

Convergence conference USC 11-15-02

Talking points

What good are transmitters? Value of spectrum to government in \$\$ is huge. All homes are homes-passed: Why not subsidize the unwired and auction off the spectrum?
Branded channels can still compete in a must-carry-grandfathered-channels scenario.

STB as cell-phone: Video spectrum could be used to offload synchronous information to STB packagers, two to a market like cellular phones. Cable would likely be a ready applicant.

TV3G: asynchronous, customized, cross-platform, on-demand, three rev streams

The menu channel: Who needs channels when they no longer have a necessary function? TV has migrated from channel loyalty to genre loyalty to program loyalty—some would argue that it was always program loyalty but the branded channel got in the way.

Economics: Choice levels – free service to skip-proof users, sliding scale of PPV for the privilege to skip or choose. Migration of signature events away from networks (e.g., Emmys). Broadcasting is not dead, but there are precancerous cells in the bloodstream.