

The Creative Future

Challenges for the 'traditional' broadcaster in a Multi-platform, Multimedia world.

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The broadcast world....

- Broadcasting in the 21st Century is undergoing a revolution:
 - It has made a huge difference to the 20th century
 - Electronic and instant – from anywhere to anywhere
 - Can be universal
 - Will still be dominant in the 21st Century

- But the way audiences use it and want to use it is changing....
 - Sit forward
 - “Pull” rather than “Push” model
 - Younger people are “Multi-tasking”
 - Digital Media is becoming more personal and more interactive



Digital is not just TV, but other platforms offering more choice...

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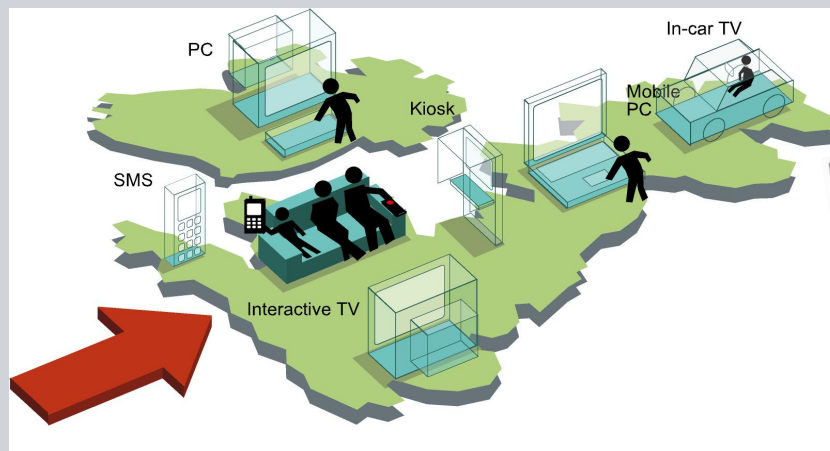
TV

Single platform delivery

Multi-platform environment



Mobile, Websites, Interactive, VoD, SMS

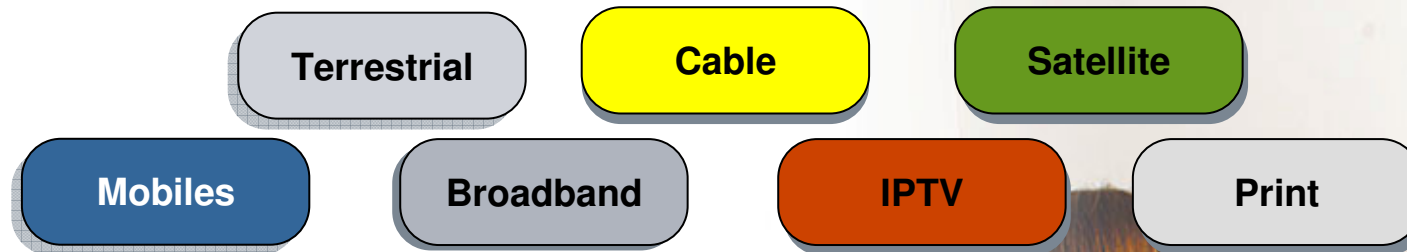


Create once, distribute many

... in a multi-platform environment – content created once and can be distributed many times to many devices.

How the audience consumes content...

Audiences and Content



Consumers increasingly expect to be able to consume media:

- When they want
- Where they want
- On any Device they want
- And in any context

The media and technology industries must be able to oblige.

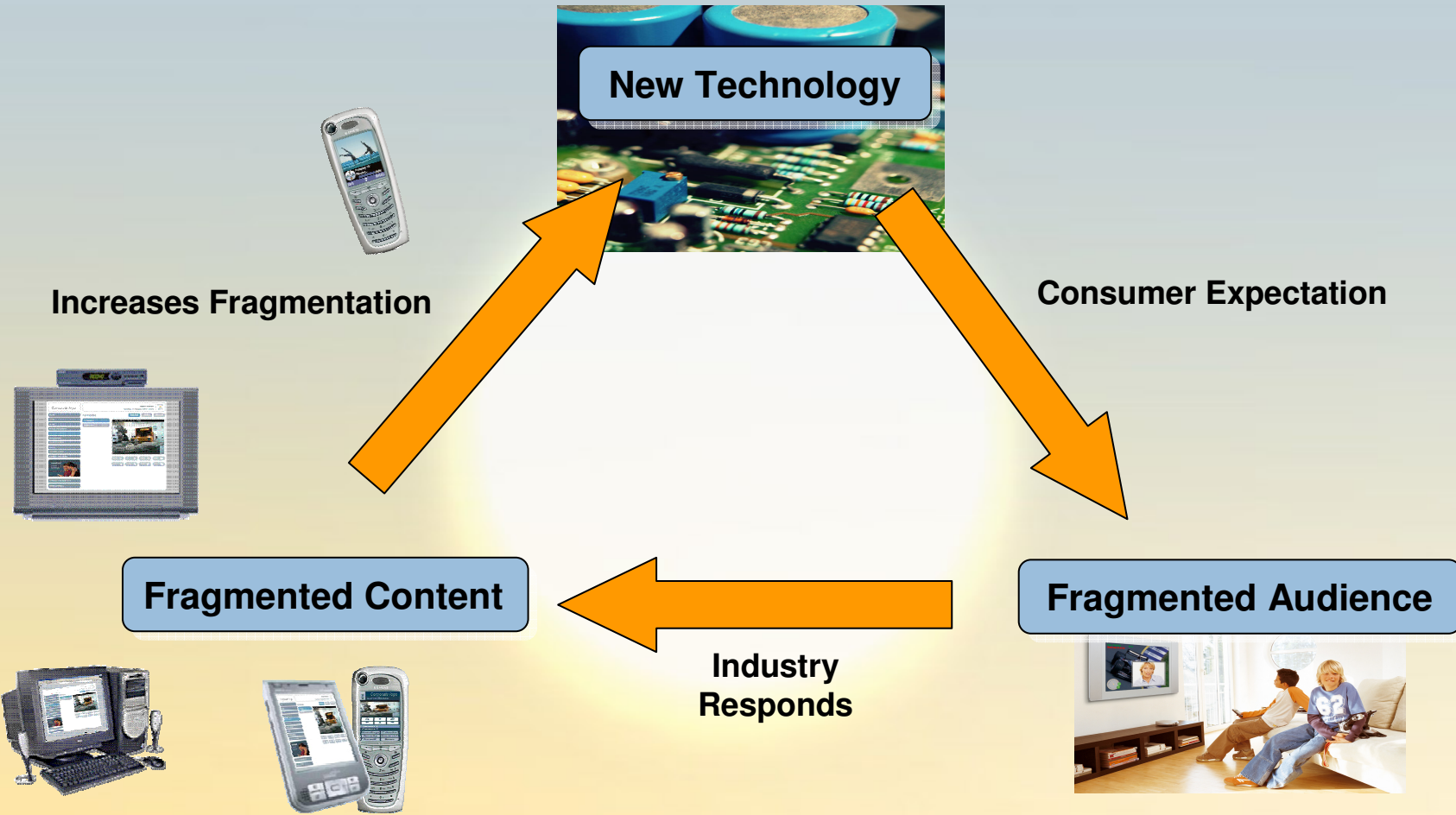
Complementary Themes

Personalised Content

User Generated Content

Audience fragmentation – both a cause and an effect

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**Mass audiences on a single channel begin to disappear.....
... but the advantage is having your brand everywhere.**

What does this mean for the traditional broadcaster?

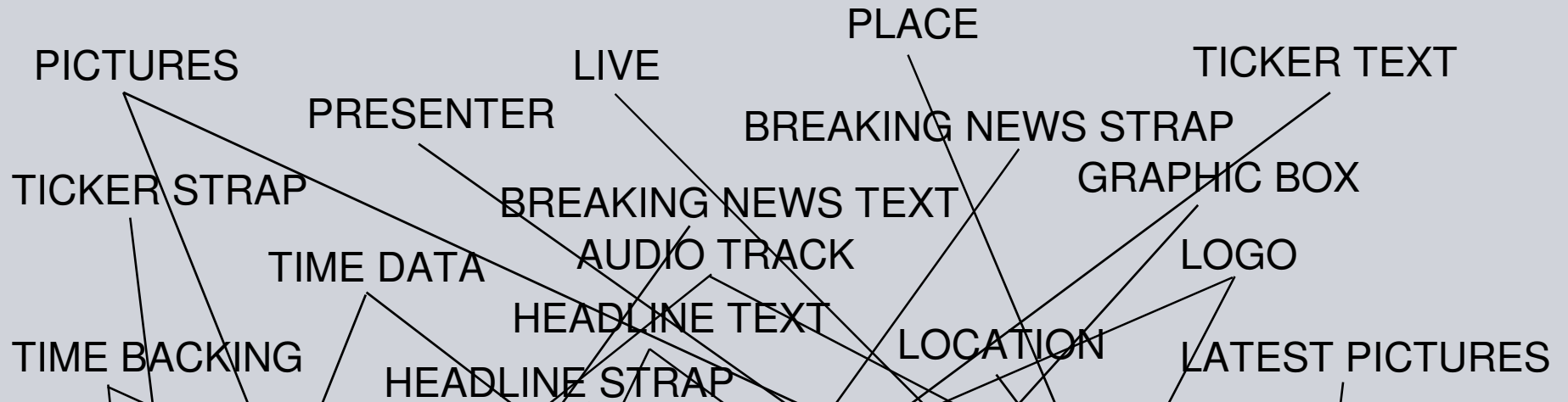
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Relatively static for many years... rate of change now faster than ever...

- Difficult for the business to keep pace
- Technology refresh cycles reduced – move to digital more difficult than expected
- Life expectancy of ideas much shorter – through over exposure
- Need to synchronise time to market – across platforms
- Existing processes are no longer sustainable – requires a more collaborative approach
- ‘Traditional’ view of output has to change – broadcaster becomes ‘content handler’



Multiple Elements and Layers



Serving different platforms

PRESENTER

PICTURES

AUDIO TRACK

TICKER TEXT

TICKER STRAP

HEADLINE TEXT

HEADLINE STRAP

LOGO

LIVE

LOCATION

GRAPHIC BOX



It's not as straight forward as it once was...!

Metadata is a vital element in a future multi-platform world...



Finding your content is important....

Survival for content handlers means embracing the changes...

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Messaging, SMS, MMS



UGC

Mobile



PC



PDA



Broadcasting, EPG, PVR



VoD

- Engaging with individuals – rather than broadcasting to an audience
- Reduce costs using commodity IT
- Convergence of broadcast and IT operations and infrastructure
- Create Collaborative Creative environments
- Outsource Operations



On-line gaming



Internet on TV



BBC and Siemens: a landmark 10 year deal...

BBC

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End-to-end media operations outsourcing

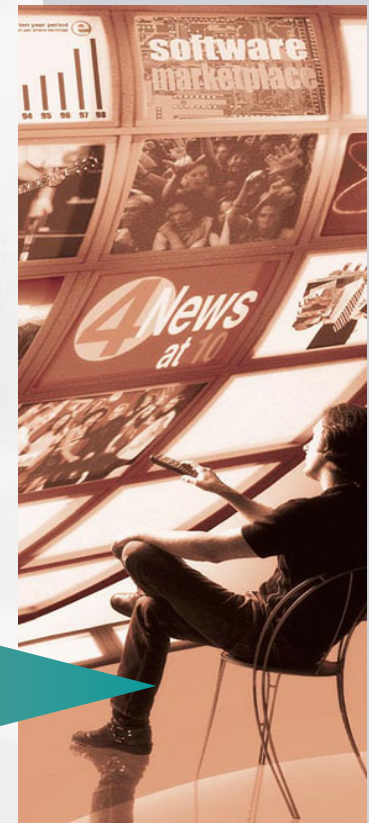
Releases €28M per year to invest in content

Allows focus on core content activities

Reduces investment risks

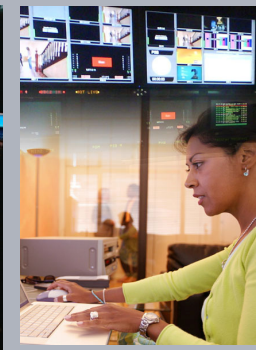
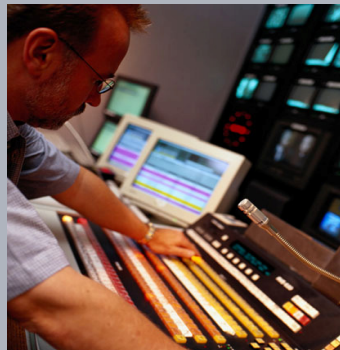
Access to market leading expertise

Facilitates transition to converged solutions



On behalf of the BBC, Siemens manage ...

- Central Control Area – 128 broadcast channels
- Coding and multiplexing of 95,000 hours of digital TV output per month
- 2.5 billion internet page impressions per month
- 200,000 public calls per month
- 35,000 concurrent broadband streams via the internet
- 28,500 PC's
- 267 national and international site on the BBC network
- Support all major infrastructure projects



BBC Creative Future Programme

- A six year programme to re-shape the BBC
- Designed to re-position the organisation so that it flourishes in the current media revolution
- Five main themes
 - Quality and Innovation
 - Value to all audiences – better value, wider choices
 - Increase On-demand – iPlayer
 - Increase efficiency
 - Reduce costs
- Digital Media Initiative (DMI) at the forefront

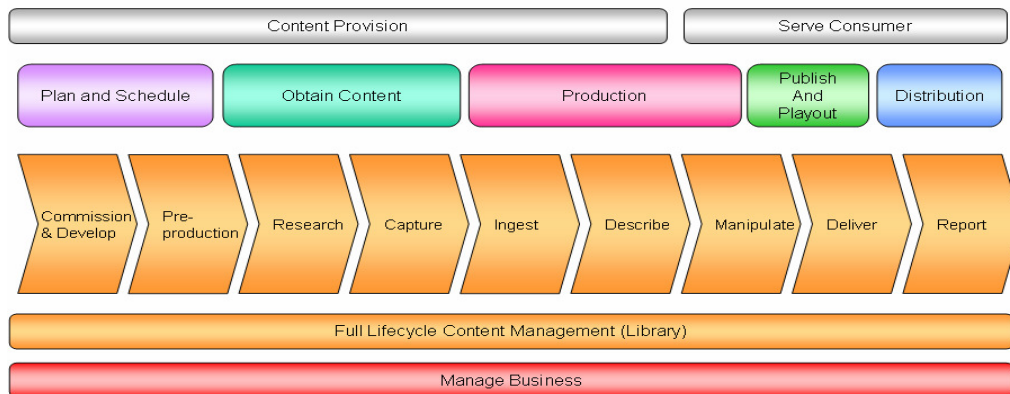


Digital Media Initiative...

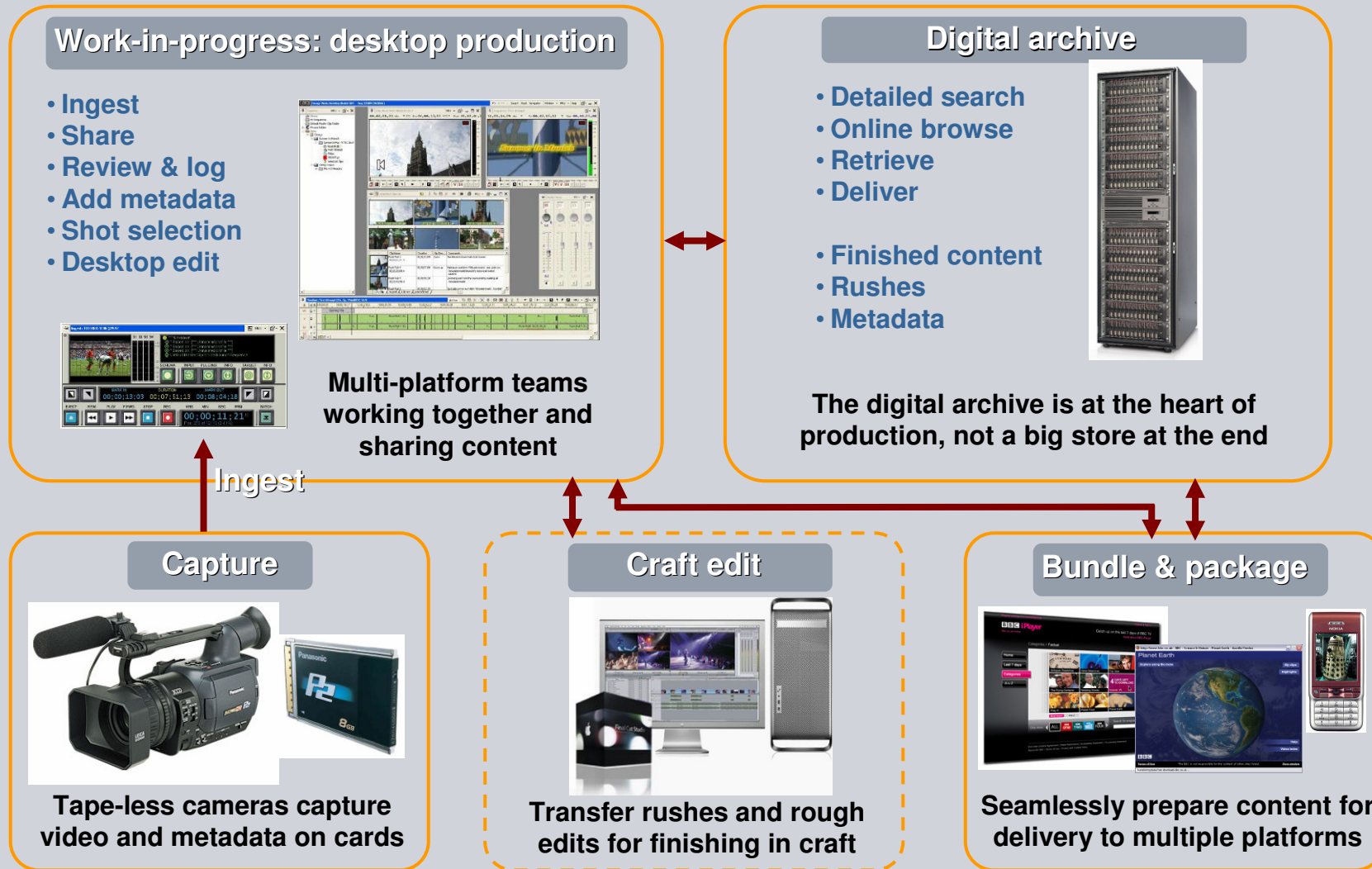
A transformation programme, not a value for money or technology project!

“DMI transforms our content production and media management processes in a way that enables us to launch services where our audiences can find, play and share content”

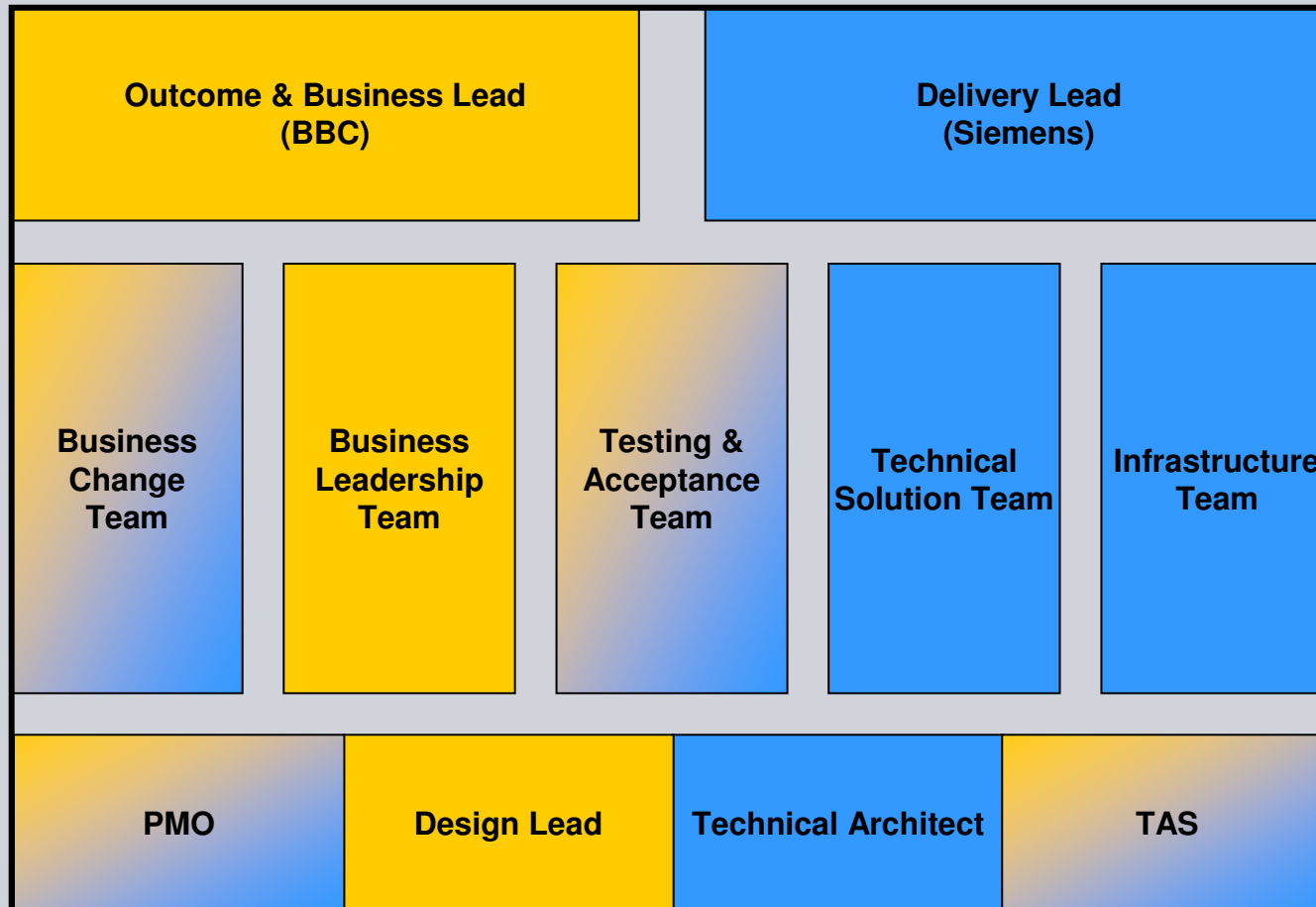
All elements of the media Value Chain



How DMI works....



DMI Programme - Partnership approach



BBC

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Your trusted partner for media transformation

Thank you.....

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