



DNTA

**The World Cup
and Communications Development:**

A New Vision?

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The World Cup and Communications Development

World Cup 2002

- **The World Cup is the most popular event of any kind in the world, and its popularity is still growing dramatically.**
- **Influence of Information and Communications Technologies:**
 - **1.5 billion TV viewers of Brazil-Germany**
 - **40-billion cumulative viewers**
 - **90% audience share in Brazil (50-million)**
 - **12,000 press representatives (wireless LAN reports, photos)**
 - **2-billion page views of FIFA Web site**
 - **e-mail, phone, SMS, IM, chat??**

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Audience Exclusions

- **120-million Brazilians *not* watching, 40-million in rural areas with little ICT access.**
- **Senegal:**
 - **Team galvanized entire region, continent**
 - **Yet only a minority of Senegalese, and Africans, had access to broadcasts, especially on TV**
 - **Average 10% TV penetration in Africa, less in Francophone region**
 - **Radio is more widespread, but transmission problems, non-universal coverage**

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Conventional Wisdom and New Thinking

- **ICT development strategies are based on “market-driven” philosophies, assumptions that demand is sufficient to pay service costs, given the opportunity.**
- **Rural access initiatives focus on basic phone service, mobile telephony, and telecentres: some limited Internet dial-up options**
- **Very little emphasis on the one element of the Information Society that has demonstrated the greatest potential demand: Television**

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Conventional Wisdom and New Thinking

- **ICT development strategies are based on “market-driven” philosophies, assumptions that demand is sufficient to pay service costs, given the opportunity.**
- **Rural access initiatives focus on basic phone service, mobile telephony, and telecentres: some limited Internet dial-up options.**
- **Viability and sustainability of these projects is central to their success, hence they must concentrate on providing “what the customer wants” (will pay for).**
- **Telephony and IT training have proven most viable; Internet and advanced ICT slow growth.**

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Conventional Wisdom and New Thinking

- **But there is very little emphasis in ICT projects and policies on the one element of the Information Society that has proven to be potentially in greatest demand: Television**
- **ITU BDT Declarations and Action Plans make almost no mention of broadcasting or video.**
- **World Bank official ICT strategy document only cursory reference to broadcasting, minimal plans to support TV projects.**
- **In many countries, TV broadcasting remains state-owned monopoly, few plans to privatize, encourage market-based model.**

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Conventional Wisdom and New Thinking

Why the inconsistency?

The Conventional “Wisdom”:

- 1) *“Broadcasting is the responsibility of the State, to ensure “universal” and equitable access to the airwaves, and to enforce “appropriate” programming and prevent subversive messages”***
- 2) *Television reception should be “free” (i.e., paid through Government subsidy via tax revenue, rather than directly by those who use it), and “commercial” broadcasting is somehow corrupting of social purity.***

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Conventional Wisdom and New Thinking

Why the inconsistency?

The Conventional “Wisdom”:

- 3) “Most commercial television programming is trash anyway, appealing to base human instincts, promoting gratuitous violence, sexual exploitation, and mindless voyeurism. Worse, the majority of shows are imported from the United States, which amounts to cultural imperialism, and undermines the national social fabric and moral fiber.”*

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Conventional Wisdom and New Thinking

Why the inconsistency?

The Conventional “Wisdom”:

- 4) *“Regardless of public preferences, basic telephone service is a “necessity”, an essential connection to the outside world and an engine for economic development, whereas television is a luxury, chiefly a passive entertainment medium.”*

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Conventional Wisdom and New Thinking

Hypothetical demand study: What would you choose to spend your money on?

- 1. Television broadcasts of World Cup games.**
- 2. Radio broadcasts of World Cup games.**
- 3. Television and radio re-broadcasts of World Cup games.**
- 4. Television and radio interviews, analysis, and discussion about the World Cup**
- 5. Newspaper and magazine articles, with color photos, about the World Cup.**
- 6. Souvenir highlight videocassettes (and the VCRs to watch them) of the World Cup.**
- 7. Access to Internet Web sites featuring in-depth information and up-to-the-minute updates about the World Cup.**
- 8. Educational and training TV and video programs teaching how to play football, featuring El Hadji Diouf.**
- 9. TV documentaries, human interest shows, special guest appearances, advertising endorsements, and anything else featuring El Hadji Diouf.**
- 10. Voice telephone service (mainly to call friends and relatives to talk about the World Cup.**

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Conventional Wisdom and New Thinking

Why the inconsistency?

The Conventional “Wisdom”:

5) ***“Bottom-line: Telephony and television are not the same thing – they’re two different technologies, media, markets, and institutions, and it’s misleading to treat them as trade-offs or alternatives to one another.”***

➤ ***NO THEY’RE NOT!***

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Supply and Demand

- **To continue to focus principally upon basic telephony, with some lip service offered to dial-up, low-speed Internet access, is to relegate the developing world not only to perpetual third-class technological status, but also to ignore fundamental market demand conditions.**
- **Moreover, it would reinforce an obsolete mentality that believes that audio-visual communication is less important, more dangerous, less practical, more complicated than human voice communication.**

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Supply and Demand

- **On the other hand, the example of the World Cup represents a shining beacon of the possibilities for devising truly market-based, inclusive, and comprehensive communications development initiatives, building upon the work that's already underway in much of the world.**

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Supply and Demand

- **The inescapable question is market economics: cost vs. revenue potential of broadband, video services**
- **Conventional wisdom influences expectations about video and broadcasting costs, also. Options include:**
 - **Terrestrial networks, combined with cellular**
 - **Satellite broadcasting**
 - **Cable TV and fiber optics**
 - **Videocassettes and DVDs**

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Supply and Demand

- **What about demand? Witness the World Cup.**
- **Community telecentres are a natural location to offer community TV viewing, on a profitable basis.**
- **Consistent with traditions in most rural communities.**
- **Not merely sports, but films, educational videos, government information, even local productions.**

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Supply and Demand

- **Also: revenues from advertisers, sponsors.**
- **Audience size = market-based revenue growth for FIFA, other program producers. National, regional, even local advertisers.**
- **Opportunities for local TV and film production industry development (e.g., Burkina Faso FESPACO)**

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Manifesto for a New Vision

- **Community Television (& radio) as the *anchor* for ICT development, telecenters.**
- **Build demand and awareness through familiar applications, interactive multimedia services, training.**
- **Finance fixed costs through market-based pricing, add telecom, Internet at marginal cost.**
- **Also encourage local production, training, skills in media industries and technologies.**

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Manifesto for a New Vision

- **Requires coordinated support among financial institutions, governments, private sector.**
- **World Summit on the Information Society should recognize access to television, broadcasting, multimedia as no less important than voice telephony.**
- **Targets: full-service, viable demonstration projects in selected locations by 2006 World Cup (Senegal, Turkey, etc.?)**
- **By 2010 World Cup -- Africa -- “Every citizen in Africa who wishes to watch the games will have the opportunity to do so.”**

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Manifesto for a New Vision

The most gratifying goal of all:

By the 2010 World Cup to be hosted in Africa:

“Every citizen in Africa who wishes to watch the games will have the opportunity to do so.”