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<th>Media convergence and competition.</th>
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<td><strong>Author(s)</strong></td>
<td>Griffin, Jon.</td>
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Paper No. 22
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

- Pictures
- Information
- Audio
- Electronic Games

- TV
- Newspaper
- Radio
- Board 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

- A New Gig...
- Sell your companies 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? (200+ Channels, epg's, etc.)
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

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Internet Governance : Role of State & Society

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