



REALIZING DIGITAL CONVERGENCE




Realizing Digital Convergence

Introduction to the joint course

Professor Yale Braunstein, SIMS
Professor Dietmar Harhoff, CDTM

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CDTM & SIMS

- Formal cooperation between SIMS and CDTM for two years
- CDTM students (six per year for one semester each) as "Visiting Student Researchers" at SIMS. Also take courses, especially in SIMS & MOT program
- Informal visits by faculty & students
- CDTM is located in Munich, Germany and a joint organization of two leading German universities

CDTM Location



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Idea and goals for this course

- Innovation as most important challenge for today's economies
- New course format which picks up an important trend and brings together the particularities of both countries
- It brings together Germany as leading in mobile communications, United States as very big and important telecommunications and media market and leading in software development.
- Applied course which not only provides a theoretical basis but which leads to a converged-media-prototype
- Increase of interaction and cooperation of students from both countries
- Handle the challenges of trans-atlantic cooperation and software-development




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Outcome

- A converged mobile multimedia product
 - Print implementation
 - Mobile implementation (SMS, MMS)
 - Web implementation
 - Links between & among all of the above
 - Business plan (with realistic financial model)
 - Documentation

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Overall Course Structure


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graph TD
    M1["Module 1:  
Business Planning & Financial  
Modelling  
(8/31 – 10/18)"]
    M2["Module 2:  
Specifics of the Media Industry, its  
Products and their Development  
(10/19 – 11/09)"]
    M3["Module 3:  
Prototyping, Implementation and  
Planning on an innovative  
converging media product"]
    PMP["Post Mortem  
Public Presentation"]

    M1 --> M3
    M2 --> M3
    M3 --> PMP
  
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SIMS Preparation

- Core courses include relevant topics
 - Metadata
 - Social & legal issues
 - Data structures
 - Networking
 - Systems analysis & project management
- Course so far (module 1)
 - Introduction to accounting & finance concepts
 - Case studies (mostly mobile)

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Schedule			
Date	Topic	Assignments	Speaker
Session 1: Tuesday, 19 October, 8 – 9 am (Ger. 5 - 6 pm)	Introduction A) CDTM - SIMS B) Expectations & Goals C) Operational Issues & Course Structure, Team Building D) Topic/ Vision: Introduction to Converging Media	Prepare: Readings	Part A: Dietmar Harhoff Yale Braumstein Part B, C, D: Yale Braumstein (SIMS), Jonathan Landgrebe (CDTM)
Session 2: 21 October, 8 – 9 am (Ger. 5 - 6 pm)	Media Economics, Part 1: Economics of periodicals & other advertiser-supported media (both traditional and new delivery systems). Details	Prepare: Readings	Professor Thomas Heitz , Institute for Information Systems and New Media at Munich School of Management
Session 3: Tuesday, 26 October, 8 – 9 am (Ger. 5 - 6 pm)	Product Platforms for the Media Industry. Details	Prepare: Readings Hand-in: First mock-up	Professor Thomas Heitz , Institute for Information Systems and New Media at Munich School of Management
Session 4: Thursday, 28 October, 8 – 9 am (Ger. 5 - 6 pm)	Student - presentations of product concepts (Mock-Ups) and Discussion	Prepare: Readings Prepare for presenting your mock-ups	Students; Moderation: Yale Braumstein (SIMS), Martin Huber (CDTM);
Session 5: Tuesday, 2 November, 8 – 9 am (Ger. 5 - 6 pm)	Part A): Case-Study (40 Minutes) Part B): Guest speaker (20 Minutes)	Prepare and hand in: Readings (Case-Study)	Paul Grabonitzka , New Media Program at the UC Berkeley Graduate School of Journalism – Newspaper experiments with the web and multimedia (exact date & title to be confirmed); Moderation: Yale Braumstein (SIMS)
Session 6: Thursday, 4 November, 8 – 9 am (Ger. 5 - 6 pm)	Mock-up presentation (20 minutes) Applied Product Development - Development Platform for converged digital publishing	Hand-in: New mock-up Prepare: Readings	Students Peter Dornbusch (CDTM)

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Schedule continued			
Date	Topic	Assignments	Speaker
Session 7: Tuesday 9 November, 8 – 9 am (Ger. 5 - 6 pm)	Tutorial Session, Presentation of formal modelling mock-ups, instant in-class feedback F & Q, non-structured session	Prepare: Readings , Hand-in: Central mock-ups	Martin Huber (CDTM), Peter Dornbusch (CDTM), Patrick Riley (SIMS)
Thursday 11 November	[UC Holiday -- no class]		
Session 8: Thursday, 11-14 Nov. (8 am – 10 pm)	Long development weekend – 1: Applied product development	Rough outline of the days	More information to come
Session 9: Tuesday, 16 November, 8 – 9 am (Ger. 5 - 6 pm)	Part A): Case-Study (40 Minutes) Part B): Guest speaker (20 Minutes): German Media Market Developments	Prepare: Readings , (Case-Study)	[Konstantin Urban: CEO of http://www.konstantinurban.com , the New Media subsidiary of Hubert & Hauptmann (one of the five major German Media Players); Moderation: Matthias Möller (CDTM)
Thursday – Saturday, 18-20 Nov.	Long development weekend - 2 (if needed)	Progress reports from all teams	
Tuesday, 23 November	(optional class)	-	
Thursday, 30 November, 8 – 9 am (Ger. 5 - 6 pm)	Is class presentation with feedback & evaluation, possibly overtime!	-	
TBA	Public demo	-	




Key People

- SIMS
 - Patrick Riley (TA/RA/technology guru)
 - Kevin Heard & staff (behind-the-scenes technology support)
- CDTM
 - Peter Dornbusch: Technology email: peter.dornbusch@cdtm.de
 - Martin Huber: Concept/ Technology: email: Martin.Huber@cdtm.de
 - Jonathan Landgrebe, Matthias Möller: Concept and Planning: email : Jonathan.Landgrebe@cdtm.de; matthias.moeller@cdtm.de
 - Maximilian Zündt: Course Infrastructure email: zuendt@cdtm.de
- gogol medien
 - Gunter Miessbrandt: Technology-Implementation, gunter.miessbrandt@gogol-medien.de




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Operational Issues

- Readings available on both sides
- Shared CVS for software development, logins to be handed out later
- Mailing lists:
 - For Organizational issues: sims-cdtm@cdtm.de
 - For SIMS only: digitalconvergence@sims...
 - During development phase:
 - Mailing list for all students: berkeley-venture@cdtm.de
- Please sign the Non-Disclosure Agreement and hand it to Yale. (This is necessary since you will be using with full access a proprietary software solution (provided by gogol medien) which has to be protected).
- Answer the questionnaire on your IT competencies *digitally* (=CVS/General) and send it to sims_cdtm@cdtm.de
- All information available on website or in hand-out

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Background of the course:
Converging Media

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Definitions




Telecommunications in the broader sense:
transmission of any kind of data (text, charts, pictures, audio, video, voice)

Telecommunications in its stricter sense:
Two-way communication between some/few subscribers

Broadcasting:
One-way transmission of contents from a sender to a variety of receivers

Information technology:
all technologies based on digital technology and microelectronics

Source: Zerdick, A.; Picot, A.; Schraepel, K., et al. (2001)

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Definitions: Media companies

Media companies are companies whose

- main purpose is to create, bundle, and supply content
- in accordance with their economic, editorial, and artistic goals
- by utilizing mass media.

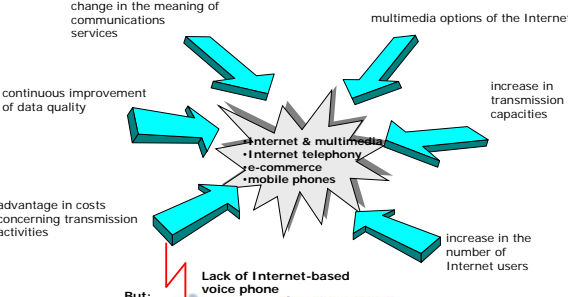
• As a subset of these mass media, newspapers, magazines, and books form the print media. They feature text and pictures in a unidirectional communication.




• Print media products are characterized by being consumable without special technical equipment, as opposed to, for example television.

• Other branches of the mass media are data networks, storage media, television, and radio.

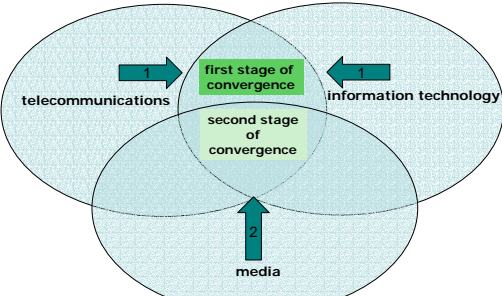
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The convergence of communications services is closely linked to the internet






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Convergence in the TC, IT and media sector is a two stage process






Source: Zerdick, A.; Picot, A.; Schrape, K. et al (2001)

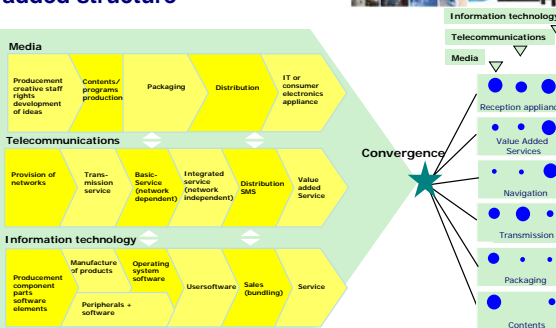
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Consequences of convergence




- Convergence as a structural coupling of value chains
- First Stage: IT and telecommunications converge
- Second Stage: Media get into the process
 - Transmission of media content is no longer the exclusive domain of the broadcasting networks
 - New conditions of competition also emerge in the field of reception appliances
- This two stage process of convergence leads to a dissolution of existing system boundaries between the media and communications sectors

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Towards a new value added structure



Source: Zerdick, A.; Picot, A.; Schrape, K. et al (2001)


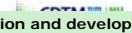

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Convergence changes technologies, applications and markets

Examples of convergence

- Implementation of different services and applications on a single platform
 - Example: Convergence of data and voice communications
 - Internet telephony -
- Convergence of network technologies
 - Example: Convergence of fixed and mobile networks
 - O2 Genion service – phones for both applications -
- Merging of industries into one market
 - Example: Convergence of telecommunications, IT and media sectors

Base for convergence: digitalization and development of the Internet

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Trends in Mobile communications

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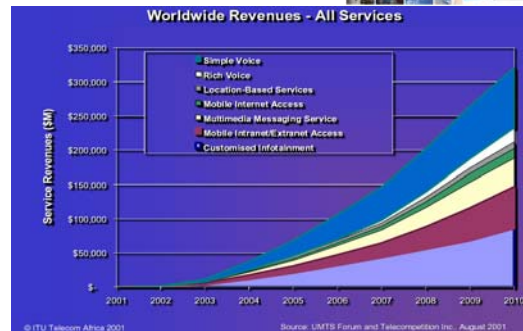
- Rising penetration of mobile Devices
- Increasing bandwidth (UMTS- 384 kBit/s), SMS and MMS makes Data Services possible
- Powerful Multimedia Devices
- Huge Market for SMS and MMS Services (186 Billion SMS/year in Europe)



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Revenue Projections

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Simple mobile value chain

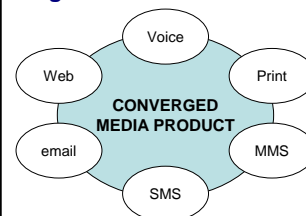
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Vision of the course: Changing the print media industry through integration of electronic media

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- The role of the printed magazine:
 - Provides Context
 - Coordination and instruction
 - Directory
 - Initialization
 - Initial Distribution
 - Tangibility

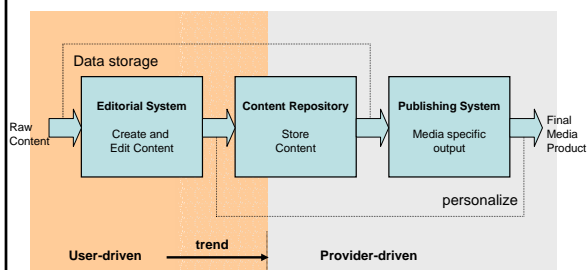
- The role of electronic media:
 - Enabling user interaction
 - Enabling user generated content
 - Additional content delivery channel
 - New business opportunities

User has one integrated view on the converged media product; he does not buy only a print magazine but all the channels and possibilities of the converged product as a unique experience.

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Creation and Management of Content (generic)

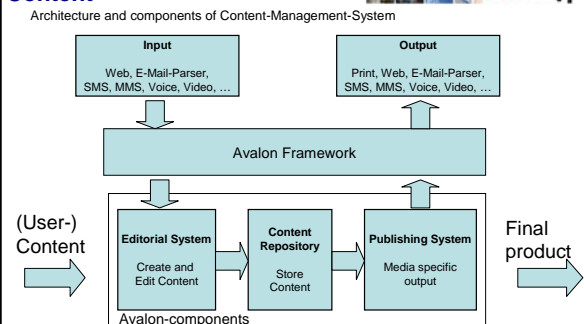
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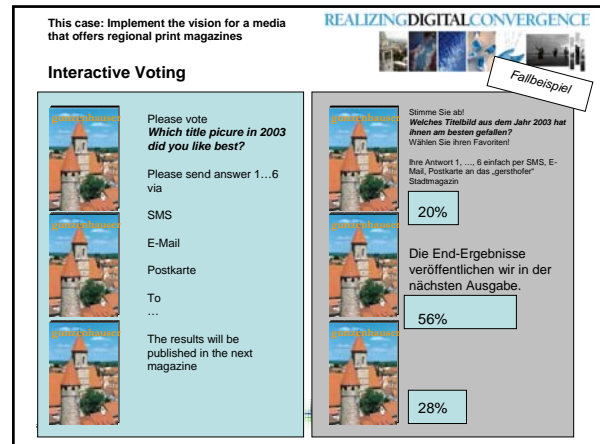
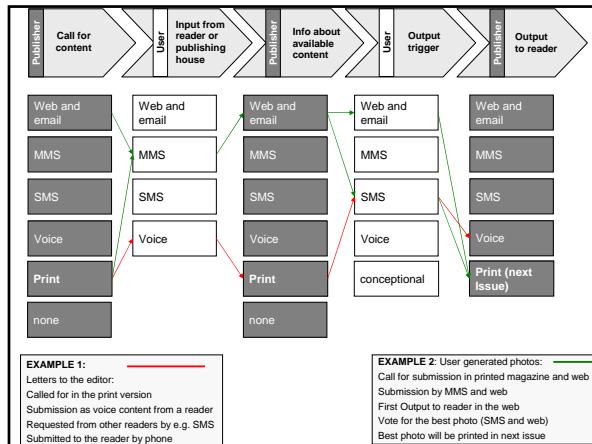
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Creation and Management of Content

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Assignments

Hand-in for Session 3: First draft of product-ideas: (teamwork)

- Do some internet-based market research and hand in at least 3 media concepts (one slide each) that you find on the (american or german respectively) market that integrate mobile publishing, the internet (and perhaps even print)
- Design one magazine page of your own converged media idea teamwork

Presentation, Discussion & Feedback in Session 4 (**6 Minutes presentation per Team**)

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