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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 is media convergence?
• Why do media converge?
• How do media converge?
• The trends of Media convergence
• Media Convergent product and service

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
• Content & Conduit
• Deregulation & Liberalisation
• Mergers & Acquisitions

Technology & Standards

• Internet Protocol (IP)
• Moving Pictures Expert Group (MPEG)
• Digital Video Broadcasting (DVB)
• Advanced Television Enhancement Forum
(ATVEF)
• Wireless Application Protocol (WAP)
Content

- Content
  - Video (HDTV, video streaming)
  - Audio (Dolby AC-3, MP3)
  - Data (PAD, NPAD)
  - Multimedia (Animations, Graphics, Interactive)
  - Voice
  - Text

Delivery Platform

- Broadcasting
- Internet
- Wireless
- CD-Roms/DVD-Roms

Broadcasting

- Broadcasting medium:
  - Cable
  - Terrestrial
  - Satellite

- Broadband but unidirectional
- Using DVB

Internet

- Used as a platform for distributing content for telecommunications and broadcasting
- Acts as the medium for publishing and communication
- Its decentralized nature has led to the success of the converging environment

Wireless

- Pervasive
- Mobile
- Accessible anywhere, anytime
- Portable

CD-Roms/DVD-Roms

- Enhanced interactive content can be added and retrieved from the discs anytime
- Cheap and easy form for distributing content
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 & CWCC 1HKT
- Vivendi, Canal + & Seagram to merge into Vivendi Universal

Media Convergence
- Broadcast
- Telecommunications
- Information Technology
- Print

Converging Services
- Broadcast
  - DTV allows for interactive services using a return path
  - Data services over digital broadcasting platforms
  - On-line services combined with television

Converging Services
- Telecommunications
  - 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

Converging Services
- 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/ 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
- 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