

Personalised Home Entertainment, And Human Behaviour

A brief look at home devices...
driven by content...
driven by empowered consumers...

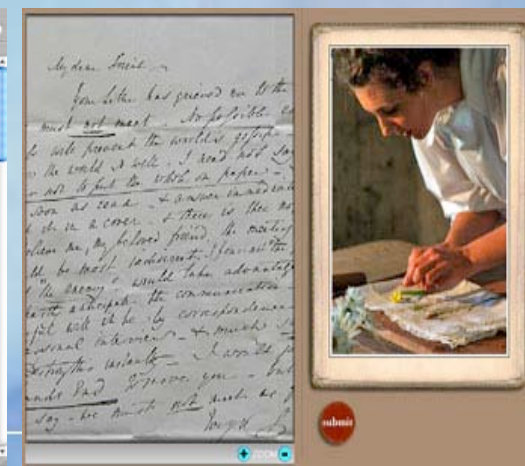
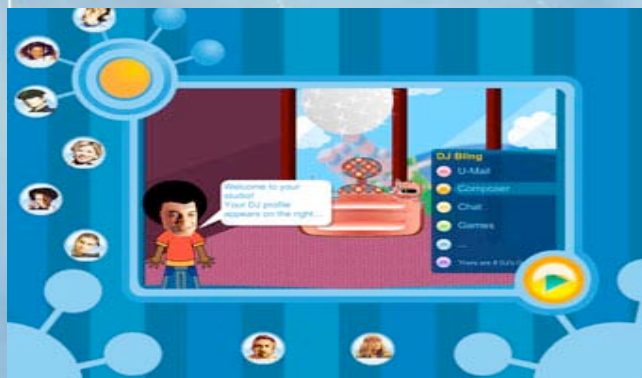
Gary Hayes at ACMA Fri 24 Nov 2006

About me

- Snr Development Producer & Manager, BBC Interactive TV & New Media 95-04
 - Chair of Business Models TV-Anytime, Standard for Personal Media 99-03
- Interactive Producer, USA 04-05
- Director of AFTRS Laboratory for Advanced Media Production 05-

First a little about the AFTRS Laboratory for Advanced Media Production

1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 1



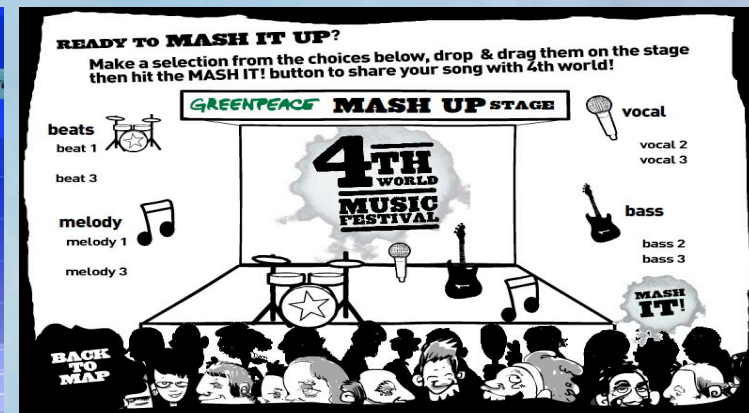
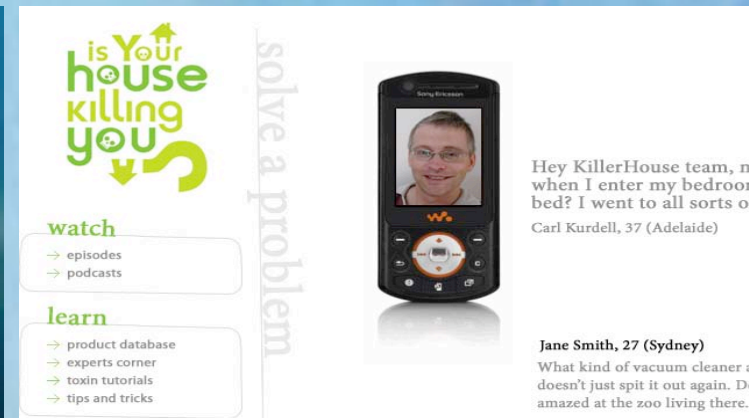
First a little about the AFTRS Laboratory for Advanced Media Production

1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 2



First a little about the AFTRS Laboratory for Advanced Media Production

1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 3

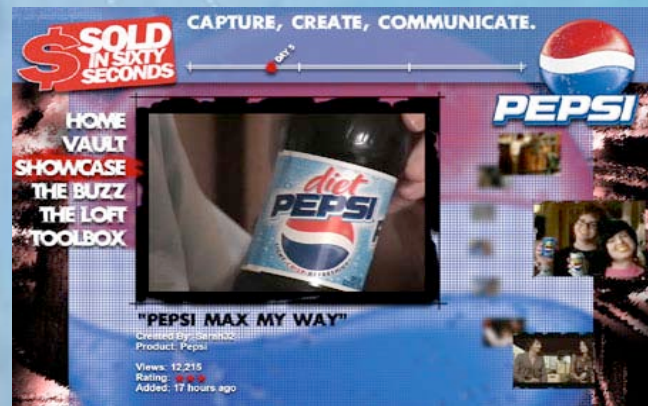


First a little about the AFTRS Laboratory for Advanced Media Production
1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 4



First a little about the AFTRS Laboratory for Advanced Media Production

1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 5



river - love is a battlefield - I feel love I feel love I feel love - love love



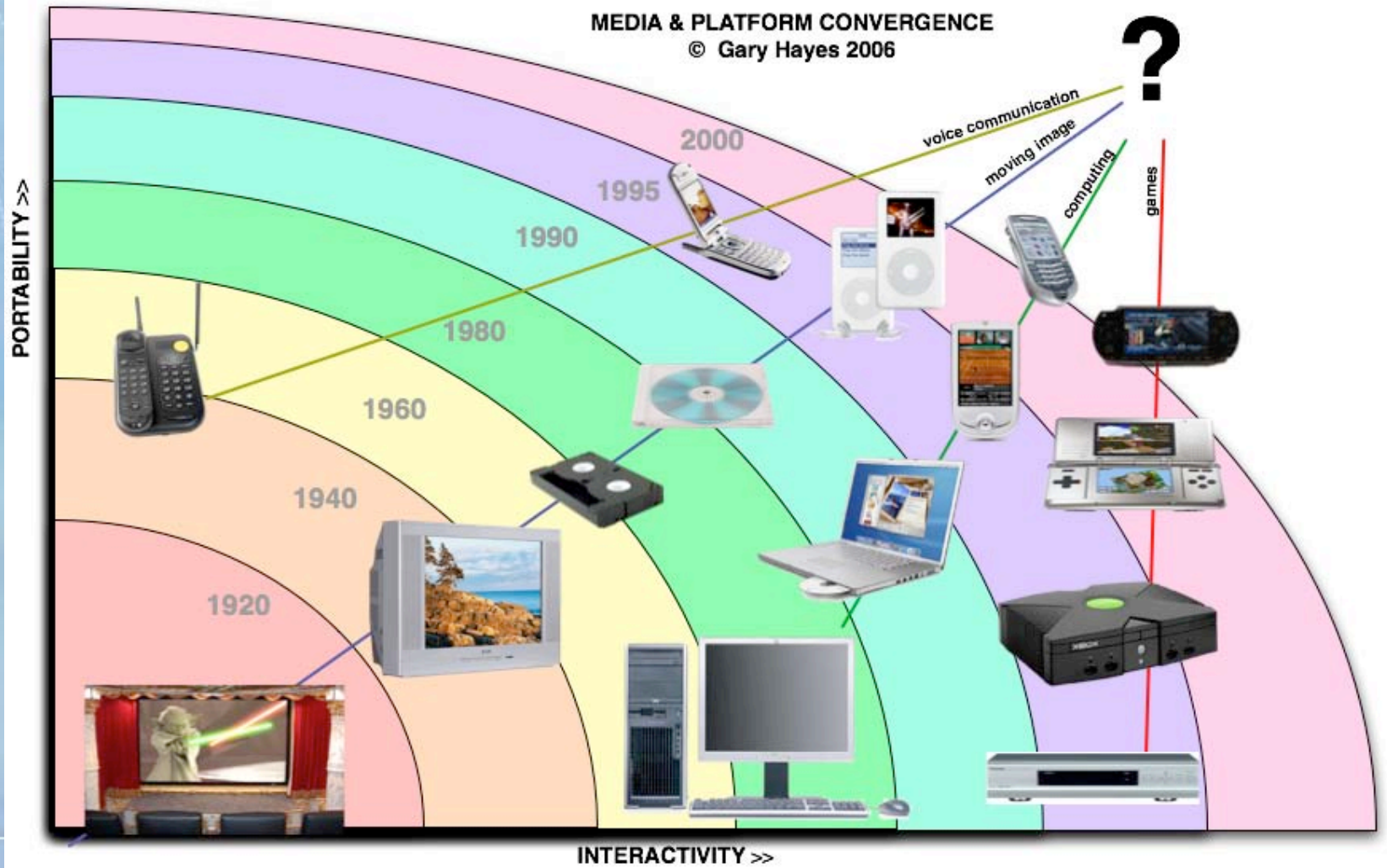
“Over a 15 year, medium term broadband future terms such as Film, TV, Radio & the Internet will start to disappear from our next generation’s vocabulary. Audiences will interactively share & access video, audio and games across a sea of devices, partly oblivious of appointment-to-view in the 20th Century”

Gary Hayes - Snr Producer, BBC. Small Screen Big Picture, Nov 2000, Perth



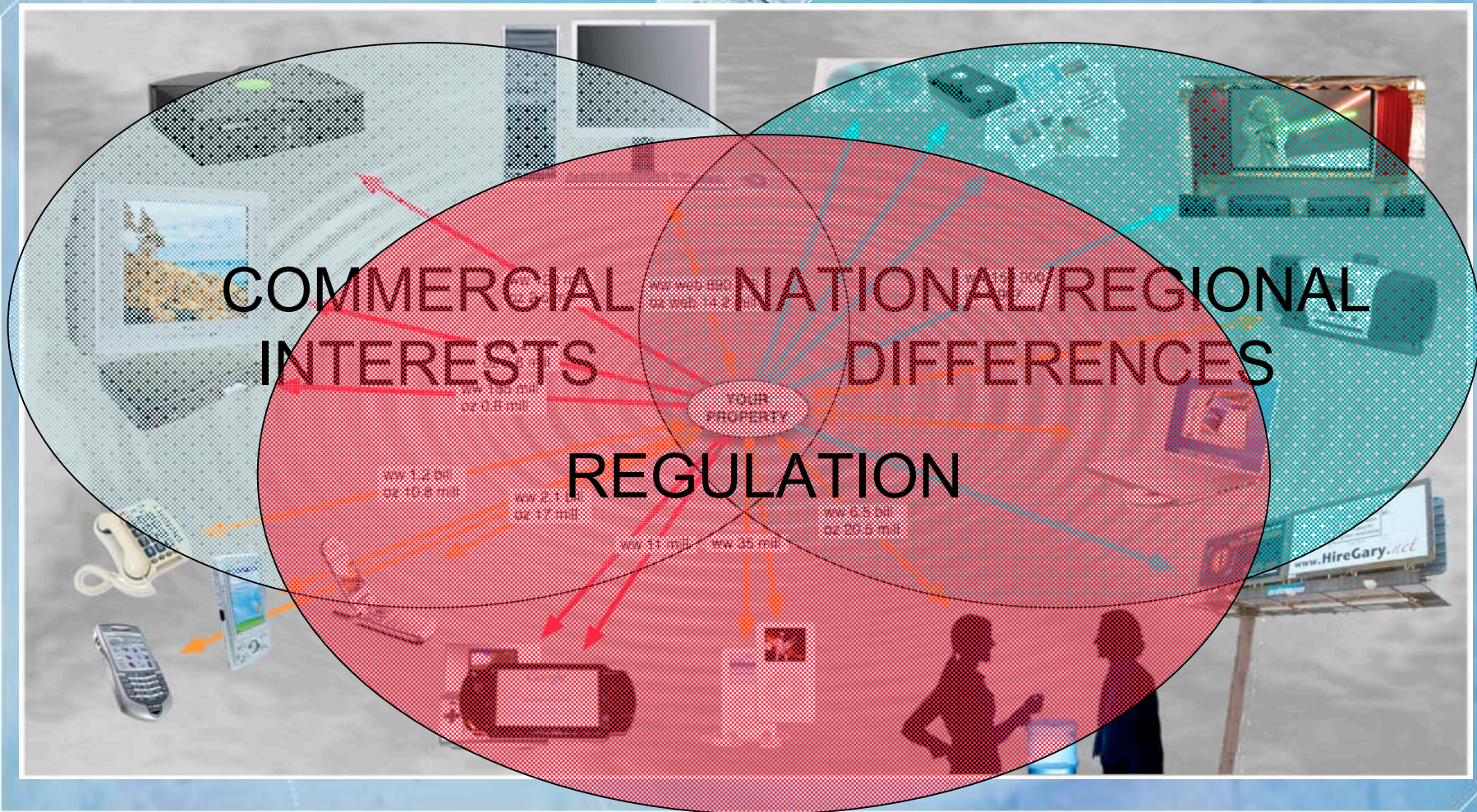
OK - I could talk about technology...





lamp @ AFTRS

Personalized Home Entertainment



...but I wont (talk about tech). Because my key message -
“no one really knows the way our media future will play
out, **but...**”



...two things are certain:

- The environment (technical, physical) will change
- Human need (and behavioural modes) will not...
- *We want to be told (or discover) STORIES*
- *We want to share OUR stories*
- *We need to be part of a community, have IDENTITY*
- *We want to DISCOVER new 'stuff' for our community*
- *We want to PLAY and ESCAPE*
- *Oh and we want money and sex...*

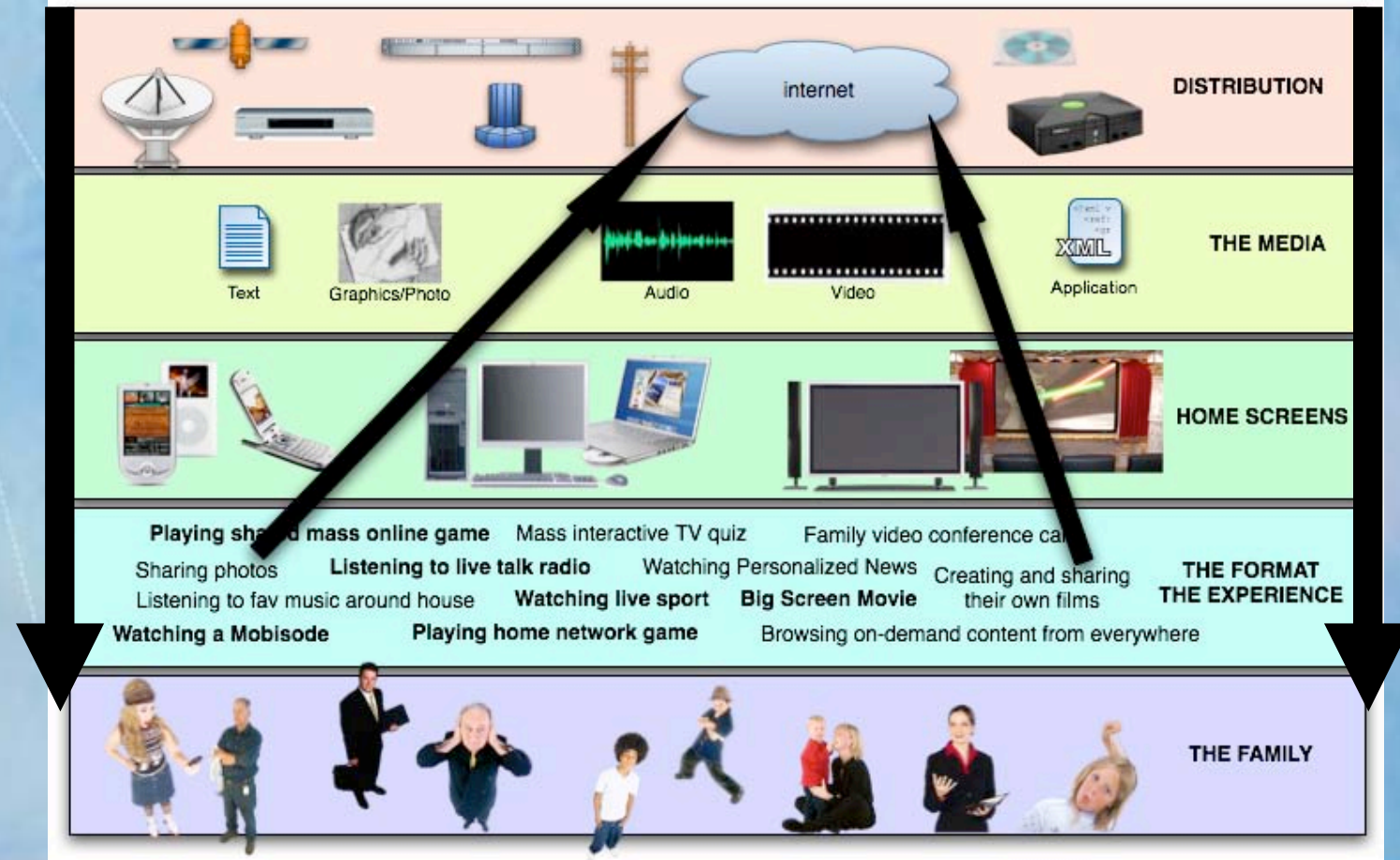
Behaviour Modes - reducing complexity

1. Selecting, choosing
2. Passive, (*shared experience*)
3. Multi-tasking
4. Communicating
5. Playing, interacting, (*shared experience*)
6. Creating then sharing



THE HOME ENTERTAINMENT EXPERIENCE

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What do those up arrows mean?

- User generated content?
- Consumer developed media?
- Viewer created content?
- In fact we should call it '**Independent Production**'
- *that is the real paradigm shift for traditional media*

Behaviour Modes - 1 Selecting, choosing

deliver: personalisation, personal archive, content from everywhere, eggs, pdr as filter

the VAULT
BLOGS & QUIZ
50 Hanson Facts
The're home-schooled
They listen to Billy Joel,
Counting Crows, Alanis
Morissette, Spindocters,
Aerosmith
Their mom taught them
how to sing "Amen"
They have two white

Hanson - This
Zildjian

inbox • more
NEWS
Bosnia: 10 Held in terror swoop
Human Rights in Indonesia
FTSE hits 9600
BBC to air Virtual Oluwalade
ENTERTAINMENT
Changing Rooms
New pages on D
ALL
Celia
DAD
JoHnNy X
Annie
SETUP

Dad's Channel
BBC NEWS 24
16:39 Fri 20/11/98
GO TO GUIDE MY BBC BBC HOME
MAIL: Incoming for Dad from Johnny

N 2004
CENTRE COURT
A Sugiyama
M Sharapova
COURT 1 Press SELECT
N Petrova *4 1
J Capriati 6 3
COURT 2
Bjork/Woodb *2
Leach/Macph 3
COURT 13
Knowles/Nestor
Parrott/Spadea
COURT 10
Black/Uillyett *4 1
Sa/Saretta 6 1

MENU **HELP** **SPLIT** **VIS PICK** **Drum Cam**
BBC **CHAT** Top of the Pops," and we'll start

FULL SCREEN **MENU** **BBC1**

Behaviour Modes - 2 Passive

deliver: quality experience, move between screens (portable carriers), forward, recommend



Behaviour Modes - 3 Multi-tasking

deliver: ambient media, linked services, simple wireless networking, gateway transparency



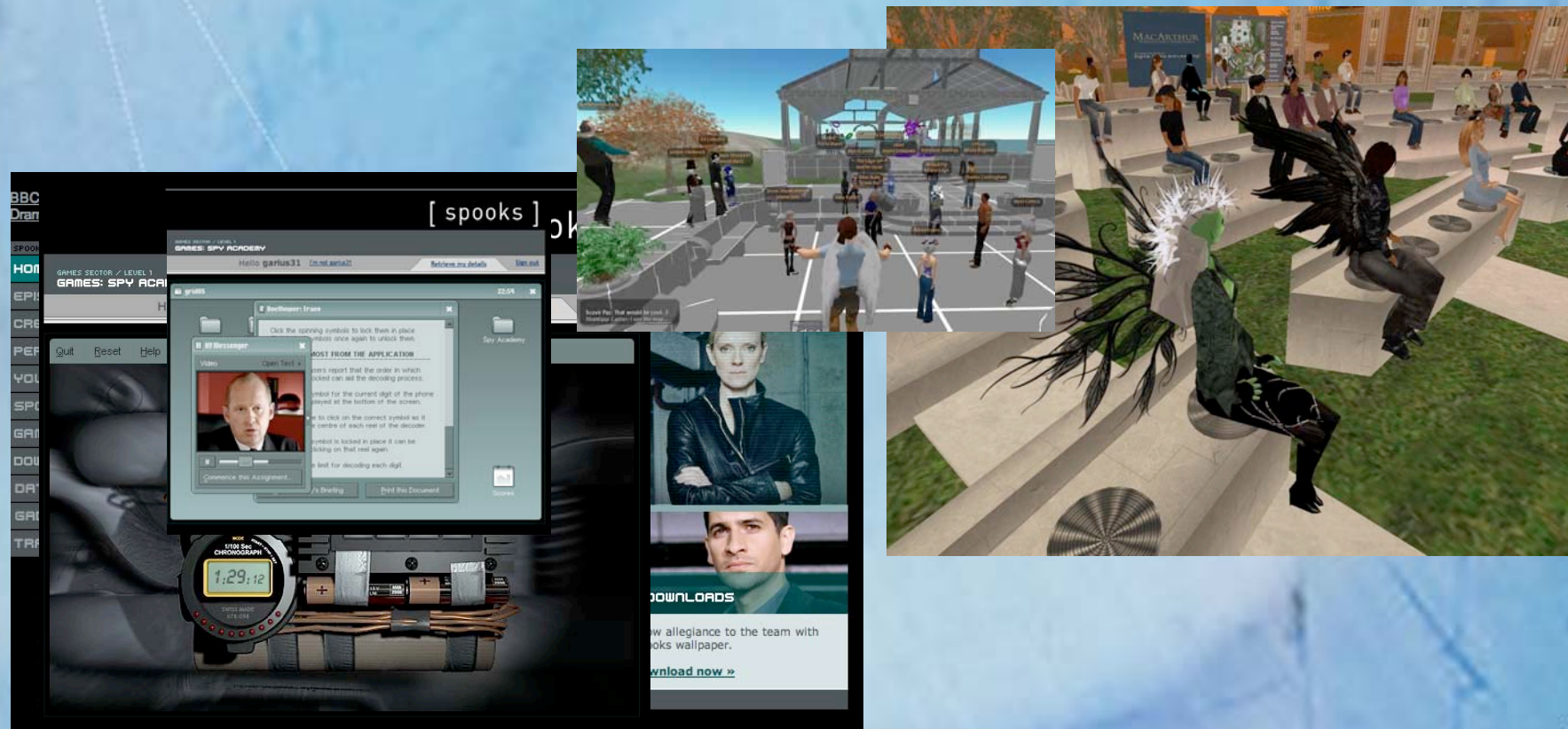
Behaviour Modes - 4 Communicating

deliver: interoperable networks, multi-modal, attaching content, audience networks



Behaviour Modes - 5 Playing, interacting

deliver: immersion, shared experience, sheduled events, true interaction



Behaviour Modes - 6 Creating then sharing

deliver: really, really simple tools, no barriers, publishing ease



So two things are certain:

- The environment (technical, physical) will change
- Human need (and behaviour) will not AND
- *We **expect** to be **connected** to each other and we expect to be treated as **individuals***
- *Audiences demand - **broadband and personalisation***

Personalised Home Entertainment and Human Behaviour

Thankyou

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