<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Moving ahead with media convergence.</th>
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<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Lim, Siew Luan.</td>
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<tr>
<td><strong>Date</strong></td>
<td>2000</td>
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Paper No. 15
THE SCOPE

What are the strategies?
What are the opportunities and benefits
What are the threats
MediaCorp Directions
Digital TV roll-out plan

Convergence

The process by which things stop being separate or different and become the same
The ability of different network platforms to carry essentially similar kinds of services
The coming together of consumer devices such as telephone, television and personal computer

Factors to Media Convergence

Technology & Standards

- Internet Protocol (IP)
- Moving Pictures Expert Group (MPEG)
- Digital Video Broadcasting (DVB)
- Advanced Television Enhancement Forum (ATVEF)
- Wireless Application Protocol (WAP)
<table>
<thead>
<tr>
<th>Content</th>
<th>Delivery Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Content</td>
<td></td>
</tr>
<tr>
<td>• Video (HDTV, video streaming)</td>
<td></td>
</tr>
<tr>
<td>• Audio (Dolby AC-3, MP3)</td>
<td></td>
</tr>
<tr>
<td>• Data (PAD, NPAD)</td>
<td></td>
</tr>
<tr>
<td>• Multimedia (Animations, Graphics, Interactive)</td>
<td></td>
</tr>
<tr>
<td>• Voice</td>
<td></td>
</tr>
<tr>
<td>• Text</td>
<td></td>
</tr>
<tr>
<td>• Broadcasting</td>
<td></td>
</tr>
<tr>
<td>• Internet</td>
<td></td>
</tr>
<tr>
<td>• Wireless</td>
<td></td>
</tr>
<tr>
<td>• CD-Roms/DVD-Roms</td>
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<table>
<thead>
<tr>
<th>Broadcasting</th>
<th>Internet</th>
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<tbody>
<tr>
<td>• Broadcasting medium:</td>
<td></td>
</tr>
<tr>
<td>• Cable</td>
<td></td>
</tr>
<tr>
<td>• Terrestrial</td>
<td></td>
</tr>
<tr>
<td>• Satellite</td>
<td></td>
</tr>
<tr>
<td>• Broadband but unidirectional</td>
<td></td>
</tr>
<tr>
<td>• Using DVB</td>
<td></td>
</tr>
<tr>
<td>• Used as a platform for distributing content for telecommunications and broadcasting</td>
<td></td>
</tr>
<tr>
<td>• Acts as the medium for publishing and communication</td>
<td></td>
</tr>
<tr>
<td>• Its decentralized nature has led to the success of the converging environment</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Wireless</th>
<th>CD-Roms/DVD-Roms</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Pervasive</td>
<td></td>
</tr>
<tr>
<td>• Mobile</td>
<td></td>
</tr>
<tr>
<td>• Accessible anywhere, anytime</td>
<td></td>
</tr>
<tr>
<td>• Portable</td>
<td></td>
</tr>
<tr>
<td>• Enhanced interactive content can be added and retrieved from the discs anytime</td>
<td></td>
</tr>
<tr>
<td>• Cheap and easy form for distributing content</td>
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**Deregulation & Liberalisation**

- Telecommunications
  - Singtel, Starhub, M1, DataOne, SCV etc.

- Media
  - MediaCorp gets newspaper license
  - SPH to be issued license to run TV & radio channels

**Mergers & Acquisitions**

- AOL & Time Warner
- CBS & Viacom
- PCCW & CW/CIT
- Vivendi, Canal + & Seagram to merge into Vivendi Universal

**Media Convergence**

![Diagram of Media Convergence]

**Converging Services**

**Telecommunications**

- Broadcast
  - DTV allows for interactive services using a return path

- Data services over digital broadcasting platforms

- On-line services combined with television

**Information Technology**

- Using ADSL, telcos can provide broadband Internet access and Video-on-Demand services

- With WAP, users can access email, data and web through portable devices over mobile phone networks

- Webcasting of video and audio content

- Internet provides an alternative means of offering telecommunications services (Voice over Internet)

- Home-banking and home-shopping over the Internet
Converging Services

- Print
  - Content for publishing is now duplicated on the Internet enhanced with multimedia capabilities
  - Can be digitally broadcast as a form of data

Converging Devices/Products

- STBs with hard disk storage
- PC plug-in cards that receive DTV signals and are capable of IP telephony
- Game consoles that allow DVD playback and Internet access (Sony PS2)

Converging Devices/Products

- Mobile phones that can receive TV signals and access the Internet
- Home appliances connecting to the Internet (microwave, fridge etc)

Benefits

- Socially
  - Enhance quality of lives
  - Increase consumers' choice

- Economically
  - New opportunities for business & employment

Strategies

- New production methods
- New service applications
  - Interactive TV
- New transmission/delivery infrastructure
  - Internet
  - Broadcast
- New business models

Strategies

- Consolidation & Diversification
  - Consolidation of current activities
  - Diversification in response to new opportunities created by the convergence
Opportunities

• Education
• E-Commerce/ T-Commerce

Threats

• Security
• Keener competition

MediaCorp Directions

• To stay competitive
• To offer services to our customers that are of value

DTV Roll-out

• Start DTV service on TCS 5 with interactive content by September
• Launch TV Mobile by year end
• Conduct HDTV trials next year
• Digitize all other existing analogue channels
• Implement interactive services

Other MediaCorp SBUs

• Radio Corporation of Singapore
  • Smart Radio
  • Internet Radio

• MediaCorp Interactive
  • Webcasting
  • E-commerce

Other MediaCorp SBUs

• MediaCorp Studios
  • Looking into production with interactive content and virtual sets
Other MediaCorp SBUs

- MediaCorp Publishing
  - Partnering with SingTel, Delgro and SBS to publish a newspaper, Today

- MediaCorp News
  - Going regional with Channel NewsAsia
  Regional

THE END

- Thank for your attention