

DIGITAL BROADCASTING AND TV IN A CONVERGED MARKETPLACE

DIGITAL BROADCASTING AND DIGITAL TV
a new era in high quality entertainment, information and learning
15 MAY 2014 AT SHERATON GRANDE SUKHUMVIT, BANGKOK

ORGANISED BY: EBC, BSC
SPONSORED BY: CNX creative, Part of SBC TV group
SUPPORTED BY: MAOT, SBC, BSC, CNX creative, Part of SBC TV group

IS TELEVISION DEAD?



NO!

Television is still very much alive, but it can no longer succeed as a stand alone platform

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INACTIVE



Communication



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TODAY

Several platforms - Multiscreens



TELEVISION



COMPUTER



TABLET



MOBILE PHONE



THAILAND

Media Consumption in Minutes/Device PER DAY



Excluding SMS/Voice

2:56 hours



1:36 hours



1:35 hours



1:18 hours

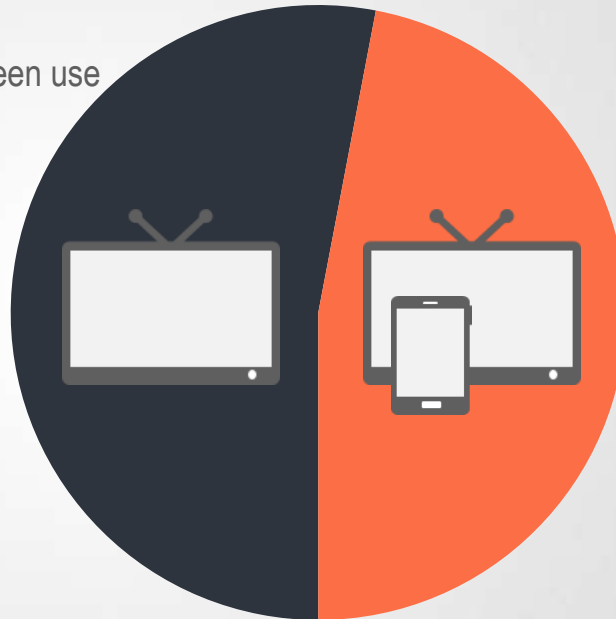


Source: Millward-Brown 2014

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Simultaneous screen use

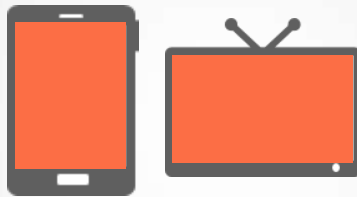
53%
Use one device at a time



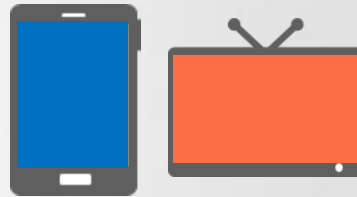
47%
Use two devices simultaneous

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Type of simultaneous use



60% of simultaneous use is looking at **related content**



40% of simultaneous use is looking at **unrelated content**

THAILAND

Reasons for looking at **related** content

To discuss what I'm watching, with other people (e.g. via social media)

46%

Information about what's on TV (e.g. bios, scores, etc.)

21%

To interact with what's happening on the TV

16%

To follow up on a ad I just saw on TV

15%

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Reasons for looking at **unrelated** content

To fill out time during the ad breaks

37%

I don't find TV interesting enough to give it all my attention

33%

I'm not really watching the TV I just have it on for background noise

32%

To keep up with my friends on social networks (not related to TV)

30%

Someone chose what to watch and I'm not interested

18%

I'm busy and have other things that needs to get done

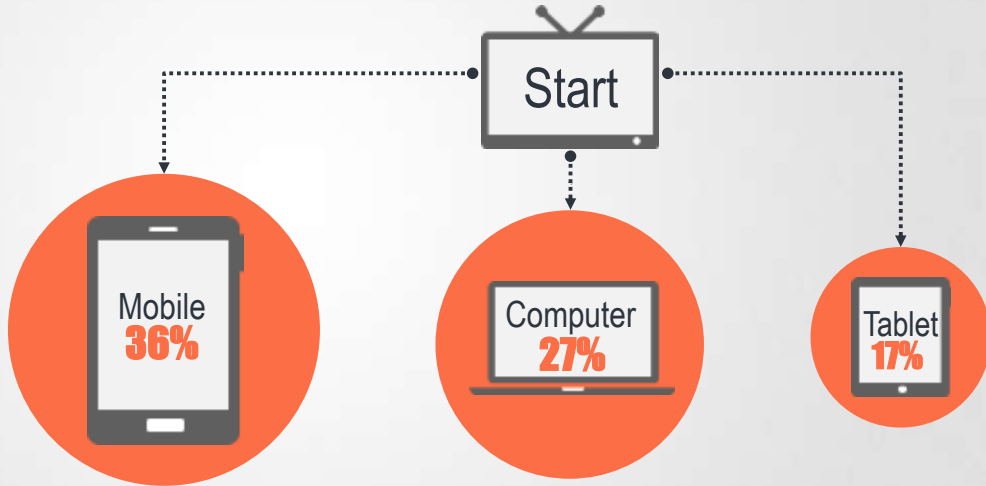
18%

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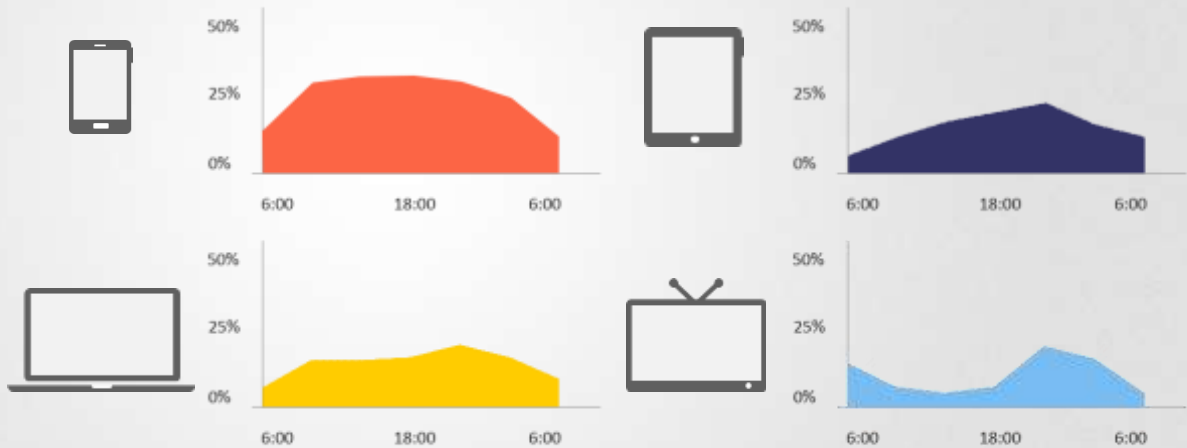
SCREEN SHIFTING

How often does a task start on THE TV and continues on another devices



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Usage by time of day



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Multiscreen opportunities

PEOPLE HAVE NOTICED AND ARE RECEPTIVE TO

- ✳ TV ads with a link to the brand's Facebook page.
- ✳ Short 5-10 second videos for brands that are easy to share via social networks.

PEOPLE HAVE NOTICED

- ✳ TV ads with a link to the brand's website.
- ✳ A brand sponsoring a TV show and mobile app for the same show.
- ✳ A brand sponsoring online voting which influences what happens during a TV show
- ✳ Online ads promoting TV ad or show in advance of it airing.

PEOPLE ARE RECEPTIVE TO

- ✳ TV ads with hashtags.
- ✳ TV ads where you can interact with via a mobile app (e.g Shazam).

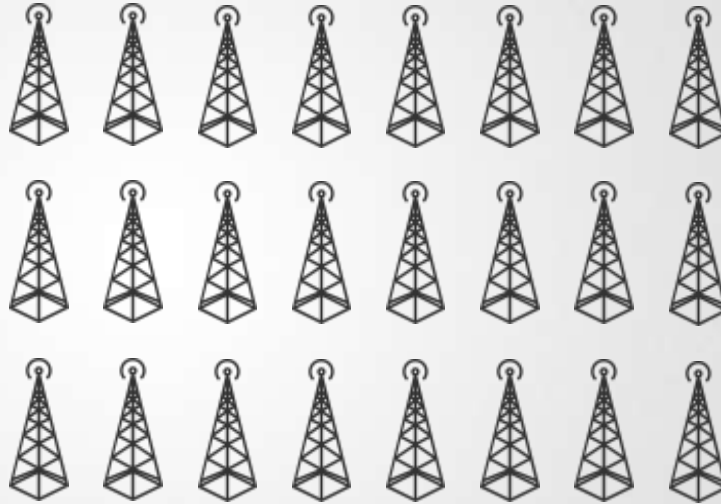
PEOPLE HAVEN'T NOTICED

- ✳ TV ads with supplementary online content.
- ✳ TV ads promoting the brand's mobile app.
- ✳ A brand sponsoring both the TV & online versions of a show.
- ✳ A brand sponsoring a smartphone game that allows you to play along with live TV events.
- ✳ Online ads continuing the conversation about a TV ad or show after it airs.



TV
IS NOT
DEAD

Has become a commodity, which people expect to be able to access anytime - on any platform, anywhere



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LESSON LEARNED

From the master

of Digital mistakes

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un·bun·dle

Market or charge for (items or services) separately rather than as part of a package.



Lin·e·ar T·V

Television service where the viewer has to follow a scheduled TV program at the particular time it's offered, and on the particular channel it's on

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Non·Lin·e·ar T·V

When viewers switch from mostly passive viewing a linear TV schedule to active consumption using search and on-demand services.

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This slide features a collage of digital media interfaces. At the top left is the Google Play logo with the text "Introducing Google Play" and "LEARN MORE". Below it is a search bar. The central focus is a Netflix interface showing a "New Releases" section with titles like "Breaking Bad", "Drive", "South Park", and "Bill Burr". To the right is a "HOLLYWOOD HD" advertisement featuring a hand holding a clapperboard with "HOLLYWOOD HD" written on it. Below the clapperboard is the Thai text "เปิดโรงหนังส่วนตัวในมือคุณ". To the right of the clapperboard is another advertisement for "HOLLYWOOD HD" with Thai text: "ความอิสระในการรับชมอย่างแท้จริง" and "เปิดโรงหนังส่วนตัวได้ทุกที่ ทุกเวลา ทุกอุปกรณ์ ที่ความคมชัดสูงสุดระดับ HD". The bottom of the slide has a footer: "Presentation by Allan Rasmussen • 15 MAY, 2014" and a navigation bar with "23" and "44".

This slide consists of a large, solid red rectangle. In the center of the rectangle is a white rounded rectangle containing a red play button icon, which is the standard YouTube logo. The bottom of the slide has a footer: "Presentation by Allan Rasmussen • 15 MAY, 2014" and a navigation bar with "24" and "44".



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Google



- ★ **Devices** (Tablets, Smartphones, Notebooks, Media players, Game consoles).
- ★ **Operating System** (iOS, Android, Windows).
- ★ **Content** (Music, Video, Apps, Books).
- ★ **Investors** (Long term strategy).
- ★ **Money** (Lot's of money).

But the most important thing they have is...

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- ★ Population: 67,448,000
- ★ 22 million households
- ★ Capitol: Bangkok: 9,300,000
- ★ Population Growth Rate: 0.52%
- ★ Rural: 66%
- ★ Urban: 34%
- ★ Urbanization RATE: 1.6%



TV rating measurement in Thailand is conducted with a sample size of 1,800 households, or 6,300 people.

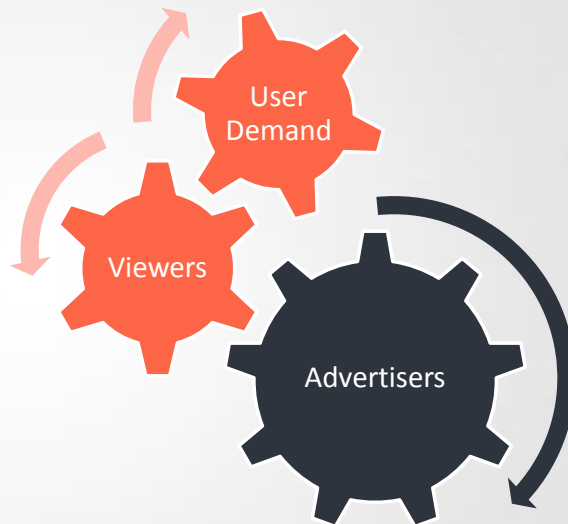
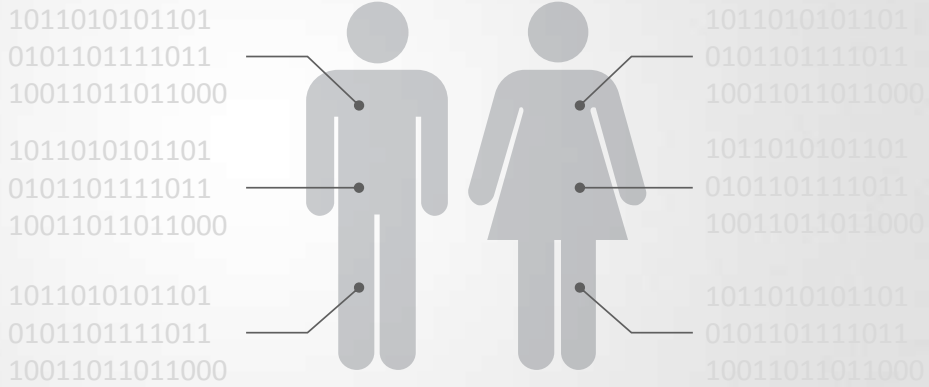
AC Nielsen will expand the sample size to 2,000 households, or 7,000 people, in Q2 2014 and increase the figure to 2,200 households, or 7,700 people, in early 2015.

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USER BEHAVIOUR - SEGMENTATION



BUT WAIT!

THERE IS
MORE...

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DEVICES

APPS

SERVICES

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Produce TV where service is integrated in to the program

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USER BEHAVIOUR BUYING PATTERN – Digital uptake



Bangkok Post The world's window on Thailand
 BROADCASTING
Activists call for digital subsidy cut
 Published: 7/05/2014 at 05:04 AM
 Newspaper section: Business

The national broadcasting regulator's scheme for subsidized set-top boxes to ease the transition to digital TV is also not benefit consumers, despite the distribution of subsidies granted by the National Broadcasting and Telecommunications Commission (NBTC) sources earlier said it is on a digital TV that started at the beginning of April.

Consumer activists have criticized the NBTC's decision to increase the value of vouchers to buy a set-top box in a digital TV set.

They say the state could save money and claimed that a set-top box should cost only around \$12, based on market values.

Taksin Tanwatt, secretary-general of the Broadcasting and Telecommunications Research Development Fund for the Public Interest (BTRF), admitted that its panel could not agree a final subsidized price for the subsidy-coupons yesterday as it wanted to start the legal review covered by consumer groups.

Activists were concerned that the expansion of the scope for subsidy coupons to allow people to purchase a set-top box instead of only a digital set-top box or a TV set, could violate Section 47 of the constitution, which focuses on promoting public benefits.

They also claimed that viewers could not watch community digital TV channels via a pay-TV set-top box, which is against the NBTC's intention to promote public and social channels.

An official stating of the coupon's price could also reach the BTRF's bid rule, as the total price must not exceed the minimum revenue price from the auction of digital TV licenses. The NBTC's revenue price for digital TV licenses stood at around 15 billion baht.

Bangkok Post The world's window on Thailand
'Digital TV coupons too costly'
 Published: 3/05/2014 at 07:03 PM
 Online news:

The value of the discount coupons for digital-TV equipment should be nearly halved from 1,000 baht, says the Foundation for Consumers.

A price of 500 baht would more accurately reflect the real cost of the equipment and reduce the financial burden on the state, said Saree Gogtongwong, the foundation's secretary-general.

Citing a survey it undertook, the foundation said a set-top box costs \$13 (\$21 baht) in the United States while one fitted with an antenna costs for 60 more or 570 baht.

To promote the transition to digital TV, the National Broadcasting and Telecommunications Commission (NBTC) wants to mail discount coupons to all 22 million households in the country.

The subsidy will come from an NBTC fund that gets its money from spectrum auctions, administrative fees and licensees' mandatory contributions.

The tentative value of the coupon was set at 1,000 baht, costing the fund 22 billion baht. The amount may be changed pending a review.

The NBTC, meanwhile, is also warning consumers against scams, saying it has never appointed anyone to supply set-top boxes on its behalf.

Some consumers have reported being approached by companies claiming to be NBTC distributors. They promise to supply boxes to people's homes without them having to wait for coupons.

The NBTC said consumers looking to buy equipment and TV sets should look for its Class A Broadcast program mark and its "Diseases" sticker.

The NBTC has also posted a [list of approved distributors online](#).



Retail price Europe 3,000 THB

DIGITAL DIVIDE





THANK YOU!