

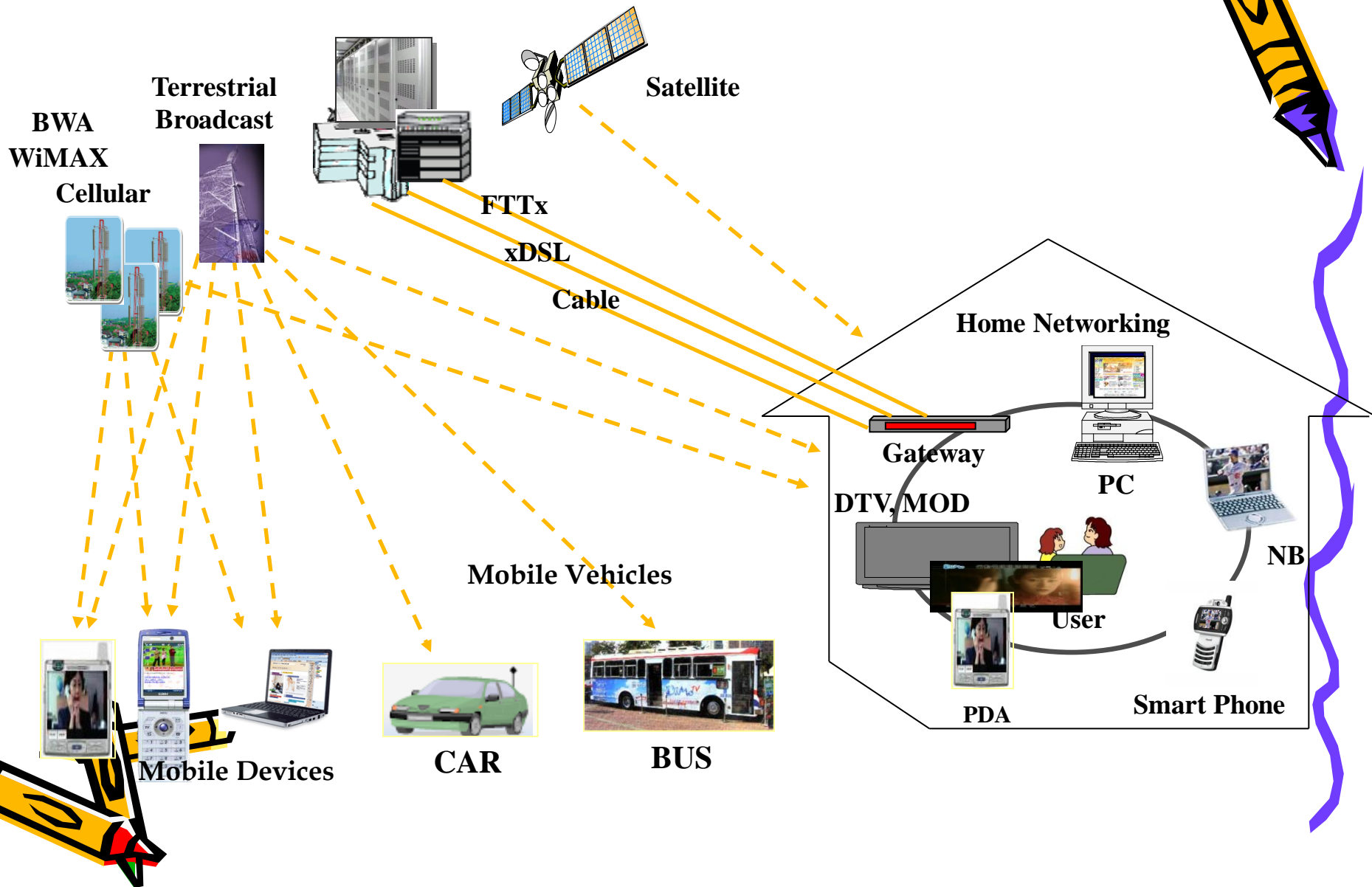


公共廣電媒體的光合作用

胡元輝



我們都很清楚：數位匯流的時代來了





我們卻常常感覺：

數位匯流的好處

只聞樓梯響 不見人下來



匯流是什麼

- 平台匯流

Convergence of delivery platforms

→ not yet reality

- 設備匯流

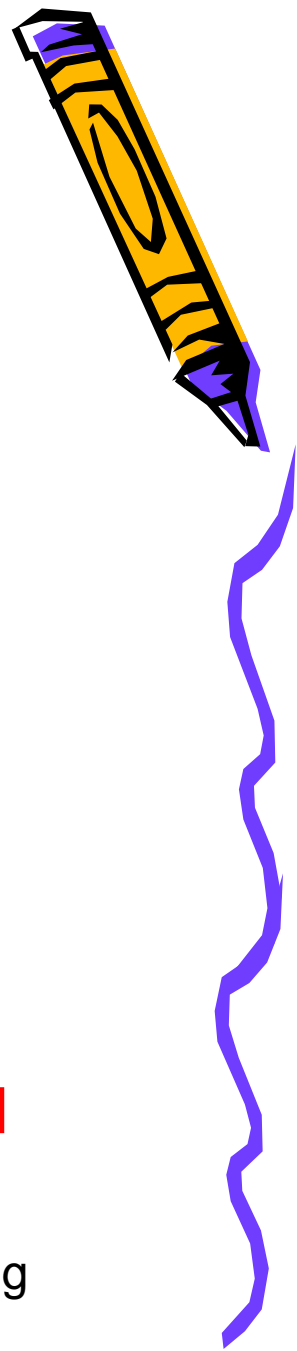
Convergence of devices

→ clearly taking place

- 產業匯流

Convergence of industries

→ progress has been slower than anticipated



– Lucy Küng

從媒體角度看匯流

- 匯流意謂著媒體、電信與資訊科技的界線愈趨模糊

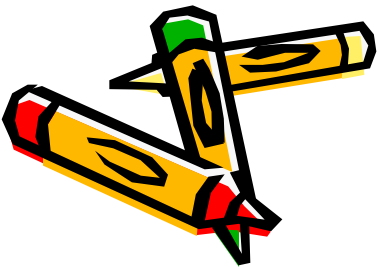
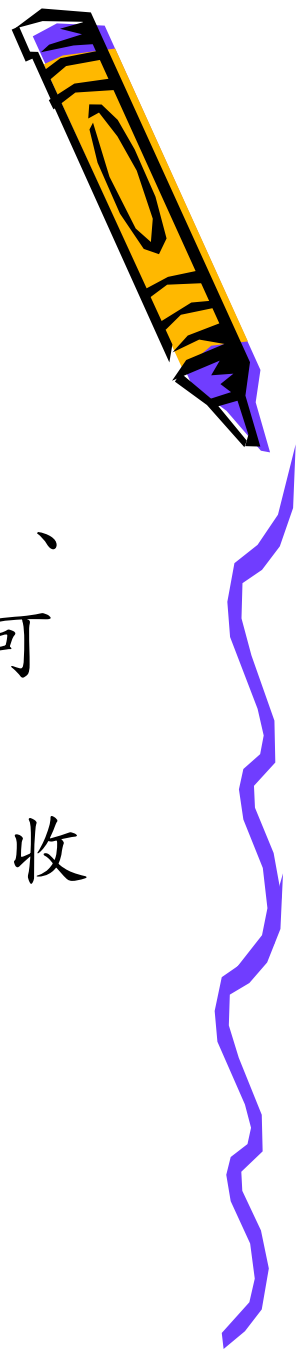
- At this time the term convergence was generally viewed by the media industry to mean the technologically driven blurring of the media, telecommunications and information technology sectors.

— Lucy Küng

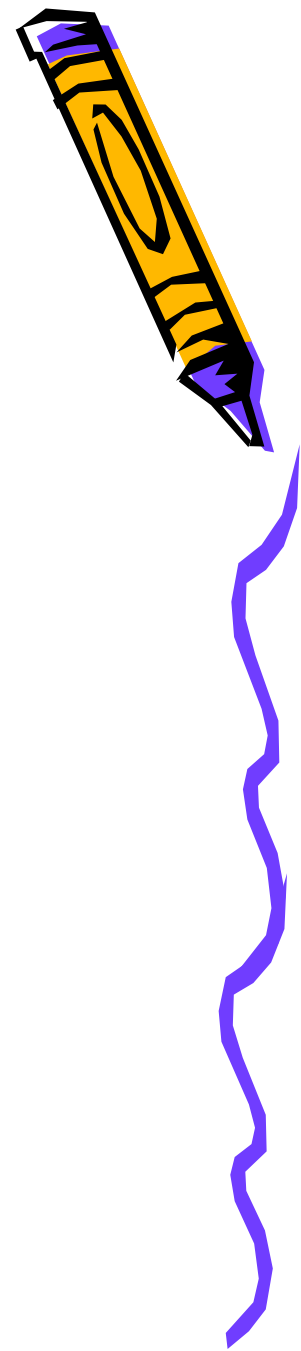


從電視角度看匯流

- 電視不再是線性播放影音節目的平台
- 電視傳遞的內容已可融合影像、聲音、數據、語音等，可為線性與隨選，亦可單向與互動
- 電視內容可與各類固定網路與行動接收平台的內容相互流通



手機愈來愈有智慧



平版電腦也很有智慧



電視也會愈來愈有智慧？



youview

Home

News

Questions

Developer Zone

About Us

YouView will change the way you watch TV forever.

Welcome to YouView: the brilliant new TV box that will help you enjoy every moment in front of your TV.

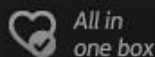
Click each of the tabs to find out more about the unique features of YouView.



Watch the preview

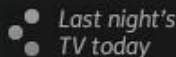
Welcome to YouView

Simple TV



All in one box

Catch-up TV



Last night's TV today

Free TV



No monthly subscription

Beyond TV



Apps & widgets

What's New?

Our Partners

Develop with Us

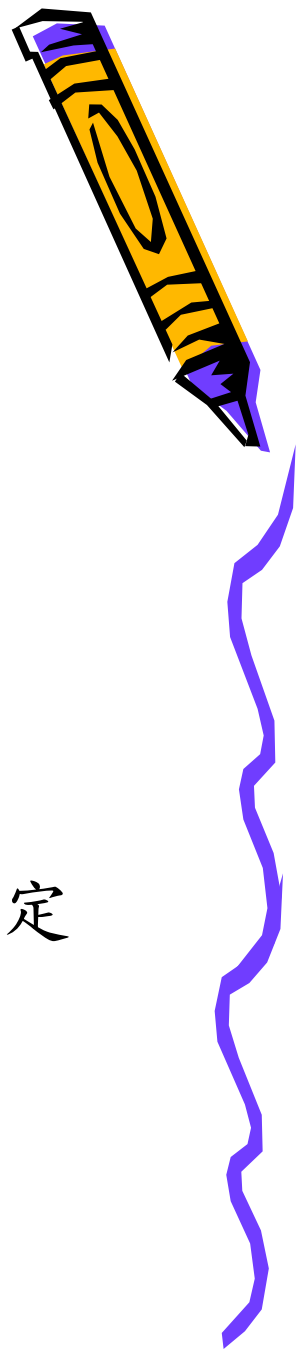
電視產業的經營挑戰

- 新科技的運用
- 企業體的整合
- 高資本的投入

→ 新產品與服務的顧客反應極不確定

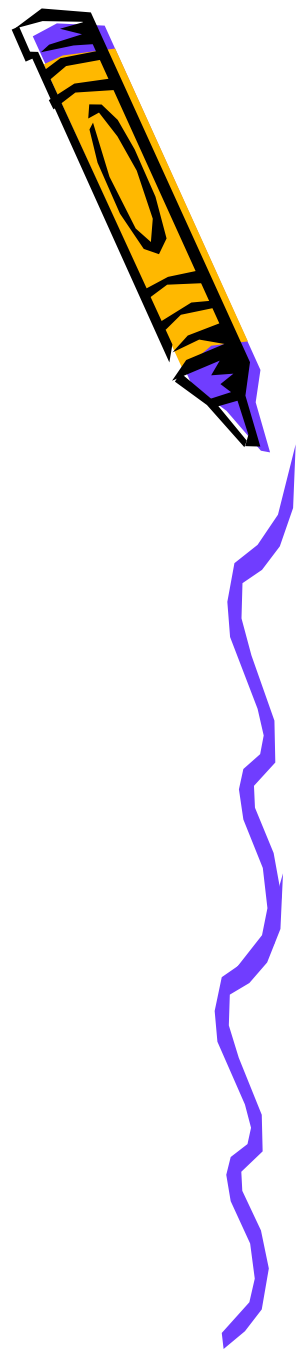
→ 經營策略的高度不確定

→ 生存考慮壓過公共服務



數位戰爭

消費者 vs. 公民

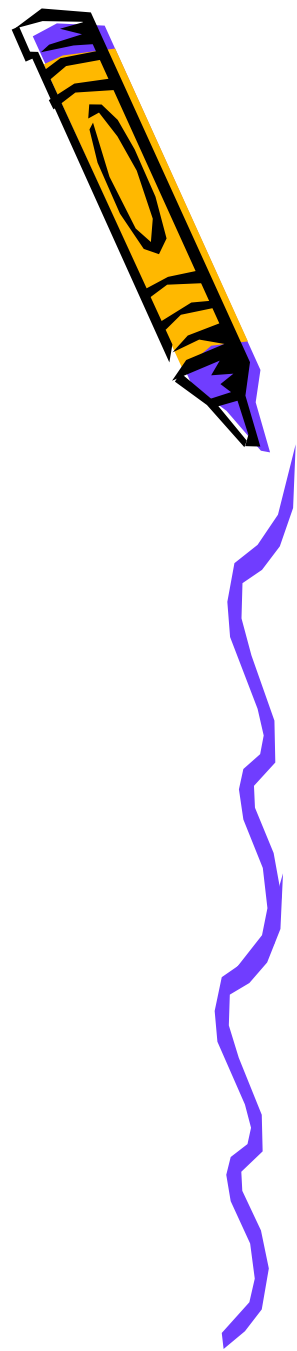


電視產業的經營困境

- 公共地的悲劇 (Tragedy of the commons)



我們都希望長得像大樹一樣



數位匯流時代

讓我們能好好成長為大樹的

光合作用在哪？

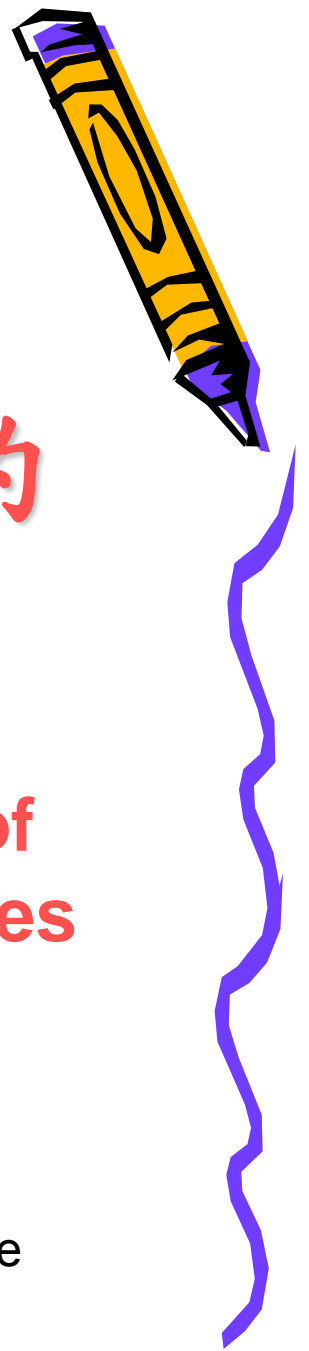


英國BBC的做法(1)

將新興傳播科技與服務的好處帶給公眾

‘Delivering to the public the benefit of emerging communications technologies and services’

—BBC sixth public purpose



英國BBC的做法(2)

- 第一階段：以多頻道擴大閱聽眾的選擇，並著重於新聞在網路與其他數位裝置的呈現。

The BBC's response to the first digital wave was to broaden the choice it offered on TV and radio by developing wider channel portfolios while also establishing a strong presence – centred on its long-range historic strength in news – on the web and other digital devices.

— Mark Thompson / BBC Director-General / 2 March 2011



英國BBC的做法(3)

- 第二階段：於電視及BBC的所有服務上，致力產製具有品質、價值與值得記憶的內容。

The challenge for BBC now is to concentrate on the quality, value and memorability of our content, not just in television but across our services.

— Mark Thompson / BBC Director-General / 2 March 2011



BBC的創新



1990s

Start of digital radio and television broadcasting, and launch of bbc.co.uk. Virtual production techniques evolving to provide powerful production tools:

1995 The new Digital Radio service started in September.

1997 BBC web services start.

1998 BBC launches digital satellite television service.

2000s

Upgrades and enhancements across the board:

2002 Freeview launched.

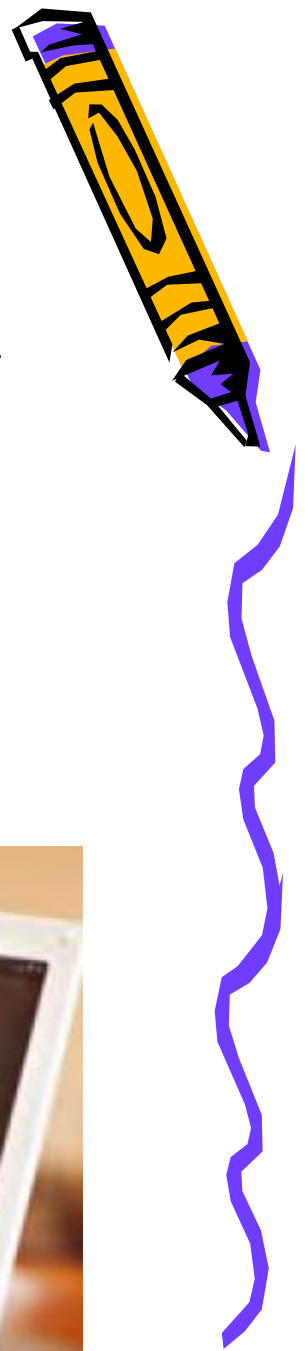
2007 BBC iPlayer launched.

2009 BBC HD launched on Freesat.

2010 BBC HD launched on Freeview.

到處看得到的BBC

- Freeview
- BBC Online
- Podcasting
- BBC iPlayer
- BBC Mobile
- Youview



BBC iPlayer



Text only | Help

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iPlayer

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TV Channels

Radio Stations

Categories

A to Z

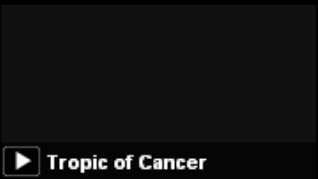
Catch up on the last 7 days of BBC TV & Radio

TV HIGHLIGHTS

TV RADIO



Five Daughters



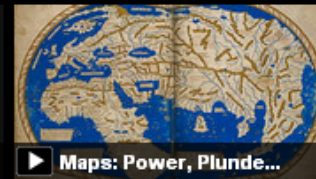
Tropic of Cancer



Eyewitness



The Tutu Talks



Maps: Power, Plunde...

TV

YESTERDAY TODAY

- BBC One**
 - BBC London News
6:05 pm
(Not available)
- BBC Two**
 - ▶ Countryfile
6:15 pm
- BBC Three**
 - ▶ Over the Rainbow
7:15 pm
- BBC Four**
 - ▶ Antiques Roadshow
8:00 pm
- CBBC**
 - ▶ Five Daughters
9:00 pm
- CBeebies**
 - ▶ BBC News at Ten
10:00 pm
- BBC News Channel**
 - BBC London News
10:15 pm
(Not available)
- BBC Parliament**
 - ▶ Great British
- BBC HD**
 - ▶ Great British

Radio



BBC Radio 1
NOW ON: Dev
4:00 am - 6:30 am

News



Most Popular

TV RADIO

- ▶ Doctor Who - Series 5
4. The Time of Angels
- ▶ Top Gear - Series 9
3. USA Special
- ▶ Friday Night with Jonath...
Episode 13
- ▶ Russell Howard's Good Ne...
Episode 5
- ▶ Five Daughters
Episode 1

Welcome to BBC iPlayer

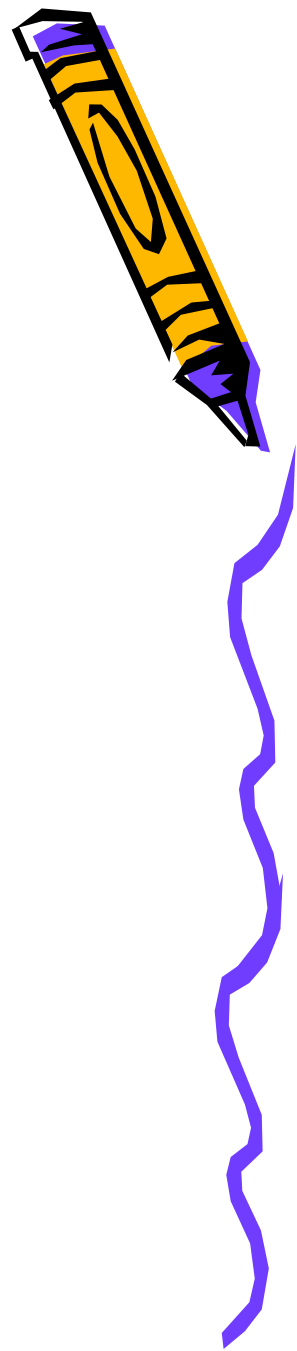


Introducing the all-new BBC iPlayer!

- BBC radio and TV programmes now all in the same place.
- Radio programmes now in high-quality stereo.
- Bigger playback window.
- Programmes automatically pick up from where you left off.

BBC的紀錄

- BBC Online was accessed by an average of over 27 million unique browsers each week.
- BBC iPlayer launched in 2007 and 2009/10 saw an average of over 18 million requests per week.

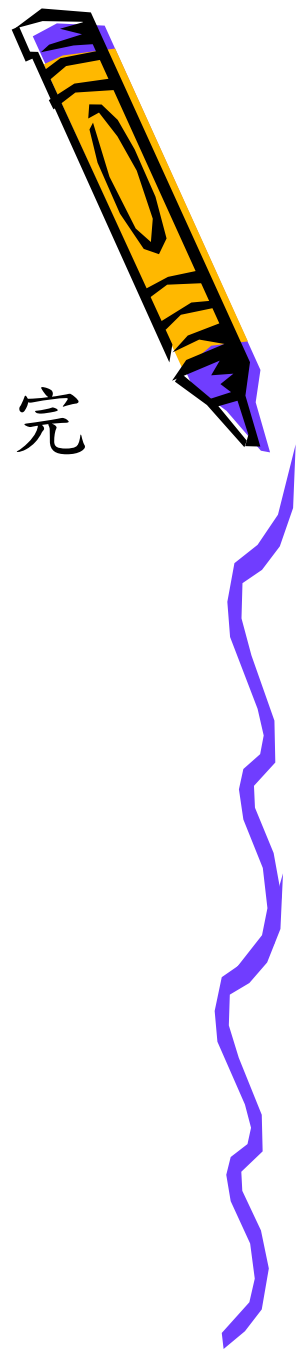


BBC與英國數位轉換

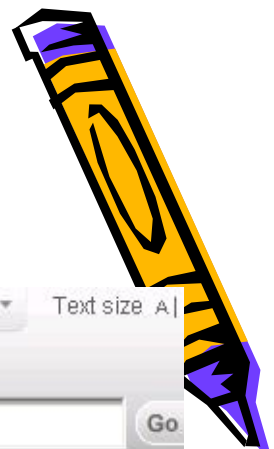
- 協助全英國自2008年至2012年逐地區完成數位轉換

The BBC has a leading role in ensuring a smooth transition from analogue to digital television across the UK.

— Mark Thompson / BBC Director-General



Digital UK 網站首頁



digitaluk

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Help

About Digital UK

Press Office

Businesses & Organisations

Text size A |

What & why

When do I switch?

How do I switch?

Costs & options

Go

Digital UK is the not-for-profit company leading the UK's switchover to digital Television

Latest news

The dates for the start of switchover in parts of the [Central TV region](#) have been announced by Digital UK.



1 Find out when digital switchover is coming to you

2 Re-tuning and troubleshooting

3 Find out how to go digital

When your home switches to digital will depend on where you live in the UK. All households with a Freeview TV or box will need to re-tune at both stages of switchover and from time to time to keep receiving channels and services

- ▶ Find out when you switch
- ▶ Connections and retuning



Help



Still have questions?
Go to our help centre

Postcode checker

When is the switchover coming me?

Postcode

Hour

Switchover Help Scheme 首頁



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- [What is the Help Scheme?](#)
- [What is the Digital Switchover?](#)
- [My region](#)
- [Frequently Asked Questions](#)
- [Contact us](#)

The Switchover Help Scheme can help you make the switch to digital TV.

We can help you convert your TV to digital if you:

- are aged 75 or over; or
- get or could get Disability Living Allowance, Attendance Allowance, Constant Attendance Allowance or mobility supplement; or
- have lived in a care home for six months or more; or
- are registered blind or partially sighted.

[Check now to see if you could be eligible](#)

Listen to our website

British Sign Language

Easy Read



從PSB到PSM

Cross-platform strategy

Cross-media strategy

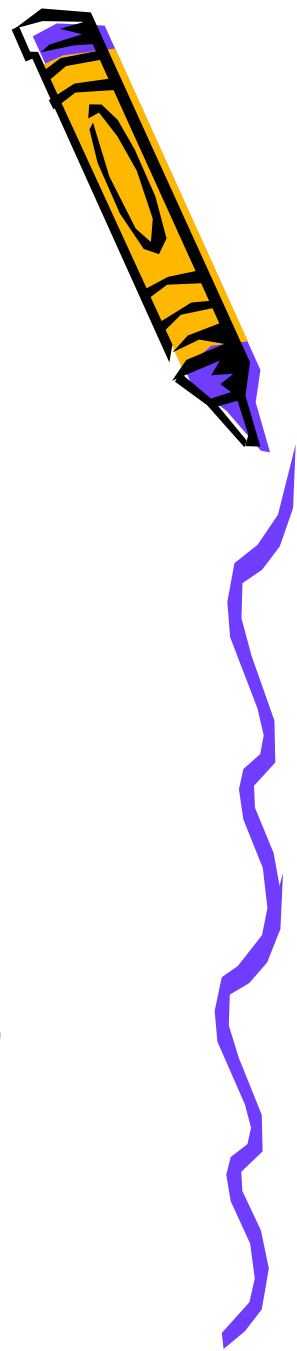
- 公共服務廣電(Public Service Broadcasting)
→ 公共服務媒體(Public Service Media)
- 公共電視(Public Television)
→ 公共媒體(Public Media)



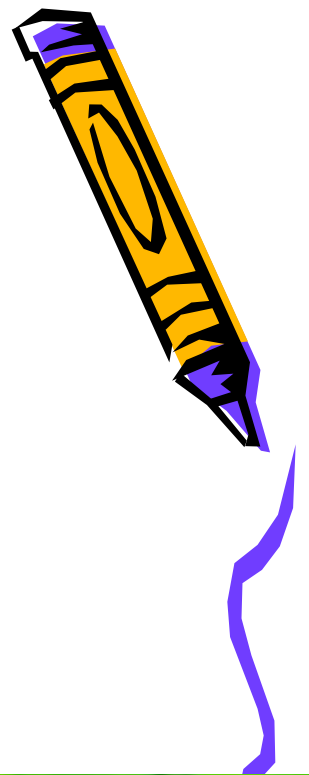
從PSB1.0到PSB3.0

- PSB 1.0
→ 1980年代前無商業競爭時期
- PSB 2.0
→ 1980年代至今的大變動時期
- PSB 3.0
→ 重新嵌入社會 (Re-embedding PSB in society)

— Karol Jakubowicz

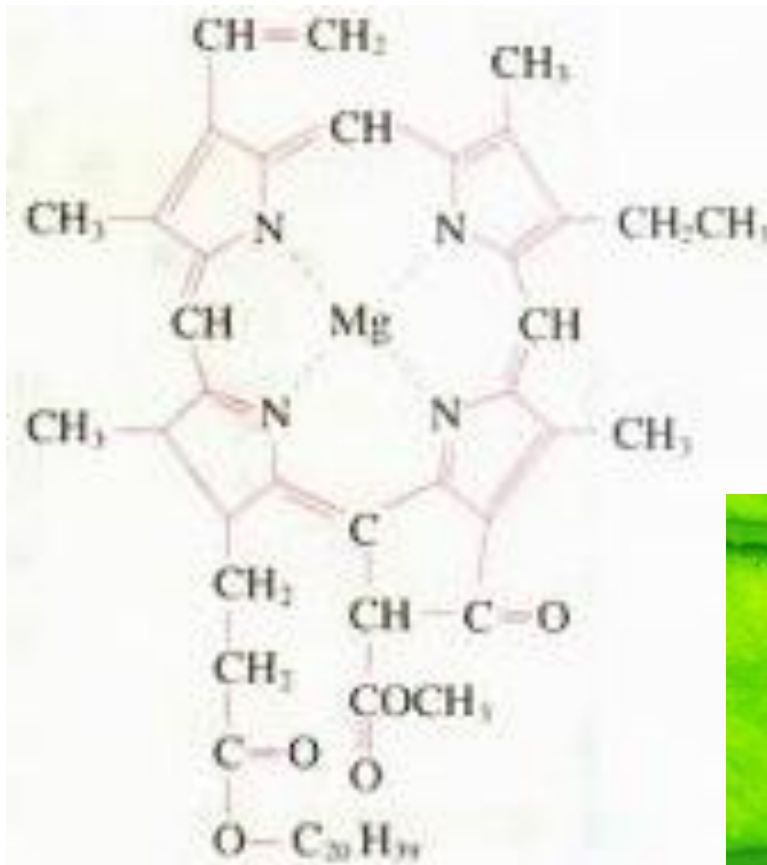


數位時代的光合作用



公共廣電可以是

葉綠素



報告完畢
敬請指教

