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
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1 year, 38 compelling Australian Cross-Media, Audience Centric Projects. 5
“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…
Personalized Home Entertainment

MEDIA & PLATFORM CONVERGENCE
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PORTABILITY

1920
1940
1960
1980
1990
1995
2000

voice communication
moving image
computing
games

INTERACTIVITY

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…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
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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*
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Behaviour Modes - 1 Selecting, choosing

deliver: personalisation, personal archive, content from everywhere, epgs, pdr as filter
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
Behavior Modes - 4 Communicating

deliver: interoperable networks, multi-modal, attaching content, audience networks
Personalized Home Entertainment

Behaviour Modes - 5 Playing, interacting
deliver: immersion, shared experience, scheduled events, true interaction
Behaviour Modes - 6 Creating then sharing

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

READY TO MASH IT UP?
Make a selection from the choices below, drop & drag them on the stage 
then hit the MASH IT! button to share your song with 4th world!

GREENPEACE MASH UP STAGE

4TH WORLD MUSIC FESTIVAL

vocal

vocal 2

vocal 3

bass

bass 2

bass 3

media
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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