

When I read the title, “e-content in a converging environment”, and was asked for chairing session 8, it was indeed a good opportunity to take a step back from our daily work and reflect on what we at EuroNews are doing and how this is embedded in a larger context.

10 years ago, when I started working at EuroNews, all we had was the TV signal and teletext – today you’ll find EuroNews on digital TV, on the Internet, on Interactive TV, on PDAs and on Mobile Phones. A different distribution, a different consumption and different business models. This is not just something new, but has also consequences for existing business models.

The first issue is the future of the advertising-funded model. In the industry we see that a growing number of advertisement partners want to be associated with content. As more and more people watch time shifted TV thanks to their Personal Video Recorder, the 30-second-spot and the business model it comes with is under mounting pressure.

The second issue related to this is IPTV. IPTV allows broadcasting hundreds of channels over the telephone line. Viewers get more and more choice and have therefore less and less time for channels – even generalists score below the 10% mark. The question is whether all channels, even traditional ones, survive?

The third issue is mobile TV. It is not only a new screen, but also a new form of consumption. EuroNews has launched Live TV services on nine networks in Europe and took part in two DVB-H trials. The results show that mobile TV won’t replace traditional TV, but just add new usages. We learned in that context that mobile phone users “snack” content – they tune in for two or three minutes. There seems to be general agreement that client wants to see content whenever he or she wants and does not want to wait for a certain time slot to watch his programme. This means that sooner or later we will produce dedicated mobile content. But first we have to learn more about what users do with their phones.