

TELEVISION



INTERNET



MOBILE



Public Service Publisher

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nmsi



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Mad For Arts



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HUMAN CAPITAL
MEDIA STRATEGY & RESEARCH

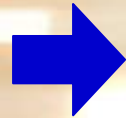
What will we do

- **Help publicly-funded institutions such as museums, galleries, state education and the NHS to increase the value for money they provide to tax payers**
 - **Decentralise production and distribution of content**
 - **Nurture and develop the talent of the UK population**
 - **Facilitate debate and discussion**

How will we do it

- **Channel 4 will use their experience as a commissioner of television and interactive content**
- **BT Rich media will allow institutions and individuals the freedom to create for every platform**
- **The NMSI provides a case-study of how digital technology can transform the delivery of publicly-funded services**

Agenda



The Principles

The Science Museum

The Role of BT

Television Distribution

An Example

Working title and bad joke

Key principles underlying our PSP proposal

- **Going with the grain of preferences**
- **Unleashing the potential of public institutions and society as a whole**
- **Democratisation**
- **Clear Public Purposes**
- **Maximum impact, minimum market distortion**

Going with the grain

Broadcasting has historically been a relatively passive experience. Society has had two big ideas

PSB

Advertising

New technologies have given the consumer more power



This puts pressure on the commercial PSBs



To deliver in the digital age, the PSP must go with the grain of people's preferences



what people want

Unleashing the potential of public institutions

Digital media allow public institutions to reinvent themselves. The Science Museum provides a great case study but it could also work for...

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THE
BRITISH
MUSEUM

NHS

TATE

department for
education and skills

RSC
ROYAL
SHAKESPEARE
COMPANY

LSE

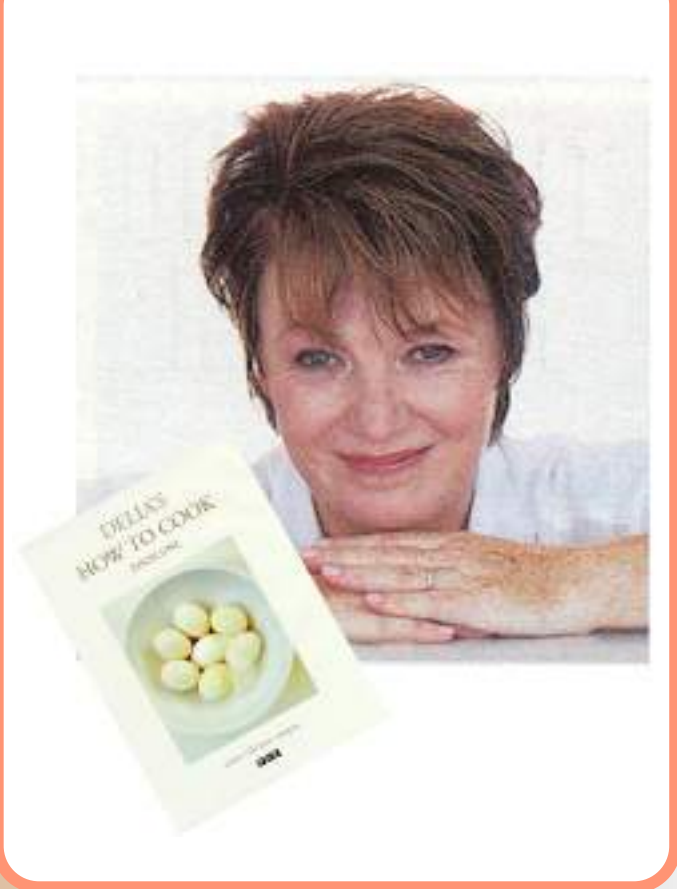
the London School of **Economics**
and **Political Science**



Democratisation

The BBC tells you...

How to Cook



How to be a gardener



C4 sees things through the eyes of the consumer rather than the expert



Jamie's Kitchen



Driven



Location, Location, Location

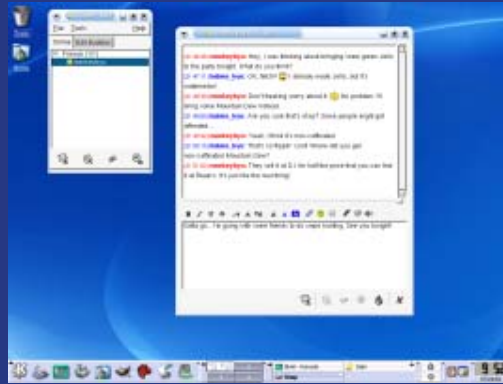
We want to take this further. Most of the killer interactive applications tap into people's need to communicate

Email



Who can say this hasn't changed the way that they work?

Instant Messaging



Allows all the members of my team who are under thirty to chat to their friends continuously while staying just as productive – or so they tell me

SMS



Hardly anybody saw it coming but that spare bandwidth offered a new way to communicate and the impact has been enormous

And we love watching ordinary people on TV



**Generation
Game**



Pop Idol



Mastermind



Big Brother



**Young Musician
of the Year**



Operatunity



**Video
Nation**

We want to create Athens for 59 million people

Parthenon, 500BC



This

We want to create Athens for 59 million people

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But also this



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Clear Public Purposes

To an extent, the purposes of the PSP will be inherited from many of the Partner Organisations

THE
BRITISH
MUSEUM



department for
education and skills

We would also like to add two more

- **Increasing civic engagement**
- **Facilitating production, consumption and broadcast at an individual, local, regional and national level**

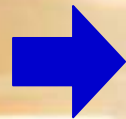
**Maximum impact,
minimum market
distortion**

Maximum impact, minimum market distortion

- **Programming will appear on Channel 4**
- **Potentially, any other UK Channel**
- **Content on the internet for any non-commercial use**
- **No effect on the rights market**
- **No effect on the subscription market**
- **Very little effect on competition for viewers and advertising**

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The Principles



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What does the NMSI bring to the PSP?

- **Science and Society**
- **The Comprehensive Scientific Collections of NMSI**
- **Curatorial Expertise**
- **Science Narrative Expertise**
- **The Museums and Storage Facilities as Sets**
- **The Integrity and Authority of the Brand**

What are we developing now?

- **Educational and compelling programming**
- **Science news magazine that focuses on breaking stories**
- **Tell innovative and interactive science narratives that enable a wide variety of audiences to engage with science**
- **Break down barriers and improve science media literacy**
- **Create engaging science programming aimed younger audiences**

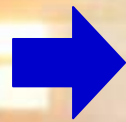
What are we developing now?

- **Work in partnership with national broadcasters and television producers to reach the largest audiences possible**
- **Broadcast interactive science events held at the Dana Centre**
- **Work with other partners to develop a national science engagement network**
- **Inspire the creation of science-based popular drama and entertainment**
- **To use all available new media available to engage with the public**

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BT's Position on the PSP

- **PSP must adapt in the digital age**
- **BT is therefore supportive of a PSP that embraces new technologies**
- **PSP will require both content commissioning skills and the ability to manage changing distribution technologies**
- **A consortium approach is most likely to bring the correct mix of skills**
- **BT is not a content commissioner...but understands the technology and can act as a distribution partner to many consortia**

Broadband Enabling PSB

- **‘On Demand’ provides breadth & depth of choice & convenience**
- **Both “pull” and “push”**
- **Internet techniques to lead viewers to relevant PSB programming**
- **Delivery to multiple platforms**
 - **fixed-broadband to TV & PC,**
 - **also 3G mobile, WiFi and radio**
- **In time technology will change the content ...**
 - **3G study in Finland, 57% of programmes lasted less than 10 minutes & news most popular**

Tate Online



- **BT provides hosting & video streaming**
- **65,000 images of art**
- **Innovative use of video**
 - **‘Introduction to Modern Art’**
 - **350 hours of content.**
 - **Powered by BT Rich Media**
- **Tate online traffic has trebled to 4m visitors a year**
- **Tate Online has received 3 Interactive BAFTAs**

Example – Non-League Football



Example – Non-League Football

The screenshot shows a web browser window displaying the website **WWW.CONFERENCEFOOTBALL.TV**. At the top, there is a navigation bar with links for **LOGIN REGISTER HELP ADVERTISE CONFERENCE LIVE**. A large advertisement for the movie **TAXI** is featured, with the text "IN CINEMAS NOVEMBER 19" and "www.taximovie.co.uk".

The main content area is divided into several sections:

- Left Sidebar:** A list of football clubs: ACCRINGTON STANLEY, ALDERSHOT, BARNET, BURTON ALBION, CANVEY ISLAND, CARLISLE UNITED, CRAWLEY TOWN, DAG & RED, EXETER CITY, FARNBOROUGH TOWN, FOREST GREEN, GRAVESEND & N, HALIFAX TOWN, HEREFORD UNITED, LEIGH RMI, MORECAMBE, NORTHWICH, SCARBOROUGH, STEVENAGE, TAMWORTH, WOKING, and YORK CITY.
- Center:** A blue box with the text "Laugh like a villain, cry like a child". Below it are video thumbnails for "FANSEVE" and "Conference Coverage".
- Right:** A "LATEST VIDEOS" section with a list of featured games and their voting percentages. A "Vote" button is located below the list.

The voting list includes:

- Barnet v Accrington Stanley (8.0%)
- Canvey Island v Hereford United (14.0%)
- Carlisle United v Dag & Red (15.0%)
- Exeter City v Leigh RMI (14.0%)
- Farnborough v Northwich (7.0%)
- Forest Green v Burton Albion (2.0%)
- Halifax Town v Aldershot (15.0%)
- Morecambe v Crawley Town (4.0%)
- Scarborough v Stevenage (9.0%)
- Tamworth v Gravesend & N (9.0%)
- Woking v York City (2.0%)

At the bottom, there is a logo for "THE LOVE OF THE GAME..." and the website URL **www.footballconference.co.uk**.



Changing economics of content

- **Create once - publish anywhere (to many platforms)**
- **Create once - publish anytime (increases OTV)**
- **Willingness to accept lower production values for “not on tv” niche content (Non-league football)**
- **Technology changes reducing overheads i.e.**
 - **Aggregated play-out reduces manpower requirement**
 - **General computing & editing efficiency improvements**
- **Potential to monetise outside the UK**

Why BT and the PSP?

- **Broadband coverage 99.6%, vs. 75% Freeview**
- **Willingness to distribute to all Broadband and mobile customers**
- **BT Broadcast Services expertise & experience**
- **Commitment to Broadband Britain & all UK regions**
- **Commitment to quality, customer satisfaction and service.**
- **Financial stability**

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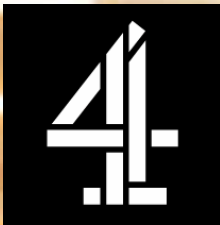
The Role of BT

 **Television Distribution**

An Example

Working title and bad joke

The role of Channel 4



We would like to use Channel 4's skills as a **commissioner**

First window on Channel 4

Branding and Institutional support

Further rights distribution

- **Other UK channels to bid for the rights**
- **Creative Commons model for interactive material**

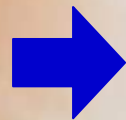
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The Role of BT

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An Example

Working title and bad joke

An example

2 million watch Fred Dibnah's
Age of Steam



An example

NRM
NATIONAL RAILWAY MUSEUM

ingenious
Using digital technology

RAILWAY HERITAGE
click here to watch
ride the legend film

locomotion

- **Train Games** for children of all ages
- **Interactive Tour** experience the museum online with a virtual tour
- **Interactive** See experience the museum online with a virtual tour
- **Interactive** See experience the museum online with a virtual tour

The National Railway Museum in York, England is the largest railway museum in the world, responsible for the conservation and interpretation of the British national collection of historically significant railway vehicles and other artefacts. The Museum contains an unrivalled collection of locomotives, rolling stock, railway equipment, documents and artefacts. We reserve the right to change information on the Museum during special events. See the Events page for more.

Buy a Souvenir and Society Plates Using Print
www.nrm.gov.uk/visit-us

Have you visited the National Railway Museum online sites?
www.nrm.gov.uk/visit-us

NGFL Part of The National Trust for Learning NRM a family of museums

2 million watch Fred Dibnah's
Age of Steam

200,000 go to a rich media site
at the National Railway
Museum

An example

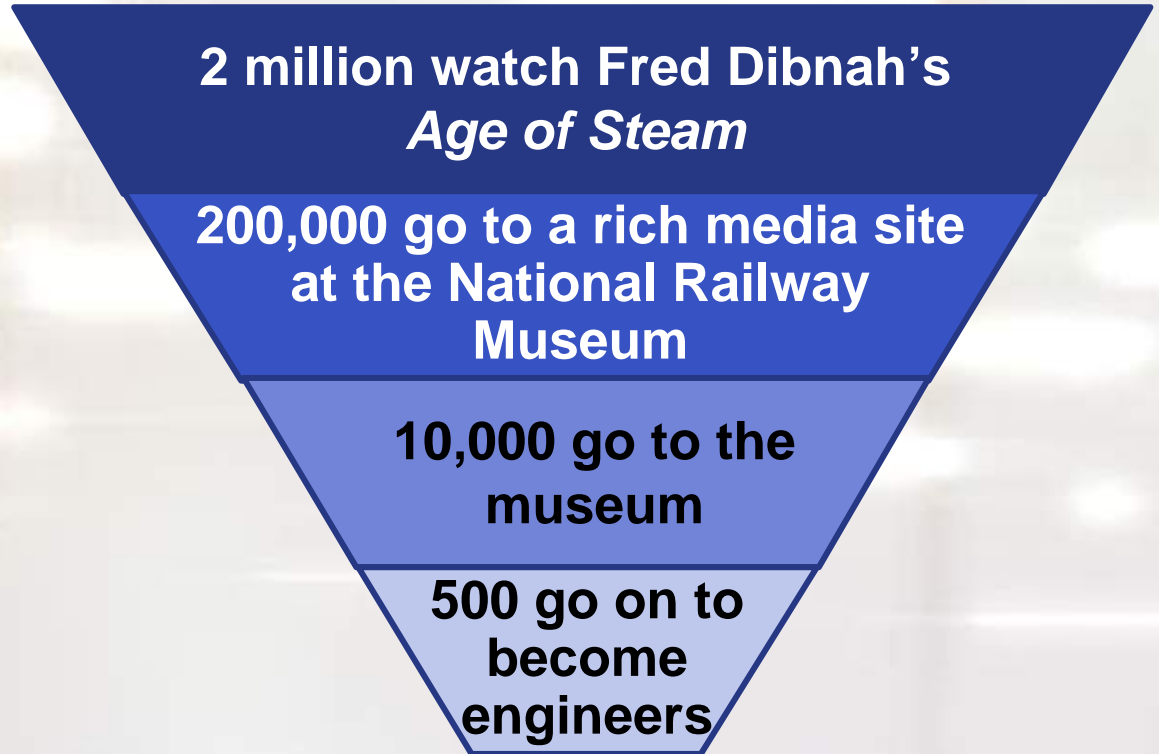
**2 million watch Fred Dibnah's
*Age of Steam***

**200,000 go to a rich media site
at the National Railway
Museum**

**10,000 go to the
museum**



An example



**2 million watch Fred Dibnah's
*Age of Steam***

**200,000 go to a rich media site
at the National Railway
Museum**

**10,000 go to the
museum**

**500 go on to
become
engineers**



A fictional example



**2 million watch Fred Dibnah's
*Age of Steam***

**200,000 go to a rich media site
at the National Railway
Museum**

**10,000 go to the
museum**

**500 go on to
become
engineers**

**1 of them finally sorts
out the Oxford-London line**

Agenda

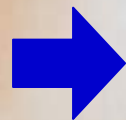
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Working title and bad joke

Lots of existing ventures echo similar ideas

- **Many museums and galleries**
- **Culture Online**
- **The Community Channel**
- **Teacher's TV**
- **Telewest – Living Health**
- **The BBC Creative Archive**

So have you got a name and logo in mind then?

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Off The Wall Communications

So have you got a name and logo in mind then?

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Of f The Wall **Com**munications

