

# Notes for CRC Conference March 2016

## Broadcasters' Challenges and Issues

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Time Changes  
Social Media Behavior  
Critical Mentality  
Ninth Wave

## **FACTORS**



Digitalization  
Specialization  
Platforms  
Copyrights  
Standardization  
Management

## **CHALLENGES**



Broadcaster

Free to air

Socially responsible

Diverse Programming

Licensed

Network

Cable Channel

Wired

Specialized Content

Licensed B

Supposedly Paid by End User (Shopping)

# TV/ CHANNEL



Integrated System  
Investment in Archival  
Multi-Platform  
Standardization  
Training  
Aggregators' transformation

# **DIGITALIZATION**



High Cost to Monitor  
Specialized by the Content Objective  
Specialized by the Editorial Policy  
Limitless Topics  
High Percentage  
Needs to Change

## **SPECIALIZATION**



Change of Attitude  
High Cost  
Positioning  
Turn on/ off  
Needs to comprehend

## **PLATFORMS**



Top Down  
Clear Notes  
Evolution  
Vulnerable Topic  
Getting Better

**COPYRIGHTS**





In-House  
Outsourcing  
Co-Production  
Import  
Licensing

## TOOLS

Audio  
Video

# STANDARDS



Rating Based Pricing  
Content Conflict  
Sales houses  
Differentiation in Pricing  
Outsourcing  
Decreased Market

# PRICING



Workflow in chaos

Professionalism

Differentiation

No Editorial Policy

# CONTENT



Business models/ No research function  
Public Involvement  
Rating Based Agreements  
Cost Management  
Public Image  
Production Cycle

# MANAGEMENT



High sound and picture quality  
Professional standards  
Demand driven and timely  
Prestigious  
Valuable and rare content

We share (as a team) common goal to succeed in expand  
Media Content market...

For now we spend so much on foreign content  
And have no editorial goal and strategy...no common  
sense declared in bylaws....

**THANKS...**

