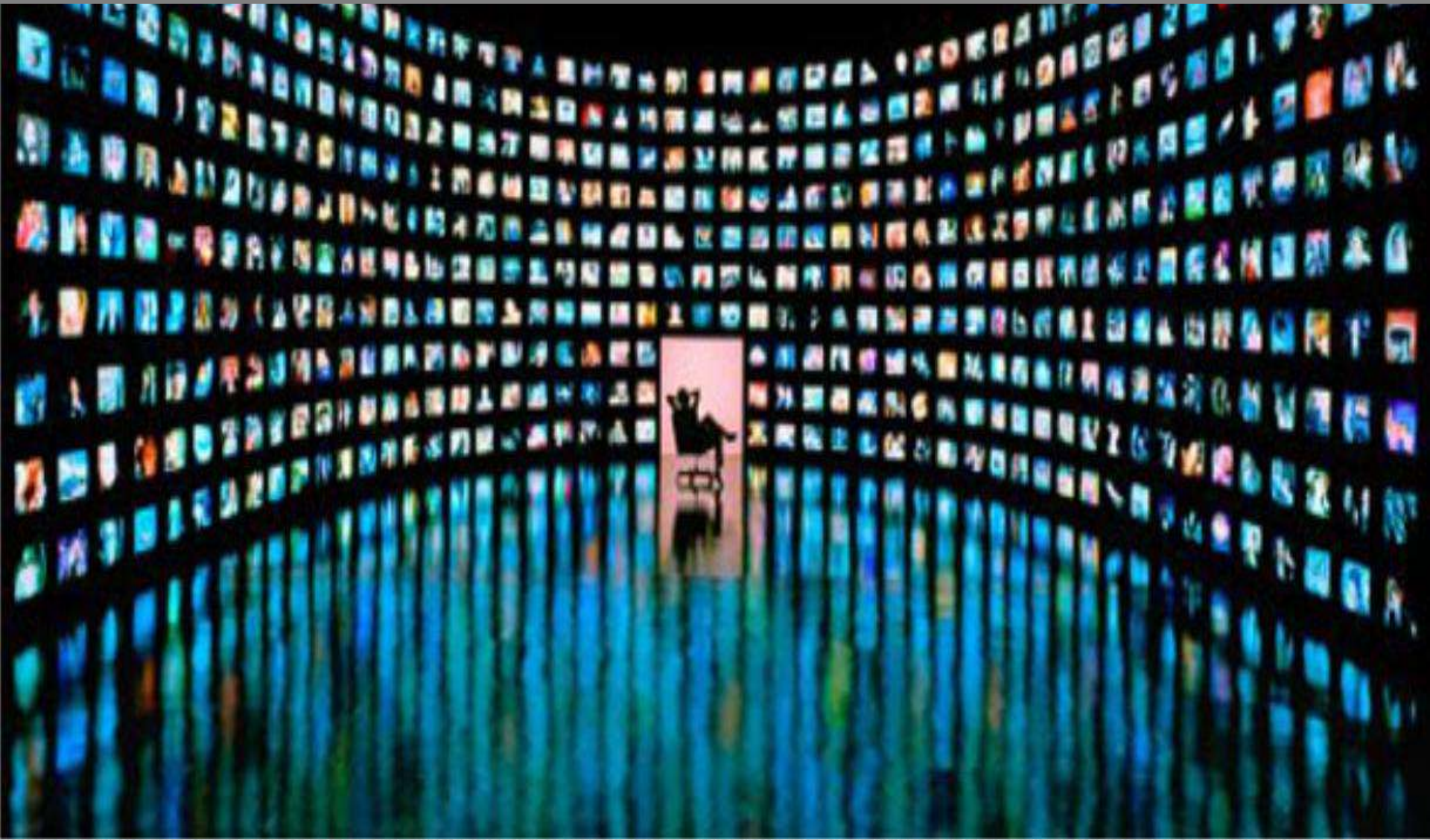


BROADCASTING

--- The CHANGING PERSPECTIVE





THE BROADCAST JOURNEY



CONTENT



DISTRIBUTION

- **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



MANAGEMENT – *Continuous Learning Curve*

- 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





THE CONTENT OWNERS ... *Complex Creativity*

- **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**





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