



April 03, 2006

Defining Tomorrow

The rapidly changing mediascape and time poor consumer has placed the business of media and entertainment under extraordinary pressure. **Digital technologies, shifting consumer behavior and demands for accountability** threaten--in some cases already have damaged--decades-old business models. As the industry confronts change, it is increasingly clear that the tools and key metrics used as the basis for hundreds of billions of dollars spent on media, especially TV and print, may no longer be adequate to the task.

Benchmarks for the ratings for TV need to be rethought and reset to meet marketers' needs. In the end, key media metrics need to help measure what matters most: return on investment. As, fortunes of all the components of the communications industry right from a production house to a marketer, hinge on robust, transparent, representative and responsive rating service.



The biggest impact on the Indian media industry just sneaked into the country through the skies and is today called the C & S Television industry. If the success of BskyB is any indication, crystal gazing DTH becomes that much easier. The role of optimizers in media planning and buying a myth or reality, prime time clutter versus kids channels and the list goes on. This publication will try and build a common platform enabling professionals form one constituent to peek into the world of the other.

Some of the issues that will be discussed in this arena will include Television Optimizers, impact of DTH and CAS, the challenges from new technology, key trends in content development and scheduling, media planning and optimizers, aMap analysis of national advertising trends and use of household ratings.

In our endeavor to explore new benchmarks for television ratings, we would give you a preview into global practices in this domain. **The underlying objective will be to keep the media professional updated and informed.**



aMap - the only Overnight Audience Measurement system in Asia, uses Telecontrol VIII data collection units sourced from Telecontrol AG. The software used by us is under a license from Swiss Broadcasting Corporation. User interface application is developed by GFK which has a contract with AGF (Television Research Partnership) for measuring TV ratings in Germany. Further Telecontrol meters are being used in other major European countries viz. Austria, France, Spain, Switzerland, Portugal and countries like Puerto Rico, Mexico and Ukraine.

WHAT IS OXYGEN?

Oxygen is an aMap (Audience Measurement and Analytics Ltd) publication that aims at bringing fresh perspectives to the practicing media professional. It will be our endeavor to inform you of the issues that are shaping the media industry around the globe and their possible impact on the direction in which Indian media industry could move.

Related Links

www.telecontrol.ch

www.gfk.com

[Encyclopedia of Broadcasting](#)

[Telenovelas : A worldwide Success Story](#)

In short, if there is something that is going to impact the media business in future, we hope to bring it out to you **FIRST!**

Please feel free to send in your comments to ravi.dixit@audiencemap.com and we can assure you that we will try and respond to all your information requirements through this periodical. Initially this periodical will be mailed to its subscribers on the first working day of every month.

After the break

The next issue of OXYGEN will have a detailed run down on the Global Television Audience Research.

Regular Features:

- TV Competition Grid
- Telenovela Monitor
- Reality Monitor

