

*Digital TV Content
Production*



SPH MediaWorks

Chris Rogers, SVP New Media
(crogers@sphmediaworks.com)

August 14, 2002

SPH Mediaworks

- SPH Mediaworks was formed in June 2000
- We are Singapore's first commercial Terrestrial Broadcaster
- Our Core Business includes Acquisition, Production and Distribution of Content for TV, Radio, New Media platforms
- Launched our 1st two TV Channels in May 2001
- We have established JV operations in HK & China focusing on content production
- Our Mandarin Channel became the most watched channel in just 1 year
- Singapore does not have Digital TV today

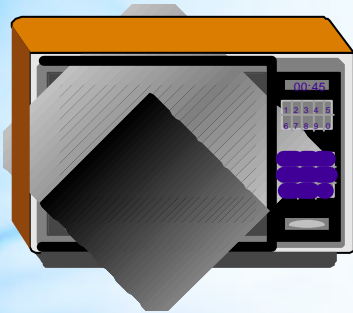


Agenda

- Enhanced TV Definition
- Enhanced TV Platforms
- Example Programme Formats
- Key Considerations / Decisions for Content Production

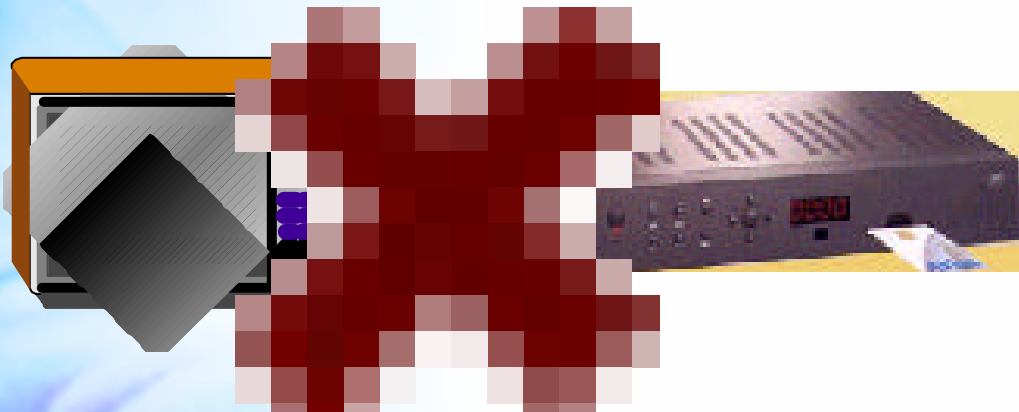


Interactive TV : Definition



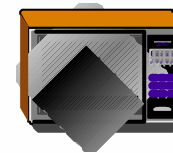
Interactive TV : Definition

- It is not !
 - Digital TV and Set Top Boxes



Interactive TV : Definition

- It is not
 - Digital TV and Set Top Boxes



- What it is
 - Providing two way communication between the viewer and the broadcaster (or between multiple viewers)
 - Technology Independent



0204



Interactive TV : Definition

We will Focus on the following platforms

- High penetration rate
- Ease of use
- Technology is “proven”
- Ability to generate revenue
- Billing infrastructure is in place



0204



Key Decisions To Make

- Programme Format Strategy (degree of interactivity)
 - Content lead vs Interactivity lead
- Desired level of viewer participation
 - The more mass the less complicated the programme
 - How much latency can exist between request and response
- How much existing (traditional) content can be used
- Screen / Viewer Interface Design
 - The more mass the programme the less interactivity (simpler)
 - The more traditional content to leverage the less the interactivity
 - Character Generators (CG) vs PC based solutions such as Flash



Key Decisions To Make

- Does the programme have a revenue generating strategy or is it to enhance the audiences viewing experience
- Is there any Government guidelines and/or restrictions on the content and/or content transmission
- Do you buy or “build” the programme



Sample Programme Formats

StarStruck – SMS, 0204 Voting

i2U – Music dedication programme

TOD – Movie Trailer On Demand



- **Traditional content lead**
- **Mass audience**
- **Leverage existing content adding dynamic / automated graphics**
- **Camera angles take into account the graphics**
- **Programme was not produced for transaction revenue. However high revenue was received.**
- **Government is investigating “too much” exposure for our sponsor**
- **Outsourced development**



- **Interactive lead**
- **Targeted audience (youth)**
- **Leverage existing content adding dynamic / automated graphics**
- **Maintains normal broadcast dimensions**
- **Programme is not produced for transaction revenue**
- **Commissioned the programme**



TOD (Trailers On Demand)

- **Interactive lead**
- **Targeted audience (15-30)**
- **Produce new content**
- **Video content was reduced into a window allowing for additional content**
- **Programme is not produced for transaction revenue**
- **The programme was built. But would rather license the format**

