<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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<td><strong>Date</strong></td>
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<td><strong>Rights</strong></td>
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9th AMIC Conference on "The Digital Millennium: Opportunities for Asian Media"

"Moving Ahead With Media Convergence"
Lim Siew Luan
Television Corporation of Singapore
29th June 2000

## THE SCOPE

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

## Factors to Media Convergence

- Technology & Standards
- Content & Conduit
- Deregulation & Liberalisation
- Mergers & Acquisitions

## 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

## 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>
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<tbody>
<tr>
<td>• Content</td>
<td>• Broadcasting</td>
</tr>
<tr>
<td>• Video (HDTV, video streaming)</td>
<td>• Internet</td>
</tr>
<tr>
<td>• Audio (Dolby AC-3, MP3)</td>
<td>• Wireless</td>
</tr>
<tr>
<td>• Data (PAD, NPAD)</td>
<td>• CD-Roms/DVD-Roms</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>
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</table>

<table>
<thead>
<tr>
<th>Broadcasting</th>
<th>Internet</th>
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</thead>
<tbody>
<tr>
<td>• Broadcasting medium:</td>
<td>• Used as a platform for distributing content</td>
</tr>
<tr>
<td>• Cable</td>
<td>for telecommunications and broadcasting</td>
</tr>
<tr>
<td>• Terrestrial</td>
<td>• Acts as the medium for publishing and communication</td>
</tr>
<tr>
<td>• Satellite</td>
<td>• Its decentralized nature has led to the success</td>
</tr>
<tr>
<td></td>
<td>of the converging environment</td>
</tr>
<tr>
<td>• Broadband but unidirectional</td>
<td></td>
</tr>
<tr>
<td>• Using DVB</td>
<td></td>
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<table>
<thead>
<tr>
<th>Wireless</th>
<th>CD-Roms/DVD-Roms</th>
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<tbody>
<tr>
<td>• Pervasive</td>
<td>• Enhanced interactive content can be added</td>
</tr>
<tr>
<td>• Mobile</td>
<td>and retrieved from the discs anytime</td>
</tr>
<tr>
<td>• Accessible anywhere, anytime</td>
<td></td>
</tr>
<tr>
<td>• portable</td>
<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 will be issued license to run TV & radio channels

**Mergers & Acquisitions**
- AOL & Time Warner
- CBS & Viacom
- PCCW & CWCT
- Vivendi, Canal + & Seagram to merge into Vivendi Universal

**Media Convergence**
- Telecommunications
  - Broadcast
  - Data services over digital broadcasting platforms
  - On-line services combined with television

**Converging Services**
- Broadcast
  - DTV allows for interactive services using a return path
- Information Technology
  - 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 services 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/ I-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