Information
- Audio
- Electronic Games
Competition: Lessons in the Making
Competition: Lessons

- By Products of Technology & Intellectual Rights
- When to Compete, When to Support?
- Major regional players need to establish the new playing fields

- Structural Remedies (Real terms)
- Behavioral Remedies (The Silent Message)

- Watch & Learn from case studies (i.e. Microsoft)
Competitiveness
Competitiveness

- Mergers & Consolidations
- Convergent Policies
- Disbursements of Technology
- People & Communities
- Wire-line Centric to Wireless Society
- Challenges of Wireless Networks
- Competitive Directions
Recruit Practices
Recruit Practices

- A New Gig...

Sell your company's strengths, not just numbers

Friends close, Enemies closer

Quick-time

Take Co-operative Measures

A New Mindset - Offer the working culture

The early bird

Refine new methods
Intellectual Property
Intellectual Property

- Consider this...
- Intellectual Leverage
- Challenging an existing Patent
- Unused Patents
- Patent Pressure
- Licensing Patents
Venture Capital & Globalisation
Venture Capital &
Globalisation

- Fast Facts....
- Global Nature
- Move Now!
- The Global Mix
- Leverage your Partnerships
- Connections breed Connections
Global Competitive Strategy
Global Competitive Strategy

- Around the World
- Here, there, everywhere....
- The Walls are down
- Early Support
- Global Deployment Strategy
- Good times, Bad times
Launching your Convergent Product or Service

Know Your Market
Determining Future Audiences

- Needs / Must-Have / Competition-driven (i.e. CNN)

- Preferences / Nice to Have / Culture-driven (i.e. HDTV)
Study Research & Profiles

- Look at Concept-to-Market Models:
  
  - Pong - Playstation
  - NBC - CNN-Interactive
  - BBC Radio - MP3
  - Media Co's - Individual Artists
Some Assurances....

- Technology will grow Exponentially
- Technologies will collide and merge
- The World will continue to grow smaller

- Information Intake Levels:
  - Limited Relevant Information (News, etc.)
  - Unlimited Optional Information (Games, etc.)
Competitive Questions

- Does the Audience Want it? (content & technology)
- Does the Audience need it? (Iridium)
- Is it too Early? (Video-conferencing)
- Is it too complex? (phone, fax, tv, pager, internet organiser all in one)
- Is it Accessible? (as a billboard or the yellow pages)
- Is it Affordable?
- Is it too Much? (200+ Channels, epg’s, etc.)
Competitive Opportunities

- The Market scope can be more specific
- New Media Devices are opening up the Media options (virtually anything you can advertise on is fair game now)
Branding

- Brand your product & service to the highest potential possible

- There is no substitute for successful Brand recognition in this increasingly competitive environment.
Some Helpful Hints

- Really know your Target Audience
- Strive for Quality Content
- Build in the Entertainment Factor
- Make it Informative - Learn Something
THANK YOU
INTERNET GOVERNANCE: ROLE OF STATE & SOCIETY

By:

Gareth Grainger
Australian Broadcasting Authority
Australia

Linda Low
National University of Singapore
Singapore
Gareth Grainger
Internet Governance: Role of State & Society

NO PAPER