

new media:  
anytime,  
anywhere,  
any quality?

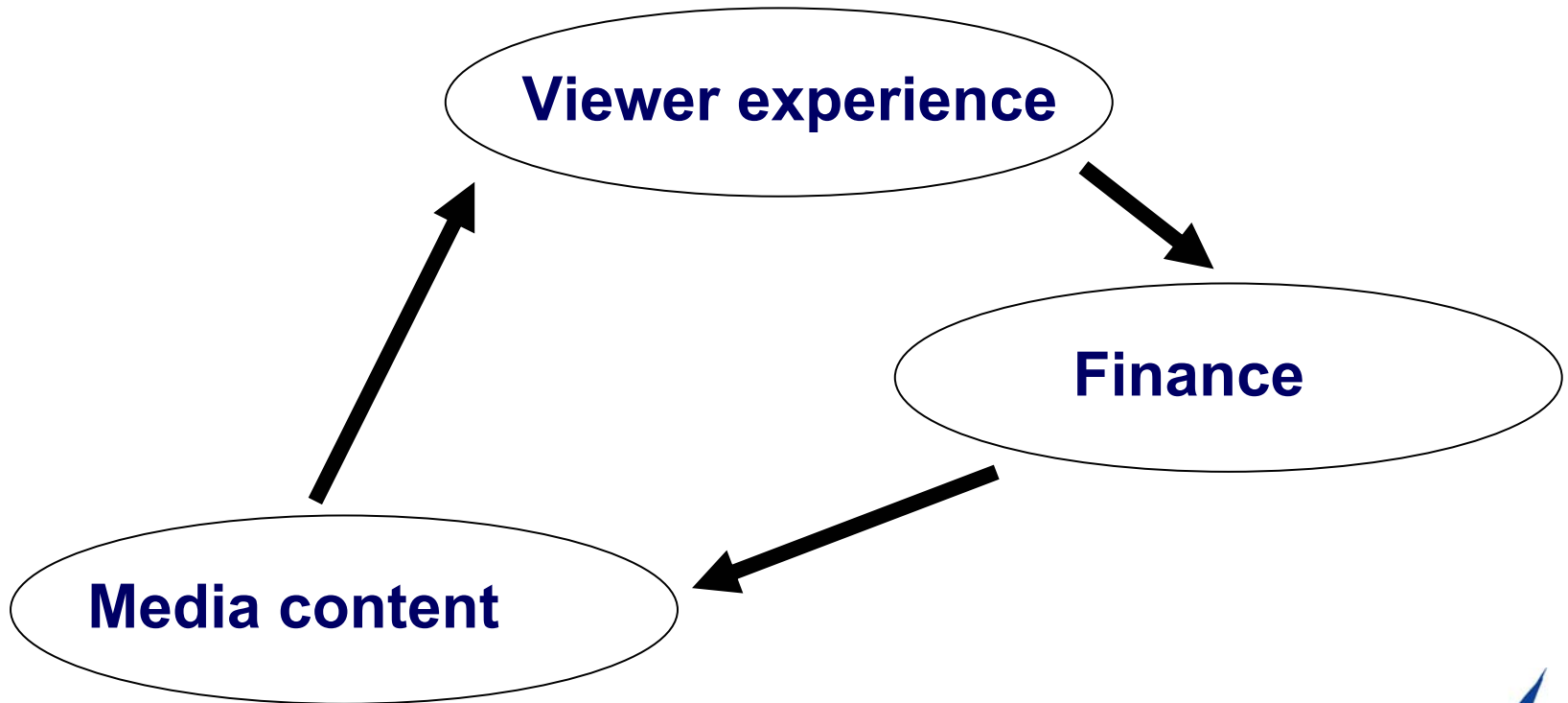
David Wood EBU



# The EBU DSG suggested...

- Public service broadcasters need to take their programmes **wherever the people want to find them.**
- They should be present on **‘all significant platforms’** as part of the public service mission.
- **Don’t jump too far.** Leverage off what you have, what the public likes, and is used to.
- The hype is over. **‘Open minded scepticism’**

# The new media problem: solve the equation



# Four new media cards in your hand



- **Today**
- Web services
- Broadband
- Enhanced Television
- Mobile phones

# The cards you may be dealt



- **On the horizon**
- Enhanced radio
- PVRs
- Broadcasts to handhelds
- High Definition
  
- **Over the horizon**
- Cooperative networks
- Virtual reality broadcasting

# Conventional web

- Large capacity for sports news, statistics, results, communities.
- Some capacity for video and audio by download or streaming.
- We know it works.
- Containing coverage to rights area – “geolocation” - can be a problem



# Broadband



- Broadband is growing faster than DTV
- Options: 'Internet TV', or multimedia on demand.
- If not already available, content costs can be high. May need large audience to justify.
- Rights barriers to use of archives
- **The jury is still out on economics**

# Enhanced Television

- If not already available, content production can be expensive.
- Capacity and capability depends on 'bearer' and API.
- **Highly successful if digital penetration high.**





# Handhelds (by digital mobile phone)

- GPRS or 3G
- ‘Walled garden’ Internet type service
- Download or streaming video
- Sports/news/comedy lends themselves to viewing in bursts.
- **The jury is still out on economics**



# Coming soon: High definition (HD)

- World Football Championship in 2006 to be shot in SDTV
- New production grammar.
- New infrastructure
- **sports is the 'killer application' for HD**



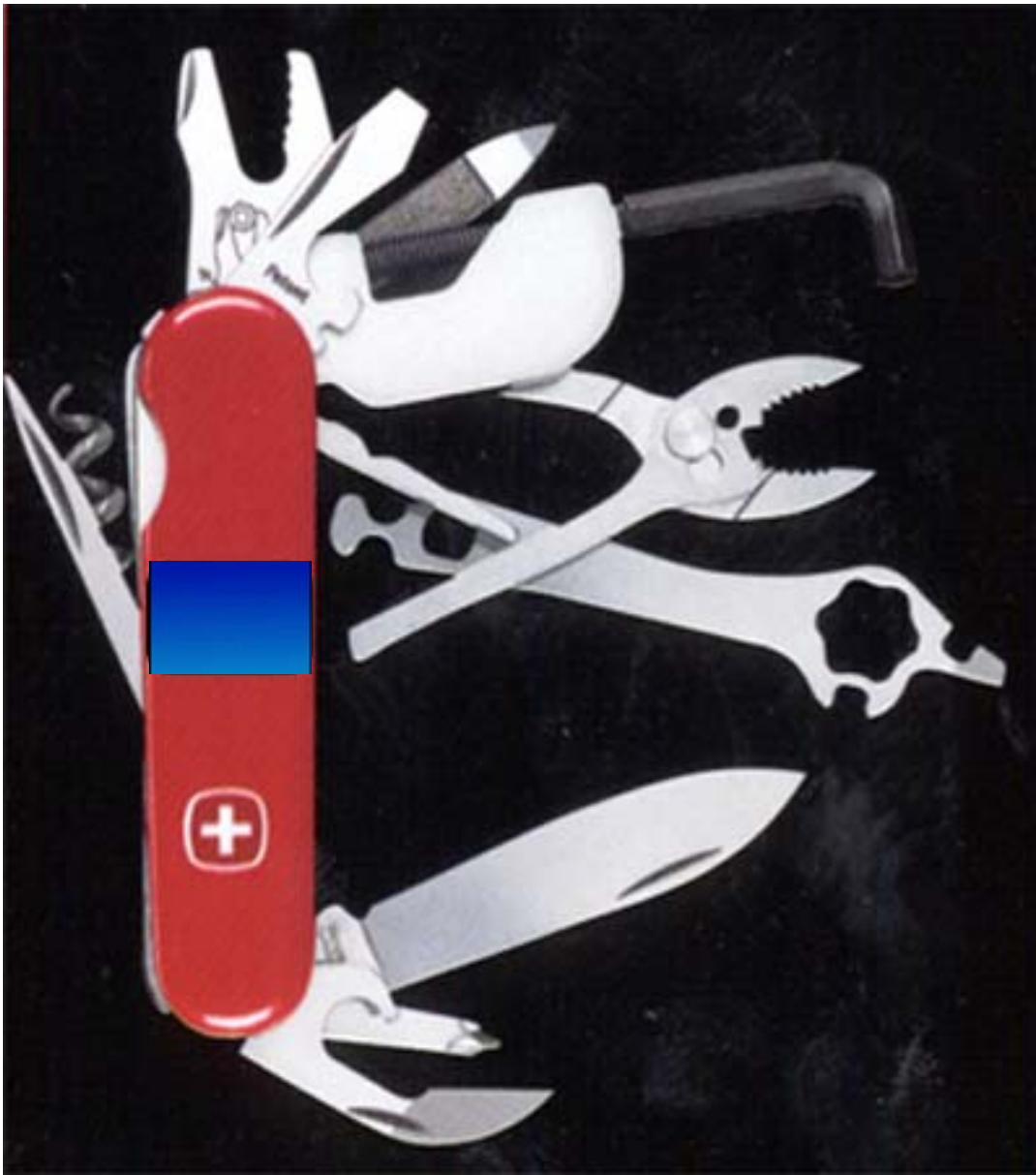
# Broadcasting to handhelds (+)

- New 'rugged' broadcast systems: DVB-H, DMB
- Pilots 2004/5
- "the kids will pay 10 Euros a month to watch TV anywhere anytime"
- **Where will it stop?**



# The Swiss Army knife – early model



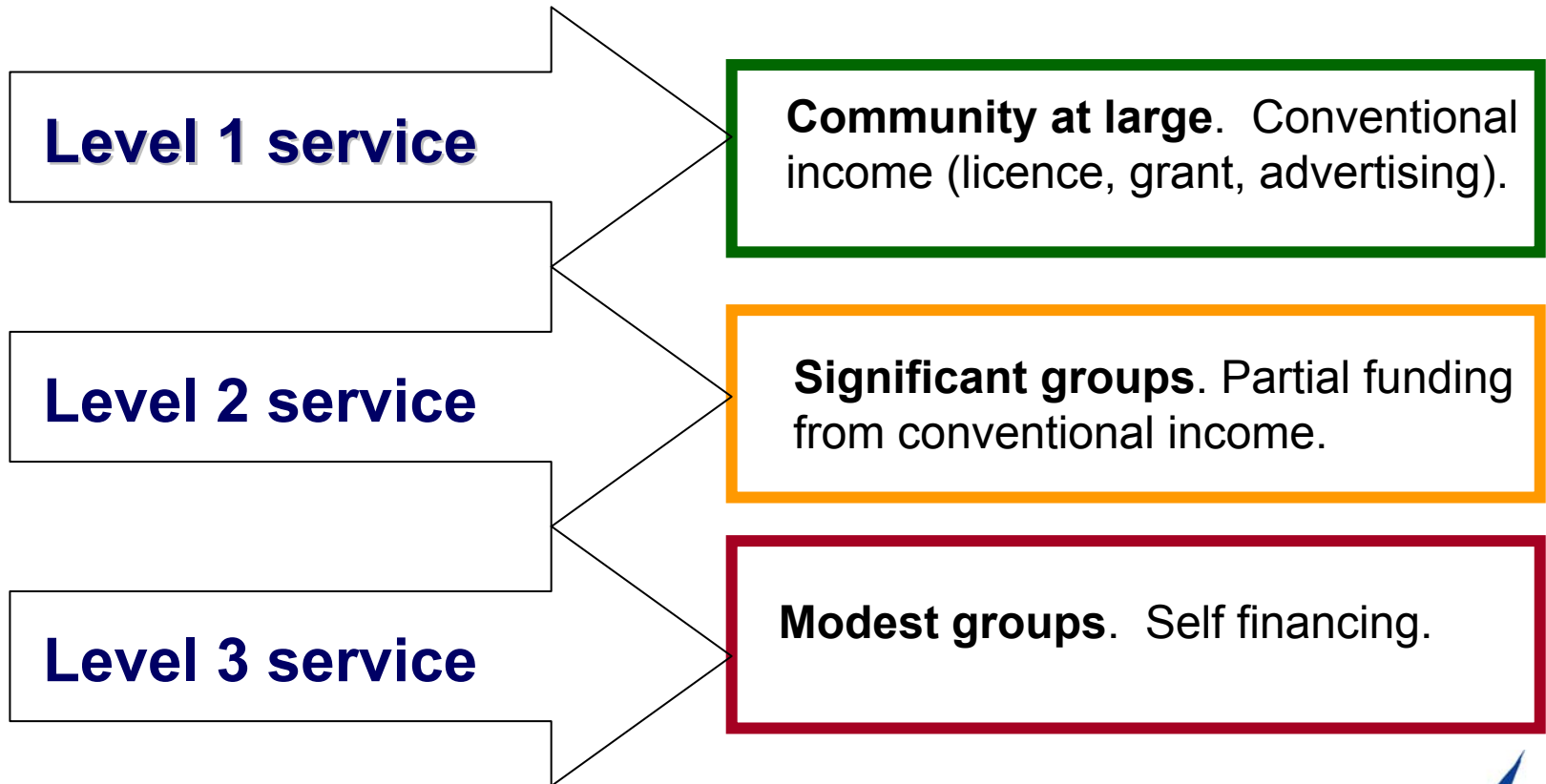


## The new Swiss Army “Coach-Potato” Knife

# The day after tomorrow?

- **Virtual reality**
- A generation or two future set top box
- Creates virtual world equivalent of real sports event.
- Viewer can '***be there***' on the field.
- See 'Ice Cream'.
- **Cooperative networks**
- Connect different bearers to TV at same time.
- Use whichever needed for most efficient delivery.
- A '***total service***'.
- See 'Savant'

# A possible new media finance model?



# What do EBU Members need to do?

- Develop **strategy and positioning** for new media
- Develop **production skills and infrastructure** for the interactive environment
- Clarify the rights position
- Understand **rules and regulations** for any advertising
- Use the **combination** of different media if you can – cooperative content works best.



Thank you for listening

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