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<th><strong>Title</strong></th>
<th>Media convergence and competition.</th>
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<tr>
<td><strong>Author(s)</strong></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:

Digital Billboards
Kiosks
Electronic Books & Magazines
The Internet
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

- 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 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

- 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

- 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

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Internet Governance: Role of State & Society

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