

Broadcasting Redefined

BY GLENN O'FARRELL

If you don't care about the future of the broadcasting system,
stop reading now.

If you're trying to find a way to secure your foothold in the industry,
you should know that the mountain has moved,
and that you are now surrounded by skyscrapers.

If you think that the media landscape is less diverse today
than at any time in history,
you may want to trade in your abacus for a slide rule,
if nothing else.

If you think that the broadcasting business model isn't being challenged
by those who are finding a way around the supply chain,
then you're already on the wrong end of the "demand-side" economy.

If you think that it's the Net Generation that's finding new content in new ways,
then explain the iconic white iPod earbuds hanging from your grandparents' lobes.

If you consider the consumption of video and audio content
as the final step in a series of transactions,
then you're not seeing how the audience has shared it, blogged it
and mashed it up into their own image.

If you think that you can harness change,
you're about to be run over.

Change is persistent,
and our challenge is not to direct it,
but to understand how it directs us.

If you do not recognize the changes that are occurring
to the Canadian broadcasting system,
you risk seeing it turn into a relic.

ON THE OTHER HAND:

We see reality, straight up:
We understand the value broadcasters provide to Canadians, and
we hope you will share in the solutions discussed at
CAB 2007 Broadcasting Redefined.



Glenn O'Farrell is President and CEO of the Canadian Association of Broadcasters. He may be contacted by phone at (613) 233-4035 or by e-mail at cab@cab-acr.ca.