

**COLLABORATIVE CONVERGENCE**

**Session 7 – MEDIA & CONTENT ISSUES IN THE NEW CONVERGENT ENVIRONMENT**

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**New usages : a strong reality in modern countries**

**Traditional media channels:**

**TV:**  
• Europeans watch an average of 11 hours of TV per week.  
• 49% of Europeans watch more than an hour of film each week.

**Radio:**  
• 82% of Europeans listen to the radio, for an average of 7½ hours each week.

**Newspapers:**  
• 82% of adults read newspapers, but only 49% of them for more than an hour each week.

**Magazines:**  
• 71% of adults read magazines, but only 38% of them for more than one hour a week.

**New media channels:**

**PC Internet:**  
• 67% of adults have a PC at home.  
• 58% of adults are online at least once a month.

**Mobile phone:**  
• 85% of adults have a mobile.  
• 11% of mobile users use the mobile Internet.

**Digital TV & radio:**  
• 33% of Europeans have Pay TV.  
• Digital radio adds new stations.  
• Digital TV channels are gaining audience share.

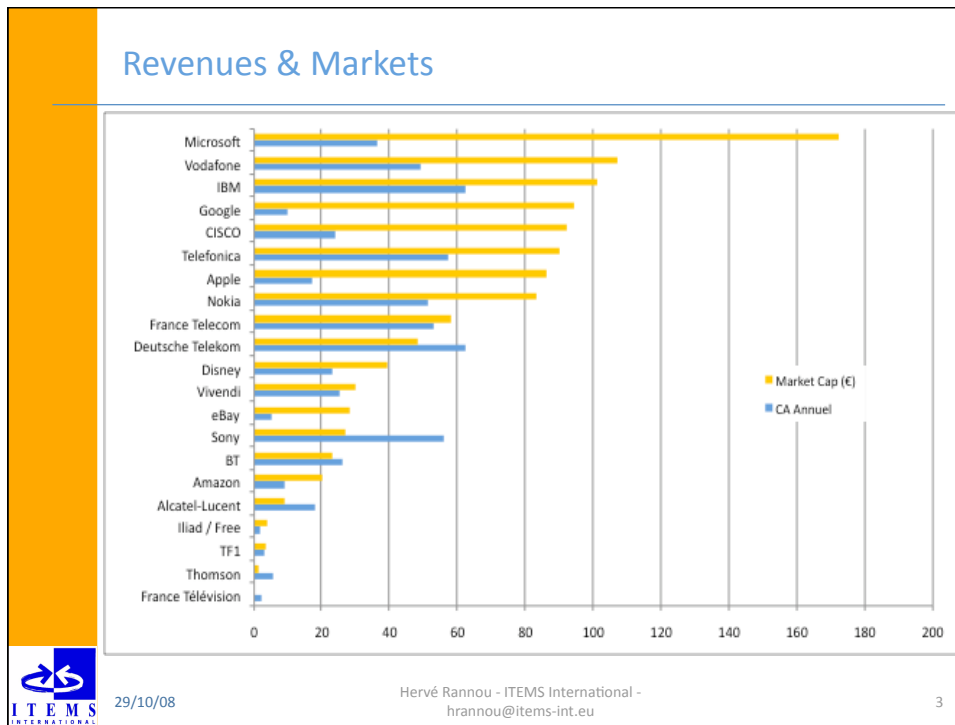
**PC & video games:**  
• 29% of adults play video games, 18% for more than 1 hour a week.



Source: The Consumer Technology Adoption Study

**You Tube : >100 Millions videos seen / day**





### Session 7

- ▶ International background & trends
- ▶ Technologies, Applications and Services to deliver Media Content
  - Where we go ?
- ▶ Business models for media contents :
  - What we see ? : Impact of technologies and usages
  - What we try to develop ? Innovation, New revenues and Employment ...
  - What we try to protect ? Content economy, Employment ...
  - How to adapt the regulation ?

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## Session 7

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- ▶ **Anne-Lise Thieblemont**, Director Government Affairs Qualcomm, USA
- ▶ *"Transition from analogue to digital TV : the digital dividend"*
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- ▶ **Jean-François Tournu**, Chairman of the Regional TV Channel TV8 Bourgogne, France
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- ▶ **Luis Rodriguez Rosello**, Head of Unit. Networked Media Systems", Directorate General Information Society & Media, European Commission
- ▶ *"ICT Research in the Framework Programme: Results, Trends and Prospects on Networks and Media"*
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