

# Programski sadržaj (ili digitalna evolucija medija)

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DTT forum BIH – RG 2 – za programski sadržaj  
Sarajevo, 26.11.2008.

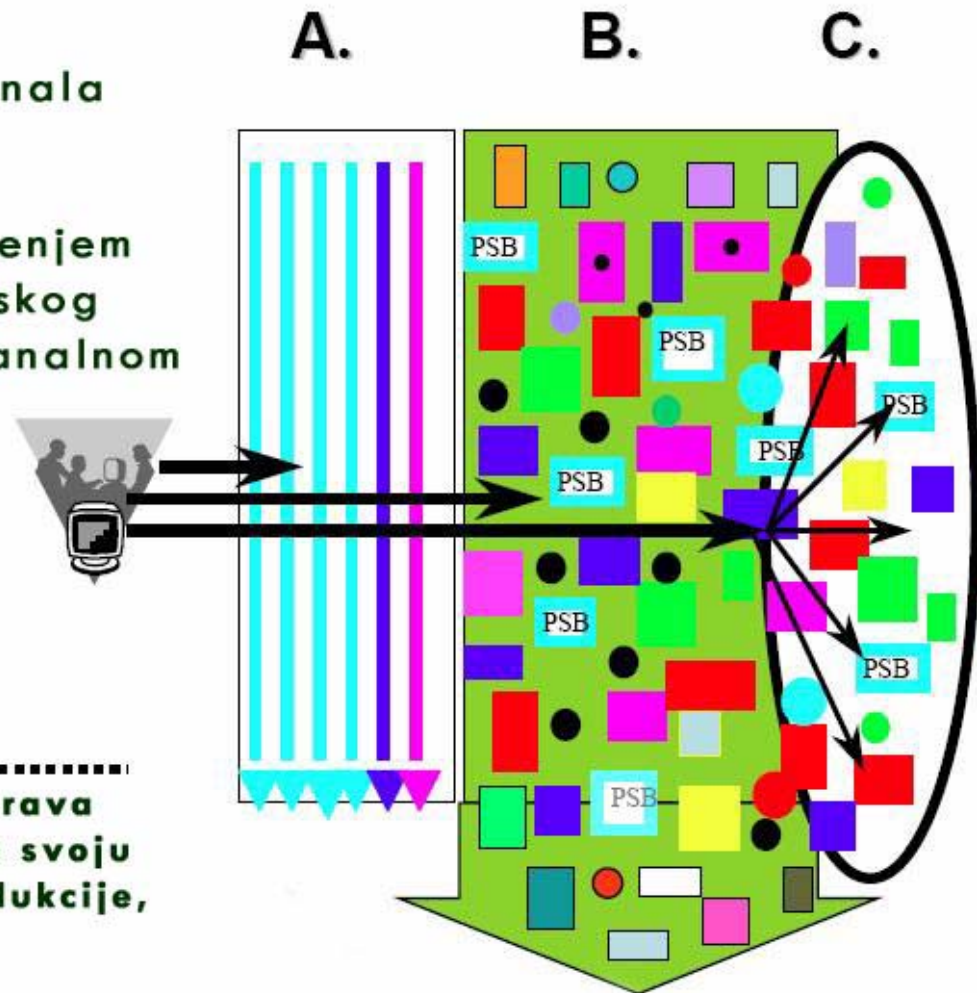
## Sadržaj :

- Evolucija praćenja programskog sadržaja
- TV stanica – danas i sutra
- Četiri dimenzije koje određuju budućnost elektronskih medija
- Tehnološka panorama programskog sadržaja
- ...HD televizija
- Posljedice konvergencije...



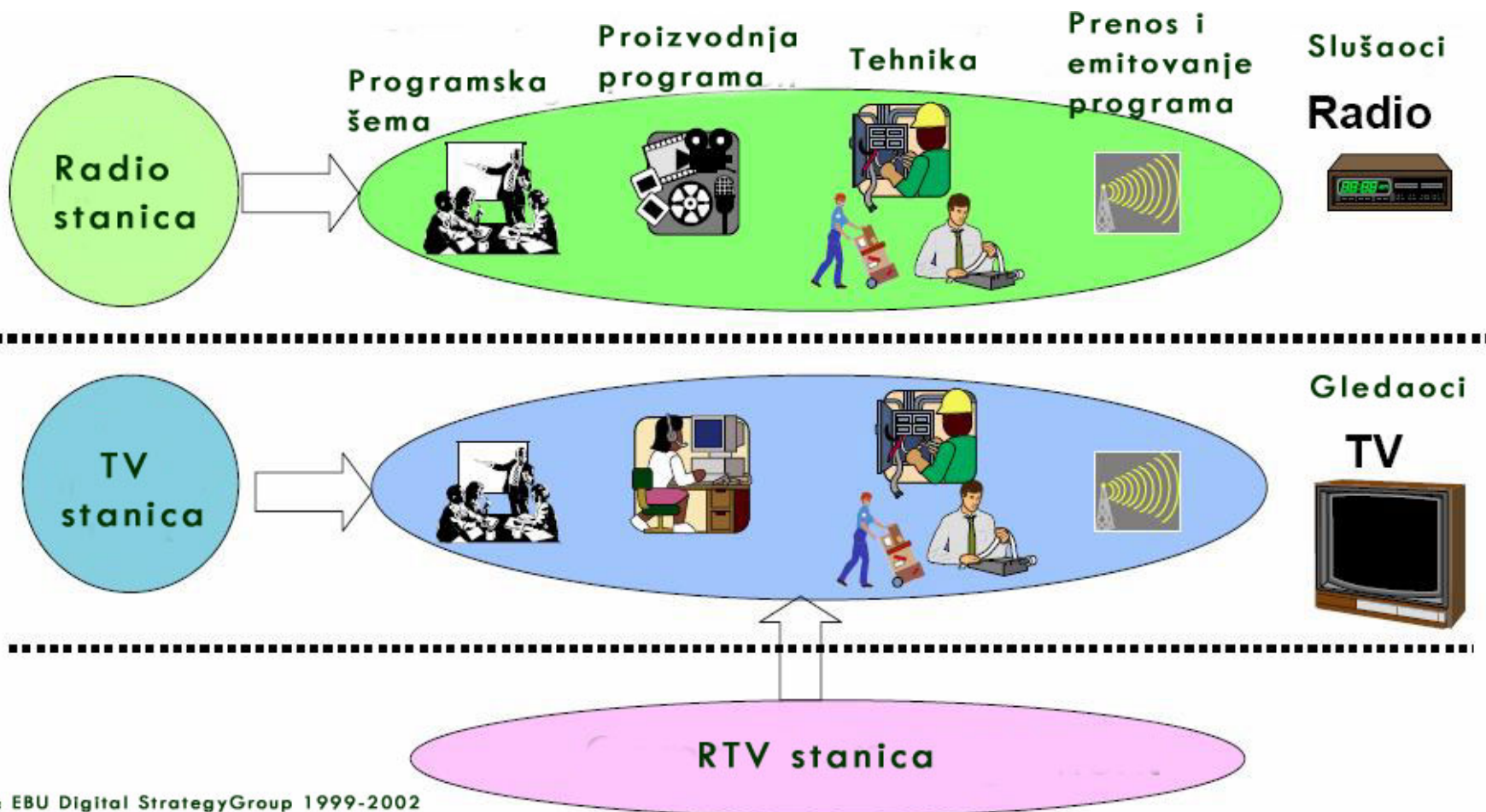
# Kako gledalac prati sadržaj?

- **A:** Izbor programa klasičnim biranjem kanala
- **B:** Izbor programa korištenjem elektronskog programskog vodiča (EPG) u multikanalnom nizu
- **C:** Ni kanali ni niz: programi i servisi prema zahtjevu (npr. preko interneta)



.....  
**Ova promjena paradigme primorava sve stanice da ponovo razmotre svoju programsku politiku, način produkcije, organizaciju, finansiranje itd.**

# Tradicionalna rtv stanica



Izvor: EBU Digital StrategyGroup 1999-2002

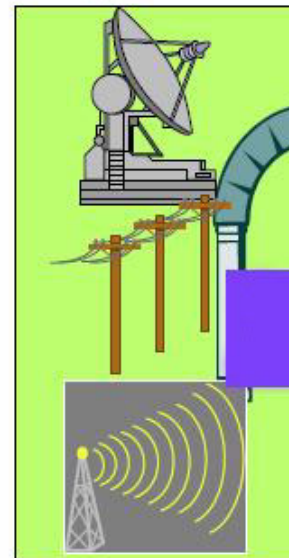
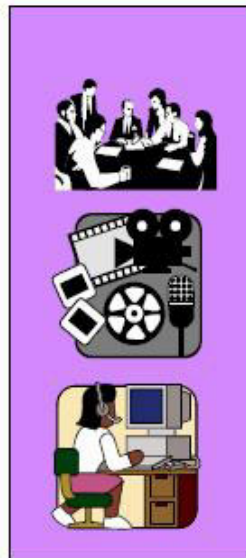
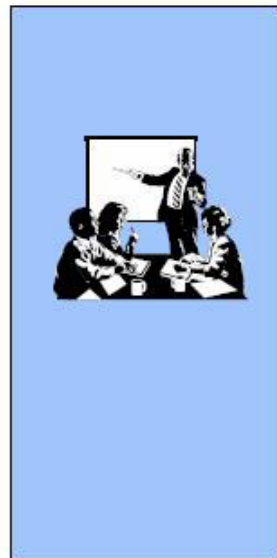
# Multimedijalna stanica

Programska  
šema

Proizvodnja Tehnika  
programa

Prenos i  
emitovanje  
programa

Potrošač  
**Pasivni**



**Aktivni**



**Mobilni**

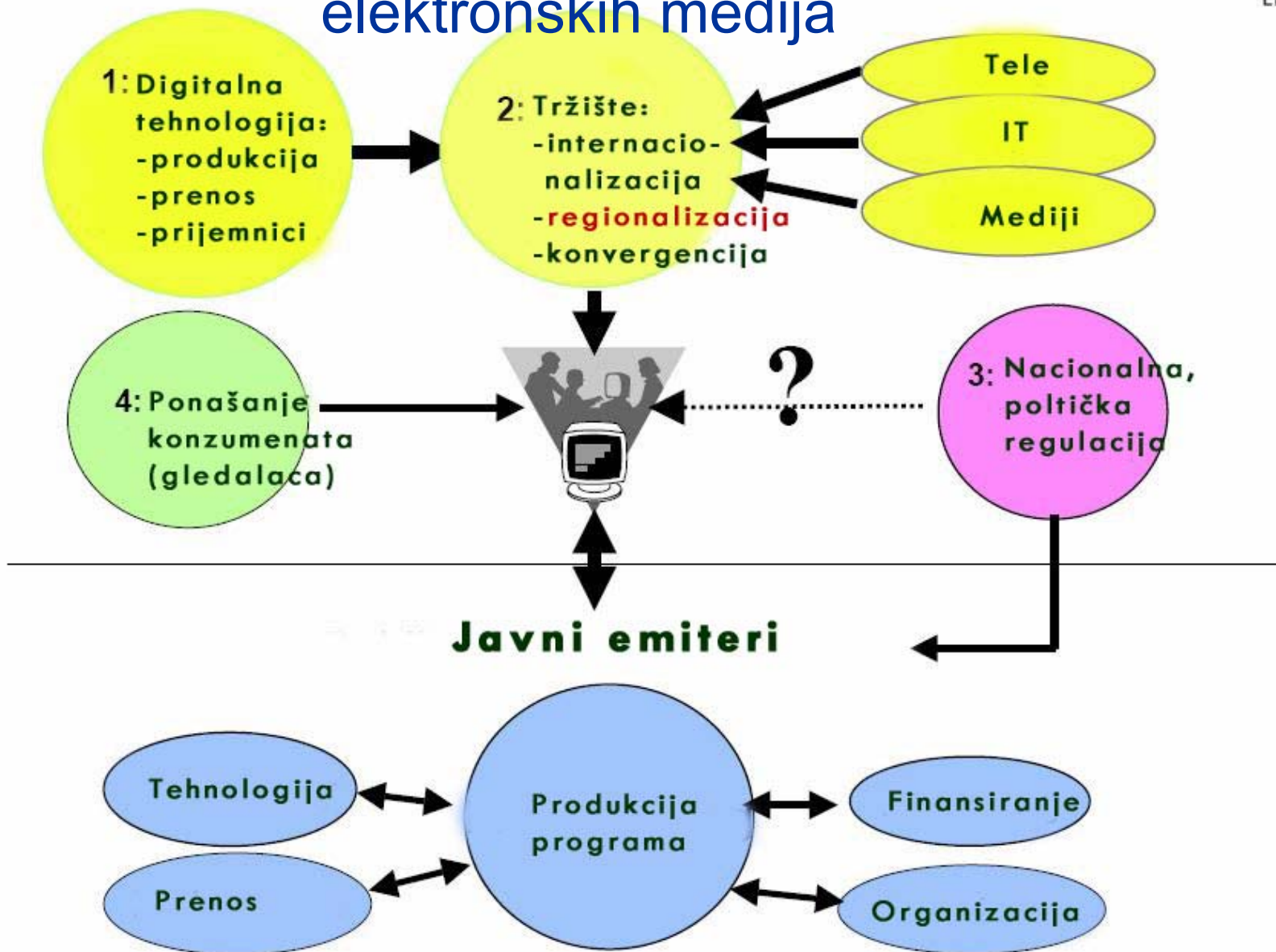


Multimedijalna stanica



# Promjene u 4 dimenzije određuju budućnost elektronskih medija

EBU



# Tehnološka panorama programskog sadržaja

- Video
  - Televizija visoke rezolucije,
  - Stereo i surround ton,
  - Više tonskih kanala uz jedan video zapis,
  - Mogućnost slanja više od jednog video sadržaja istovremeno (multicasting).
- Prenos podataka
  - Osnovne informacije o emiteru (virtuelni TV kanal, vrijeme i datum...)
  - Programski vodič (EPG).
  - teleweb

# Glavni faktori za brže uvođenje HD televizije

- Sve brža penetracija tv aparata sa širokim ekranom
- HD DVD produkcija
- Prisutnost jeftinih profesionalnih i poluprofesionalnih HD kamkordera i montaža na bazi PC-ija
- Prenos do gledaoca (satelit, zemaljska radio difuzija,...)



# Posljedice konvergencije...

- Pojava velikog broja tematskih kanala.
- Fragmentacije publike.
- Marketinške agencije lakše dolaze do ciljne grupe.
- Smanjuje se količina marketinga po pojedinačnim televizijskim kanalima
- Kanali „za svakoga po nešto“ i javni servisi gube publiku...



# Posljedice...

Home » Archives » 2008 » Nov » 10 » One-Third of Web Users Watch TV While Surfing...

## One-Third of Web Users Watch TV While Surfing



Look ma, no ads.

Nearly 31% of people who went online at home in October were also watching television simultaneously, demonstrating that web surfing and TV watching are complementary behaviors, according to research from [The Nielsen Company's](#) new TV/Internet Convergence Panel, [MarketingCharts](#) writes.

**Jedna trećina web korisnika gleda televiziju dok surfa...**

**Tradicionalne reklame su ugrožene sve širim korištenjem personalnih video rekordera...**

## New threat to TV advertising

Traditional television advertising is under further threat as the take-up of personal video recorders soars, according to new research

Home » Archives » 2008 » Nov » 03 » Most Online Media Outlets Use Video to Cover News...

## Most Online Media Outlets Use Video to Cover News



Nearly two-thirds (65%) of "web influencers" at media outlets with an online presence say their organizations use video in online coverage of news stories, and 77% believe the use of online video will increase over time, according to a survey by [D S Simon Productions](#), [writes](#) [MarketingCharts](#).

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D  
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I

**Dvije trećine medija koriste online video kao dio emisija vijesti...**

# Političke stranke i elektronski mediji

- **Parlamentarni kanal(i)** (za emitovanje prenosa skupština od opština pa do ostalih viših nivoa)?

**Obama želi da sjednice vlade stavi na internet slično kao You Tube ...**

**Tražiće od svojih saradnika da održavaju on line sastanke, primajući pitanja preko interneta...**

INTERNATIONAL  
**Herald Tribune**

**Obama preparing comprehensive technology policy**

**By Hiawatha Bray  
The Boston Globe**

Wednesday, November 12, 2008

Obama is in the process of choosing the country's first chief technology officer, a post that's long existed in most corporations but never in government.

Obama has also said he wants to put YouTube-like videos of government meetings online and has proposed a Google-like database of grants and contracts, so people can see where their money is going. And he would require his cabinet members to hold regular online town hall meetings, where they would field questions from the Internet audience.

"His use of the technology in the campaign would imply a lot of positive things for government as well " said Phillin Rood a former under secretary of commerce in the administration of President

