Chapter VII

The Critical Role of Content Media Management*

INTRODUCTION

The advent of digitalisation is providing big opportunities which are changing the shape of the broadcasting industry. New business models and revenue opportunities based on digital capabilities are emerging. Digital technology provides digital media companies with the opportunity to:

• provide new products and cross-media experiences aimed at individual consumers and like-minded groups;
• provide premium services that give viewers access to greater and more personalized content;
• change the television advertising model from mass media to targeted advertising (market and advertise on one-to-one basis direct to consumer);
• expand from a traditional push model to a pull-model for product distribution.

* Earlier version of this paper was presented at IRMA 2001 Conference (International Resource Management Association) in Toronto (Canada), May 2001, and at several conferences sponsored by SHS Multimedia in London, Paris, and Madrid, November 2001. The author wishes to acknowledge the input of participants at these conferences and the company Mediaset (in Italy) for the important experienced suggestions.
It has often been cited that one of the biggest problems with the convergence of diverse cultures is the ability to speak a common language. As we enter the 21st Century, we are learning that the convergence of the formerly isolated industries that deliver entertainment and information to the masses requires the development of a common language for digital communications.

The development of a universal language of ones and zeros is a critical enabling factor for the convergence of formerly diverse media. Likewise the inter-working of all digital communications media enables a wide range of new applications that are being lumped under the broad umbrella of “digital.” However, working with digital data does not guarantee that one device can talk to another, any more than the use of a common 26-letter alphabet guarantees that a Frenchman can communicate with an Englishman.

The new society of information is thus facing a major issue, due to the growing mass of multimedia data which every day are created, managed, and distributed, by crossing over any borders and barriers.

But convergence is not solely a technological matter: it’s a brand new life and working style, as it foresees new services and opportunities to implement industry productivity and competitiveness on the market: media, information technology, and telecommunications are then to take advantage of new products and platforms to become part of a unique global network.

In fact, the most impressive revolution in television over the past few years has been digitalization. Digital communications are the first and essential step to the convergence of information and telecommunications technology where traditional media, once clearly distinct and independent from each other, meet in the new land of interactivity and multimedia.

Archiving, accessing, managing, and security of digital content assets become basic requirements in the everyday life of multimedia creators and providers. This ability can effectively be defined as a company’s requirements for content management. Content management is becoming a core capability at the heart of all media and entertainment enterprises, supporting everything from content creation and acquisition through to personalisation and customer relationship management.

The purpose of this chapter is to understand the advantages offered by the implementation of content management for a digital media provider and how it integrates the business process value chain changing the nature of a company’s assets and products.

The chapter, after giving a definition of content management, focuses on how digitally enabled processes, fed by content management, integrate the business and allow it to evolve, transform, and realise new strategies and
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