# Master of Science in Electronic Commerce and Internet Computing



# Experts Address Series 2012-13

Organized by HKU MSc(ECom&IComp) Programme Office

# TV in the 21st century - one screen or two?



### Mr Peter Looms

Visiting Associate Professor, Department of Computer Science, HKU

Date & Time:

4 December 2012 (Tuesday) 7:00pm - 8:00pm

電子商貿及互聯網工程理科碩士





TVB executive says no room for new players

# South China Morning Post 南華早報

#### TVB executive says no room for new players

News > Hong Kong BROADCASTING

#### Amy Nip and Vivienne Chow

In the first of a two-part series, TVB executive Mark Lee Po-on discusses the threat and 'unfeasibility' of new stations in the free-to-air TV industry

If the battle over new free-to-air television licences is as much about public opinion as it is about the government's long-delayed decision, then TVB executive director Mark Lee Po-on is coming out swinging.

While a recent poll by the University of Hong Kong found that 85 per cent of the city's viewers want more choices, the two existing terrestrial stations, Television Broadcasts (TVB) and Asia Television (ATV), have been the most vocal critics, arguing that there is simply not enough advertising revenue to support more players.

"We are not against having more [fishermen] join us to catch fish, but you have to create more fish in the sea first," Lee said.

TVB is fighting the new licence applications by City Telecom (CTI) and subsidiaries of iCable and PCCW on three levels; on government procedure, public opinion and in the Peter Olaf political sphere.

# 丹麦 丹麥 Denmark:

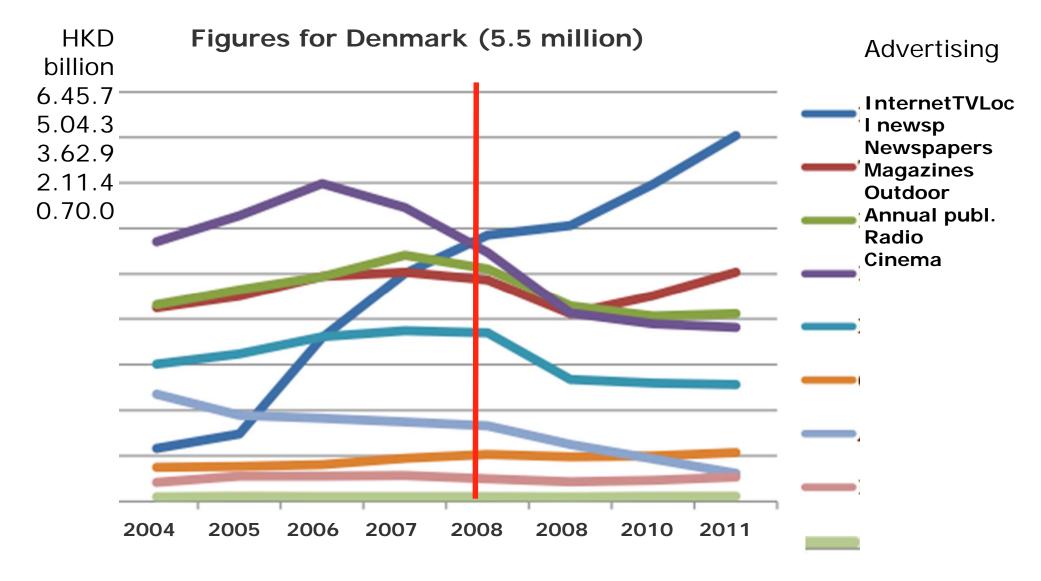
- 44,000 square km.
- 500+ islands
- Greenland is a part of Denmark
- Population 5.5 million (55,000 in Greenland)
- 2.3 million homes
- Mainly flat!

#### **Greenland**

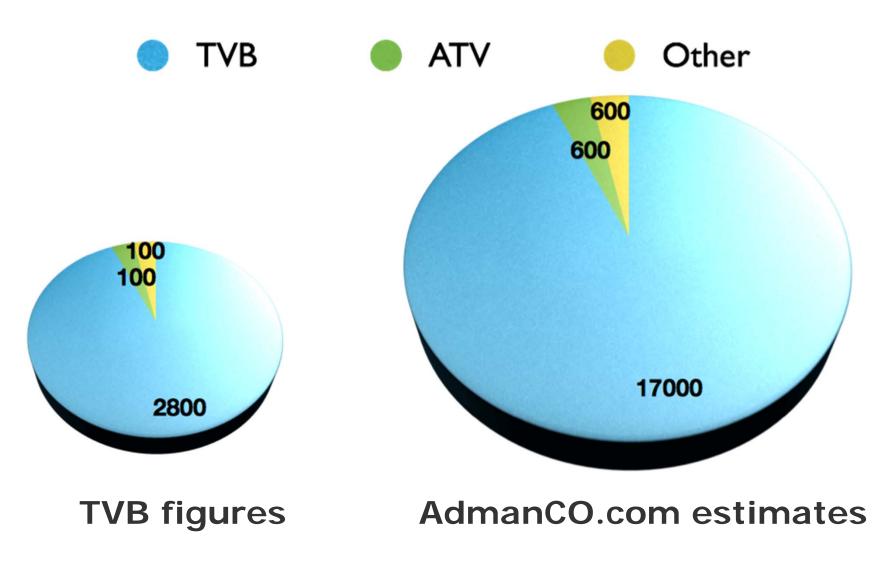


• Copenhagen

# Media business models are changing fast...



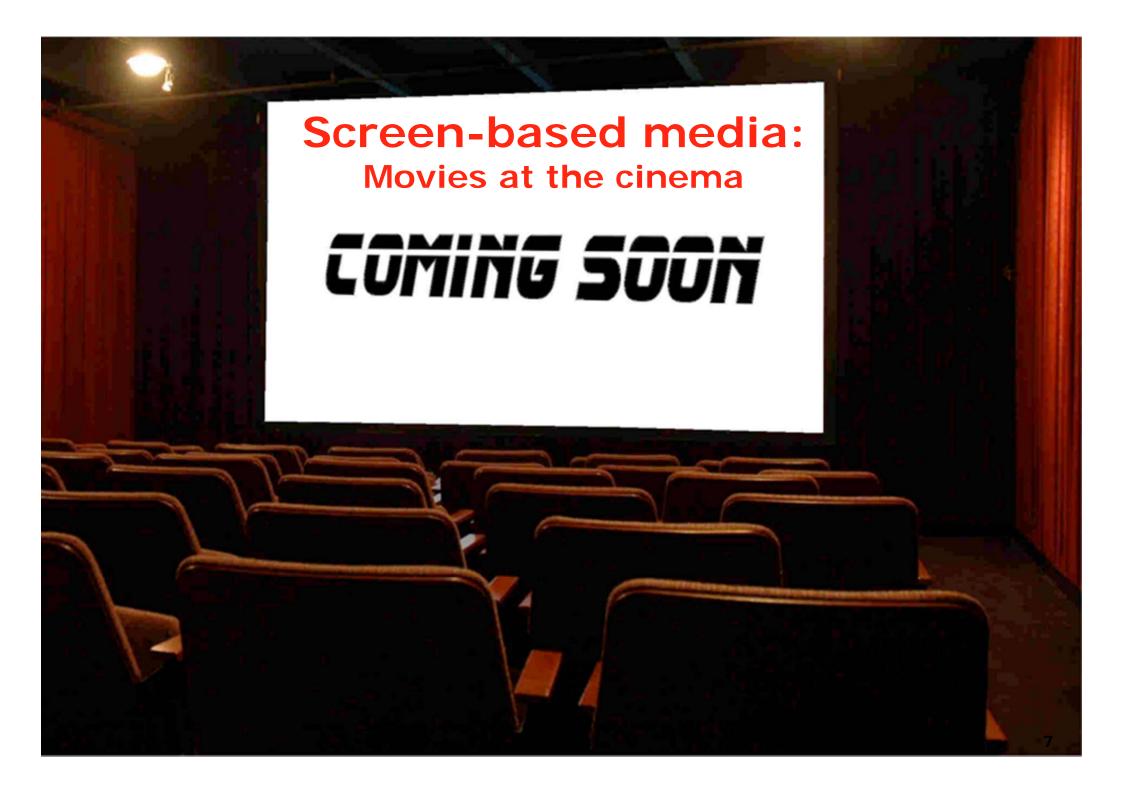
# TV advertising on free-to-air TV in Hong Kong



### Some of the basics first

# What do we mean by TV?

Peter Olaf Looms Public Address 2012



# Screen-based media: TV screens









# Screen-based media: Smartphones and tablets





# Screen-based media:

### **Different networks**

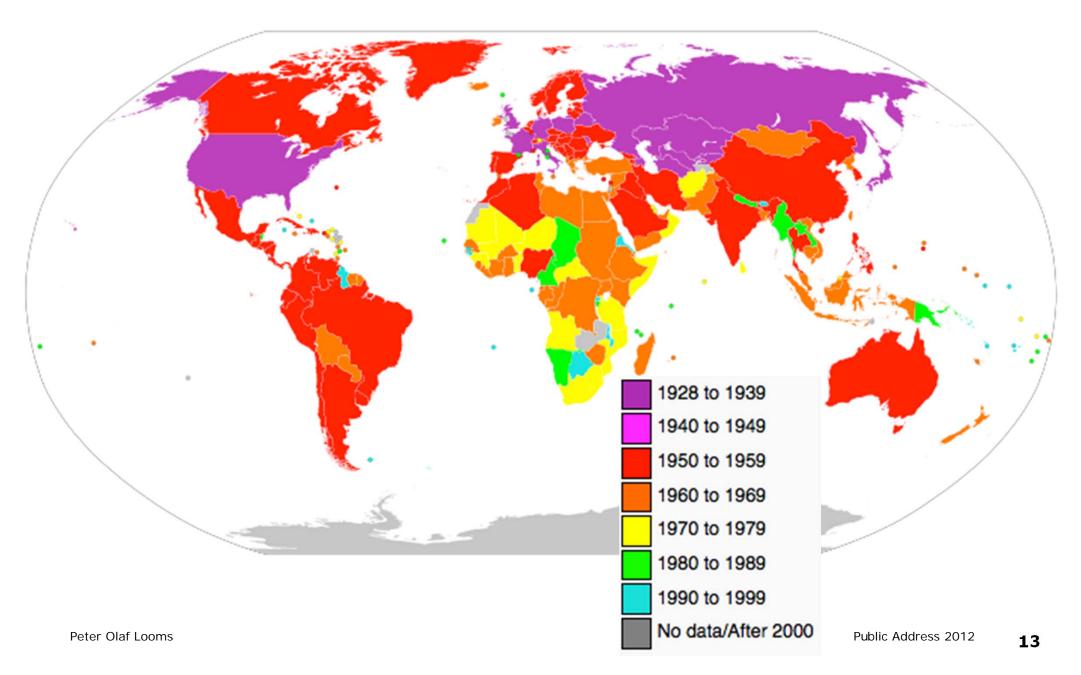


- Analogue broadcast TV
- Digital terrestrial TV
- Satellite TV
- Cable TV
- IPTV (closed Internet)
- Over The Top (OTT)Internet TV
- TV via
- Public wireless LAN (WiFi)
- Mobile 2.5 and 3G
- Mobile 4G

# What do we mean by TV?

- Audiovisual content
- Delivered to screens using
- One-way or two-way networks

### The introduction of TV around the world



...ultimately by engaging the viewer or audience.

# What needs has TV traditionally met?

"to inform, educate and entertain"

**Lord Reith** 











# But what needs does TV currently meet?

Inform	Educate	Entertain
News Current affairs	Campaigns Awareness- building Education & training Documentaries	Sport Events TV drama Participatory shows

# But what needs does TV currently meet?

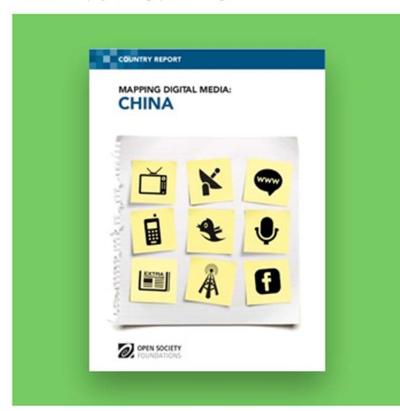
Inform	Educate	Entertain
News Current affairs	Campaigns Awareness- building Education & training Documentaries	Sport Events TV drama Participatory shows

#### News in mainland China

# **Mapping Digital Media: China**

October 2012 by Hu Yong Media Program

**Source:** http://www.opensocietyfoundations.org/reports/mapping-digital-media-china



The Mapping Digital Media project examines the global opportunities and risks created by the transition from traditional to digital media. Covering 60 countries, the project examines how these changes affect the core democratic service that any media system should provide: news about political, economic, and social affairs.



The story of media digitization in China is inseparable from the country's recent modernization. Probably nowhere else have so many other things been changing at the same time as the technological advances with which this study is concerned. And probably nowhere else has digitization flourished on such a scale in such a closed media environment. As a result. digitization has transformed the diversity of information and public opinion for many millions of people.

As of December 2011, there were 513 million internet users, 155 million broadband subscribers, and over 1 billion mobile phone users in China. At the same time, the internet is still beyond the reach of 800 million Chinese who rely almost exclusively on television for their information and entertainment, in particular

the mammoth state broadcaster China Central Television

(CCTV). But a sign of the profound changes taking place is that this year (2012) the time people spend on the internet is set to overtake that which they spend watching television.

Although China is already the world's biggest media market, there are still hundreds of millions of people with little knowledge or understanding of how the media are used and how they might use the media. A nationwide media literacy campaign would help educate people to participate in public life so that the opportunities which digitization brings can be more widely enjoyed.

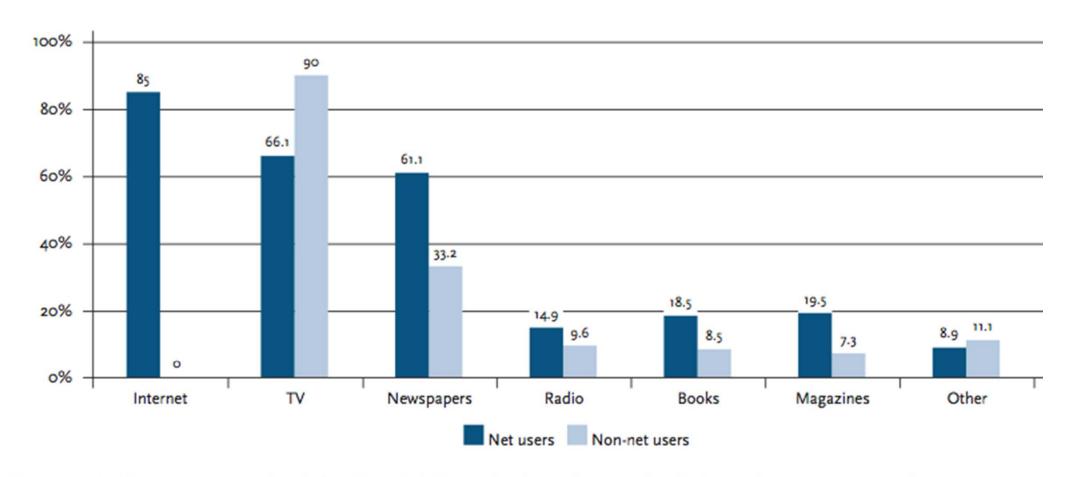
Download Files

Mapping Digital Media: China

Download the complete 126-page report.

548.61 KB PDF

### **News in mainland China**



Note: Information retrieval is defined by CNNIC as the channels through which people acquire news information.

Source: CNNIC, January 2007

### News in mainland China - "Hard" news & Minsheng

News programs	Start time	End time	% rating** 2010
CCTV "Network News Broadcast"43	19:00	19:30	6.6
CCTV "Topics in Focus"	19:38	19:51	1.9
CCTV "Focus on Today"	21:30	21:55	0.4
CCTV "News Half-hour"	12:00	12:30	0.8
CCTV "Nightly News"	22:00	22:20	0.7

Notes:

\* Hard news refers here to news related to social, economic, and political affairs in general. It does not necessarily refer to investigative journalism. In fact, unlike the press, investigative news in television outlets is still not common. \*\* Rating refers to the percentage of individuals or households viewing/listening to a program during the specified time out of the total individual or household viewers/listeners

Source: CSM Media Research, 2010<sup>44</sup>

News programs	Start time	End time	% rating*
Jiangsu Satellite TV "Nanjing Face to Face"	18:40	19:45	5-7
Guangdong Pearl River TV "Today's Concerns"	21:00	21:50	9.1
Shanghai TV "From the Audience"	18:00	18:30	9.9

### News in mainland China - radio news

Frequency	News program	2006	2007	2008
FM100.6/AM828	Beijing People's Radio "News Broadcast"	10.6	8.33	9.8
FM106.1	China National Radio "Voice of the Nation"	11.0	8.08	8.6
FM93.4/AM990	Shanghai People's Radio "News"	23.9	25.32	24.1
FM90.9/AM1296	Guangdong News Radio "News"	8.6	7.3	n/a
FM97.4/AM1062	Guangdong Pearl River Economic Broadcast	22.7	25.0	21.0
FM96.2	Guangdong News Information Broadcast	5.8	6.1	5.2

Note: n/a: not available

Source: China Radio Yearbooks 2006, 2007, 2008

Peter Olaf Looms Public Address 2012

25

### News in mainland China - news on the Internet

Four most popular\* news portals, 17 January 2011

Website	% users (reach)	Average pageviews per user
News.qq.com	21.8	11.0
News.sina.com.cn	14.8	7.7
News.sohu.com	10.3	5.7
News.163.com	8.3	7.2

Note:

\* Reach is typically expressed as the percentage of all internet users who visit a given site. Pageviews measure the number of pages viewed by site visitors<sup>46</sup>

Source: http://cn.alexa.com

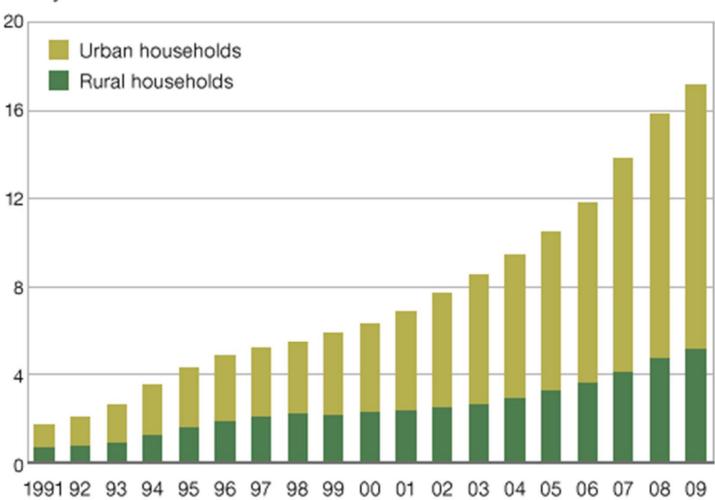
# But what needs does TV currently meet?

Inform	Educate	Entertain
News Current affairs	Campaigns Awareness- building Education & training Documentaries	Sport Events TV drama Participatory shows

### The rural/urban divide in China - media

### Annual disposable income - urban and rural households





# Facebook for farmers: Technology empowers China's rural workers

By Nick Mackie

Chongqing, China Source: http://www.bbc.co.uk/news/business-12010549 CHINA MOBILE



Long Xunming is a bee keeper who supplies expert information to the Nongxinton network



Mr Qing, ploughing in the fields, relies on China Mobile's farming service

Straining to control a deafening, bucking, fuel-powered plough, Qing Zhongxing prepares a strip of land ahead of sowing next season's harvest of rapeseed.

Throttling down at the next turn, he pauses to check his mobile phone: it is the latest news on pork prices.

# But what needs does TV currently meet?

Inform	Educate	Entertain
News Current affairs	Campaigns Awareness- building Education & training Documentaries	Sport Events TV drama Participatory shows

# Talent shows - striking an acceptable balance

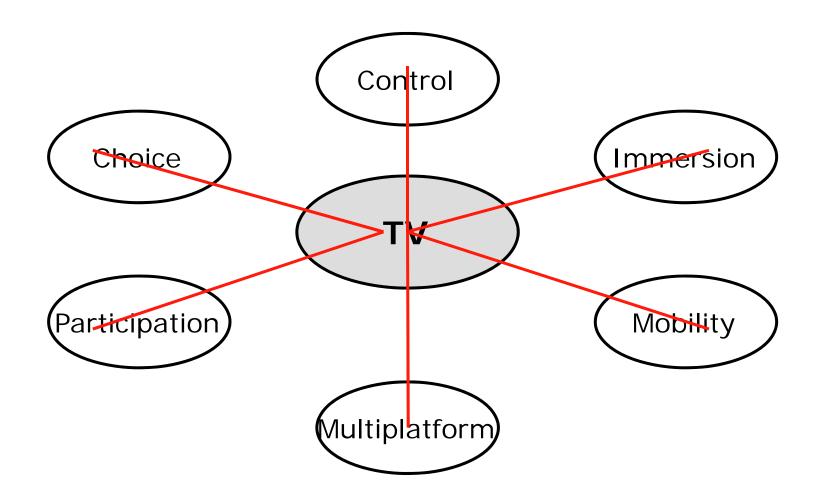


 $\underline{\textbf{Source}: http://www.washingtonpost.com/blogs/blogpost/post/chinas-super-girl-talent-show-canceled-for-being-too-democratic/2011/09/19/gIQAYthsfK\_blog.html}$ 

Peter Olaf Looms Public Address 2012

31

# TV in the 21st century needs to redefine itself



Peter Olaf Looms Public Address 2012

32

# The Life of Pi - immersive experiences using 3D



# So can we write off TV as a 20th century phenomenon?



Peter Olaf Looms Public Address 2012 34

# Take the case of football on TV http://www.visualphotos.com/image/2x4032945/friends\_watching\_football\_on\_the\_tv

# Bo Olofsson, SKY (UK)

# Live Football: PL Man City - Man U

TV viewers

4<sub>m</sub>

Viewers in pubs & clubs

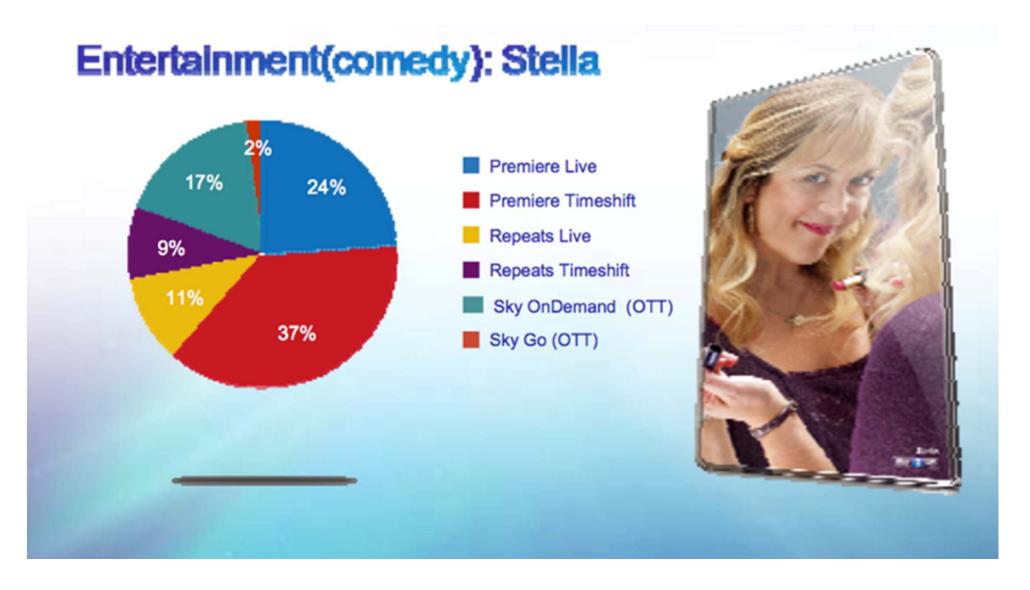
1.7<sub>m</sub>

Sky Go viewers

250k



# Bo Olofsson, SKY (UK)



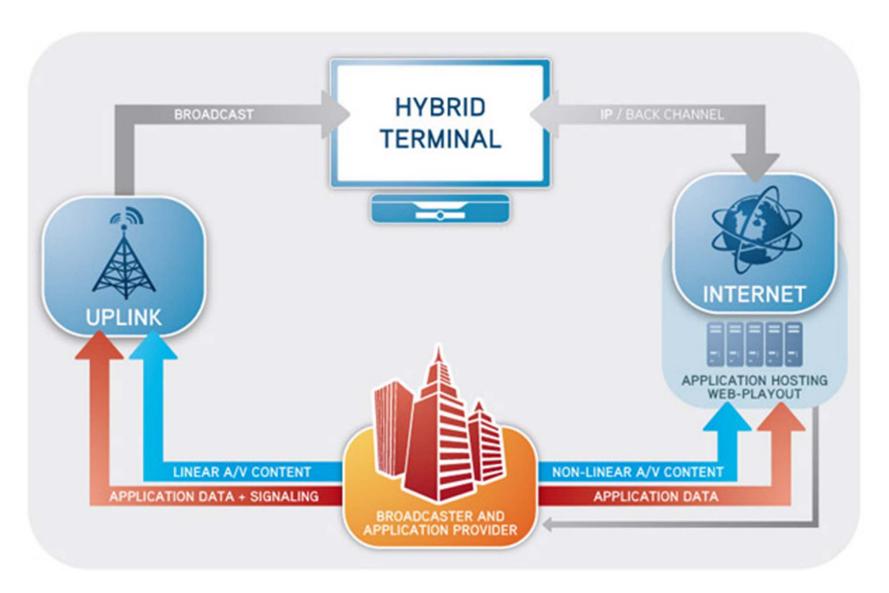
Peter Olaf Looms Public Address 2012 37





Convergence:
Digital TV hybrid with Internet
on the same device
- an integrated TV experience
using the remote control

38



Peter Olaf Looms Public Address 2012

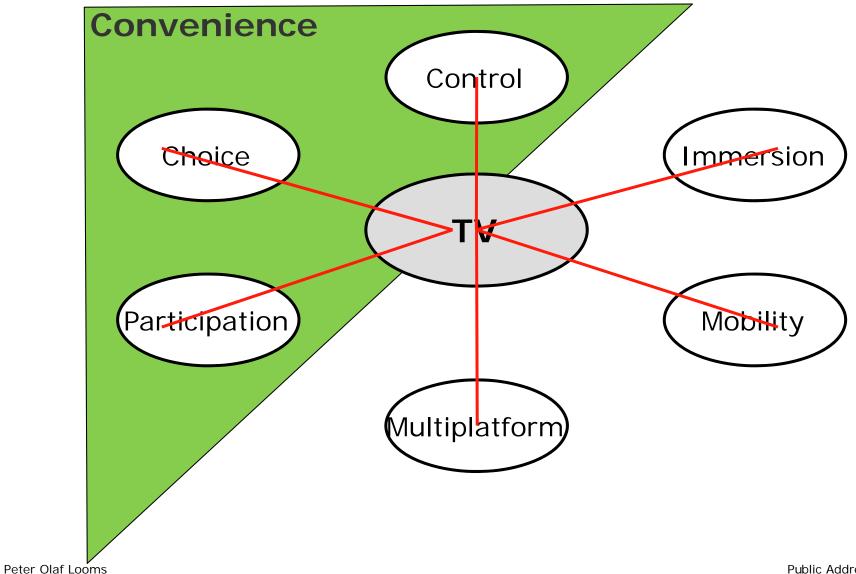
39



"The second screen scenario"

The user interacts with content not just on the 'main screen' using a remote control but using a 'second screen' such as a computer tablet, smartphone or laptop.

## Second Screen + hybrid broadcast/broadband



## User control: improved accessibility



Peter Olaf Looms Public Address 2012 42

## User control: improved accessibility



Peter Olaf Looms

## User control: improved choice (catch-up options)

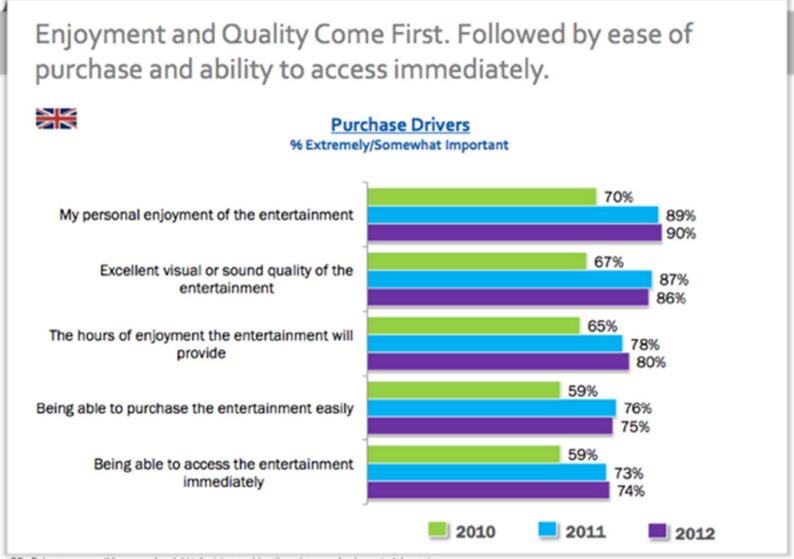


Peter Olaf Looms

Value and Engagement in the Era of Social Entertainment and Second Screens

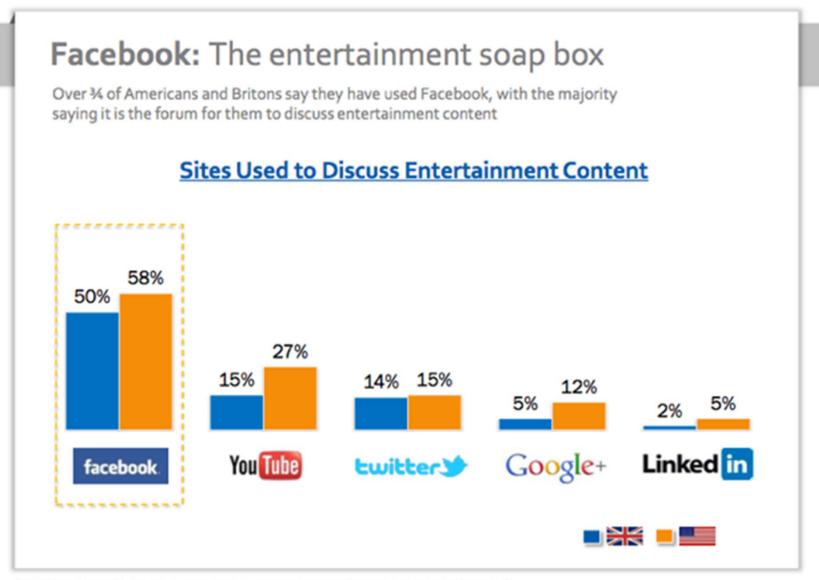


Peter Olaf Looms Public Address 2012



Q7. Below are some things people might take into consideration when purchasing entertainment.
How important are each of the following things to you, when you are considering making an entertainment purchase?
Base: UK respondents (n1012)

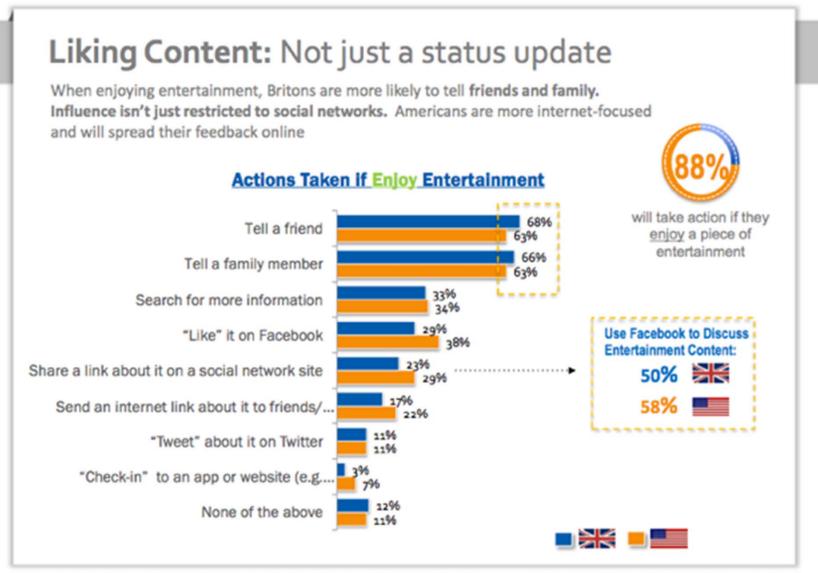




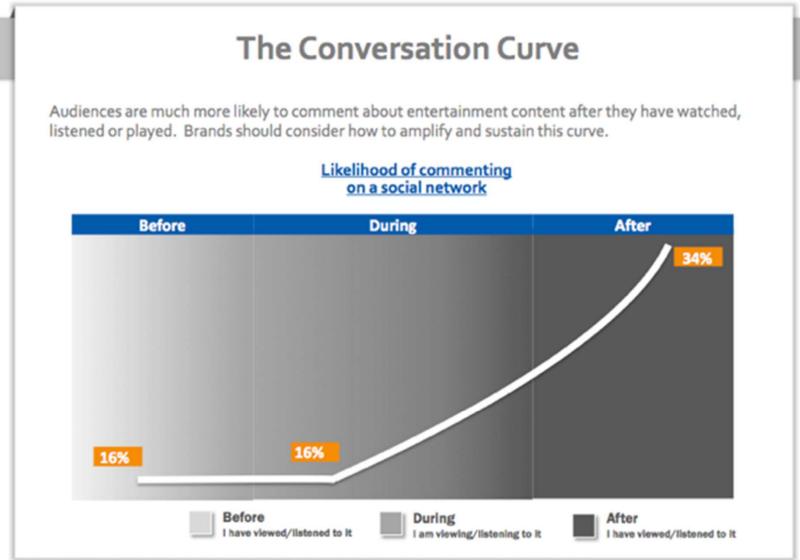
Q15. Which social media sites do you use to discuss entertainment content that you have watched or listened to?

Base: All respondents who use any social media sites (n1837)



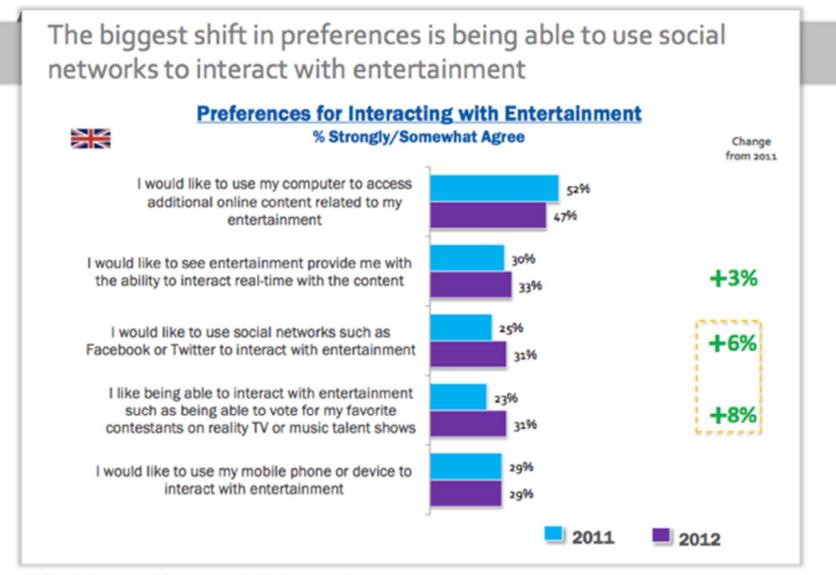


Q12. Which of the following do you do if you enjoy a piece of entertainment content (e.g. television program, movie, music video, song, playlist, etc.)? Base: All respondents (n2022)
Q15. Which social media sites do you use to discuss entertainment content that you have watched or listened to? Base: All respondents who use any social media sites do you use to discuss entertainment content that you have watched or listened to? Base: All respondents who use any social media sites do you use to discuss entertainment content that you have watched or listened to?



Q19. Which types of content are you likely to comment about on a social media networks (like Twitter or Facebook) before you have viewed/listened to it, while you are viewing/listening to it and after you have viewed/listened to it?

Base: All respondents who use any social media sites (n1837)



Q9. Please indicate your level of agreement with the following statements?
Base: UK respondents (n1012)



## So what does this all mean for Hong Kong?







#### Second screen...

- offers news ways of user control, user choice and participation via social media
- is interesting for younger demographics who may have given up TV screens (apart from events)
- is interesting for free-to-air broadcasters to use "Over-The-Top" Internet services on TV sets to compete with Pay-TV operators like NOW TV
- could have potential in the mainland to offer participation now that entertainment is more regulated (December 2011)

## Thank you!

#### **Questions?**



Peter Olaf Looms Ellesvinget 25 DK-2950 Denmark

e-mail:

polooms@gmail.com

Skype: pol-denmark

QQ ID: 2562969528

Peter Olaf Looms