

Technology: 2012 and beyond

Traditionalist

The UK's David MacGregor, chairman of TSL, sees things differently and from what he calls a realist's perspective.

He says: "Lots of clever things are happening and the technologies are moving at such a rate it's difficult to keep up. Many broadcasters are quite happy with their lot, and don't see why they need to chase the cutting edge. Scores of countries around the world are struggling to move into digital TV and catch up. So connected TV and IPTV are not in their sights."

MacGregor continues: "Broadcasters are the manufacturers, designers, makers and controllers of media, whereas the communications industry with all its convergence has a route to market but doesn't have a product to sell. The broadcasters and 'the studios' are the parties who have the video and audio products to sell. Content remains king!"

He acknowledges that the 15-to-25-year-old demographic spends little time at home — as they are out dating! The video they do watch is at the cinema, or short clips, probably from YouTube.

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MacGregor further believes that the cost-benefits of broadcasters trying to reach this younger demographic do not stack up — particularly as broadcasters will “get them back” through large-screen viewing when they reach the 25-to-35-year baby-sitting demographic. But when they are between 35 and 45, they become too lazy to go out and instead watch the large screen, he declares with a chuckle.

After that, he adds, they cannot be bothered — but they still watch the large screen.

MacGregor concludes: “Viewing has trended to the large-screen format, particularly for full-length material. People will only watch short clips on small

and mobile devices. But, perhaps, the iPad is acceptable for personal viewing.”

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