



No Single Future *for radio, TV, or mobile*

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Observation

Converged Future demands
regional solutions



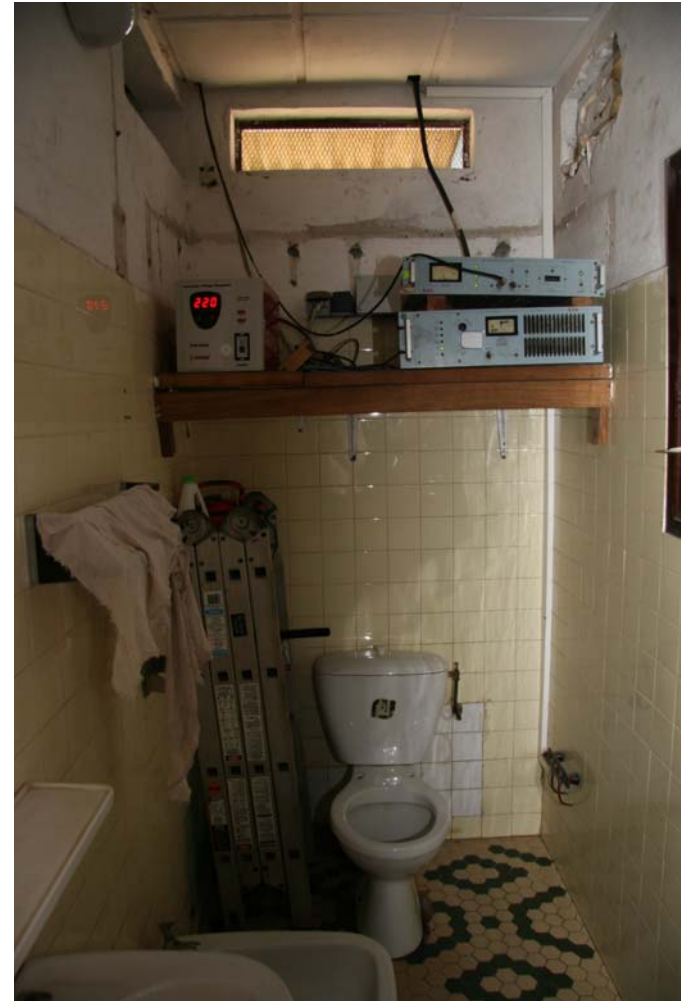
10 years community radio



- 54 countries, 900 million people...but successful stations are 90% community, 10% radio.
- Radio simply extends the coverage area of local, aural culture.
- Best stations have evolved themselves, meeting the need of a community.
- They need local incentives to be sustainable. NGO dependence not good.



Full of surprises....

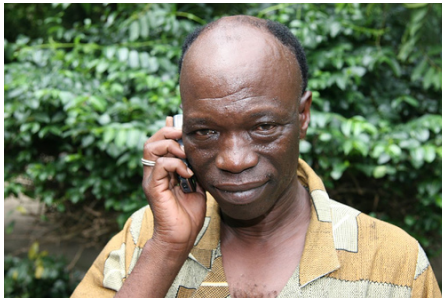


Under 10 dollars.....



Interviews in West Africa

- Because of language challenges, radio stations realise they are becoming guardians of the local heritage
- We need to put the lessons of the past into the context of today, in order to prepare of the future.
- 1 TB of storage now 300 Euro. Tagging the content is the biggest challenge.
- Role of the media is switching from shouting to sharing, acting as a catalyst for conversation.
- Global warming, health present huge challenges.



Huge Regional Differences

- Case study – Benin – Nigerian border



Success Stories – Northern Benin

- Becoming information centre for the community – more than radio.
- Providing public access to information
- Searching for new funding models



Success Stories – Northern Benin

- Are aware of their responsibilities, developed and use their own code of practice.
- Government has separated licensing body from an independent group that monitors content.



New business models

- Radio stations doing deals with mobile operators.
- Revenue sharing on SMS contributions and calls from the right operator. Incentives to call. Free SMS services for farmers.
- Mobile operator helping stations with web access.
- They need more p2p file sharing within the country.



Everyone works for mobile...



Media Lab in Porto Novo

- Putting broadcast technology into a local context
- Testing open source alongside commercial solutions
- Looking at ways for integrating mobile technology into radio production workflow





Why the combo works in “poor” areas

- You can build a 500 watt FM station for 20,000 Euro.
- FM Radios are cheap.
- Mobile is growing rapidly (Nigeria has 37 million users mid 2007).
- These stations beat the national/international competition because they can do local news and languages.



Challenge

4. Radio Must Get Easier to Use

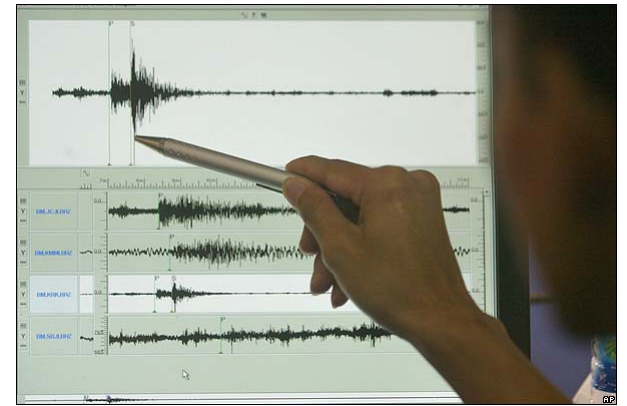


Specific situation where ICTs and local FM stations could work much better



- After a natural disaster. Period 0-2 years when health & welfare important.





Observation

Community radio needs higher priority after natural disasters



That's why...

www.broadcasterwithoutborder.org

RadioAsia 2006 Workshop
Role of radio in emergencies



Continue the conversation...



www.jonathanmarks.com

