

# Empowering a Connected Society in a Digital World

Global Convergence 2.0 Integration & Innovation  
Venice, Italy

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Robert A. Morin  
Secretary General  
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Conseil de la radiodiffusion et des  
télécommunications canadiennes

Canadian Radio-television and  
Telecommunications Commission



- Regulatory challenges in a rapidly evolving environment
- What online broadcasting is shaping to be
- The opportunities offered by a connected society
- Conclusion



## ■ Industry Consolidation (Mega Mergers)

- ⇒ Canada has seen several waves of industry consolidation forced upon by competition and the need to create synergies, economies of scale, and access to larger markets

## ■ Deregulation and reliance on market forces

- ⇒ Increased reliance on market forces resulting in the deregulation of local telephone services
- ⇒ In light of the rapid evolving broadcasting environment, the CRTC commissioned an independent study to analyse the current regulatory frameworks and make recommendations on the best approaches to take.





## New Media Broadcasting

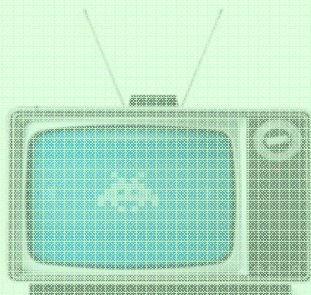
- ⇒ Broadcasting on-line is changing program viewing from a passive medium for audiences to an interactive channel brought about by its convergence with other media
- ⇒ opening new avenues of social interactions and bringing together media producers, advertisers and consumers in innovative ways



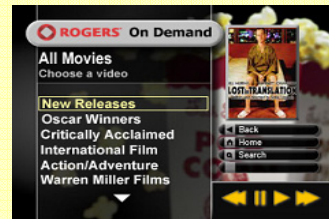
# What online broadcasting is shaping to be



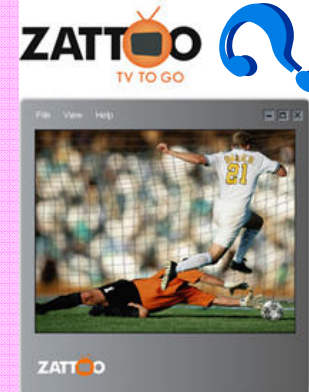
Yesterday



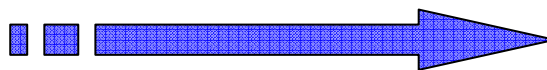
Today



Tomorrow



Linear experience



Interactive Broadcasting



- **Attributes of Participatory Cultures**

- fosters the creation, circulation, and interpretation of content to serve personal and collective interests;
- builds on collective knowledge, bringing together innovative ways for entertainment, business, and education
- creates closer, more rewarding relationships between media producers and consumers





## ■ HARNESSING OUR COLLECTIVE RESOURCES

### ⇒ Leverage common synergies

- ⇒ Harness our collective knowledge to address current and future challenges, exchange policy research and best practices

