THE BROADCAST JOURNEY

• Single Platform, Single Device To Multiple Platform Multiple Device
• Broadcast To Unicast
• Appointment Viewing To Comfort Viewing
• Household TV to Personal TV
• Bidirectional communication system
• Radio To Podcast, Print To App
• Demanding Viewer .. loyalty at loss
THE BROADCAST JOURNEY

CONTENT

DISTRIBUTION

Consumer King
• Innovate on all Aspects or Perish – People, Profits & Planet under constant change & challenge

• One TV to Multi- Device Household (Business Scenario – akin to Soap Industry)

• Target Advertising (high click rate & low ad-avoidance)

• Personalized Marketing to Gratify the Consumer

• Content Rights Management (Library Strategy)

• Multi Skilled Human Resource – lowering average Age

• Regulatory – Policy Framework to be Flexible but Firm
• Content Innovation – Reality Fiction a new genre
• Creative Quality...beat the tech
• Interactive/Participative/Diverse
• Exclusive / Unique
• Gratifying
• Rich & Relevant
• Personalised Content
• Community Building
• Dynamic Storyline

THE CONTENT OWNERS ... Complex Creativity
TECHNOLOGY
... from SUPPORTER to ENABLER to DRIVER

- Revisit Production Techniques
- Cloud based workflow for Production to Distribution
- Use of Mojo kits & workflow
- Machine driven Content Curation
- Content Security
- Rights management
- Immersive experience
- Pluralism of formats and versions
- Data science
FOCUS TODAY

- Data science – Content, Advertising, Scheduling
- Artificial Intelligence (AI)
- Cloud based solutions
- AR & VR (Use of Oculus)
- Sub & Dub .... Customisation
- Hologram/Virtual Participation
- Synthesised content
- Machine driven content production
- Robotic Process Automation
FACTS of FUTURE

• Society to be the Co-producer of Content
• Innovation ... routine practice
• Security ... biggest challenge
• Powerful algorithms – gesture, emotions
• Quality Content Always the Winner
• Creativity & Cost as Core
Interesting Road Ahead

THANK YOU