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<th>Media convergence and competition</th>
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<tr>
<td>Author(s)</td>
<td>Griffin, Jon.</td>
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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

Major regional players need to establish the new playing fields

Structural Remedies (Real terms)

Behavioral Remedies (The Silent Message)

When to Compete, When to Support?

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

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Internet Governance: Role of State & Society

NO PAPER