Mediacenter Model

Gábor Nahlik, Pál Gyurik

Pannon University
Egyetem u. 10, Veszprém, Hungary
nahlik@gtk.uni-pannon.hu
gyurik@etv.uni-pannon.hu

Abstract: Digitalization and convergence are two determining accompaniment in the market of multimedia enterprises. Shortly, one and only set will contain all functions of personal computers, televison sets, and mobile and line telephones as well, but despite of this multifunctionality, people can hold this new set in a pocket. This will change the structure of manufacturers, the activity of motion picture makers, and the behavior of consumers as well. The enterprises, using analog technology, will drop behind new entrants to market starting with digital, and surely lost the competition against those, which was able to develop, or change to digital technology. Digital broadcasting offers better image quality, and more economical transfer. The habits of watching television programme will also be converted into a more free way, according to the possibilities of Internet video share portals, but not neccessarily free of charge. The financial ways in Hungary, will also change just as in more developped countrys in Europe, and in the World.

1   The Structure of Regional Media Markets, Cash-Flow

The regional media markets are recovered from the specified types of market participants, most of them – but not all – is already working as an independent enterprise on the market of a given settlement or region. The most important participants on the one hand are the advertisers and the sellers, therefore the potential advertisers, and on the other hand, the supporters, who are the sponsors of the media enterprises. These are generally local authorities, foundations and the State itself. Further participants are the basic types of media enterprises, which are the following: printed press (e.g. newspapers), electronic press (on-line newspapers, a Internet newsportals, or on-line variants of printed newspapers), non-profit and commercial radios, just as non-profit and commercial televisions. Among these, the Internet nowdays is mostly profit-oriented, but the another three types are present on profit-oriented and non-profit areas as well. Their common attribute, that they are mostly independent from each other. In the future, with the evolution of the Internet-culture, it will be possible, that all kinds of media

enterprises – where all the eight basic types are found – may be present on the media market of a region. The instances of profit oriented enterprises usually operates in a form of LTDs, Limited partnerships, share companies. Non-profit media enterprises favoured and popular forms of operation are foundations, uniteds and public companies.

2 Cash-Flow between the Participants of the Multimedia System

The method of cash-flow for the moment is that the financial source gets on a direct way from the advertisers and sponsors to the enterprises, one by one to all, because they are totally independent from each other. The advertisers are want to be present in more types of media, therefore the preference is given on the market for those enterprises, which are able to provide complex services like these. And of course, we have to tell, more profile means cost-effectivity. This fact influences the media enterprises, so they join their forces and work together, or the new-born firms are qualified to assure more service from the very beginning. For the sake of effectual sharing of financial sources, usually a new participant appeares on the market: the media agency, which aim is dividing of support and advertisement fees with regard to the interests of advertisers. The tendency of cash-flow thus changes in this case, that the media agency is entrusted by the sponsors and adverstisers with the task of ensuring the most advantegous appearence as like by the help of more enterprises. An agency, which is organised on such professional base is more likely has chance to exploit financial possibilities.

3 The Cash-Flow with the Entering of a Mediacenter

With the appearance of new enterprise the cooperation may become more effectual. This new kind of enterprise is the Mediacentre. The mediacenter recepts the share-function of the media agency, but this is not the only activity, which characterises the mediacenter. In ideal case, it possesses devices and technology, what can be placed at disposal of media enterprises. The media agency does not lose it's function – although it is not a distibution-center anymore. It's task to hold the connection with the advertisers, enterprises and collect the advertisement fees. These resources are placed at the disposal of the media center, so it can make the effective sharing on professional base. At this time the media agency acts as a classical agency. Of course, the sponsors and advertisers are may be in direct financial contact with the media center. On the next picture you can see the most ideal model, which final structure is not yet in stone.
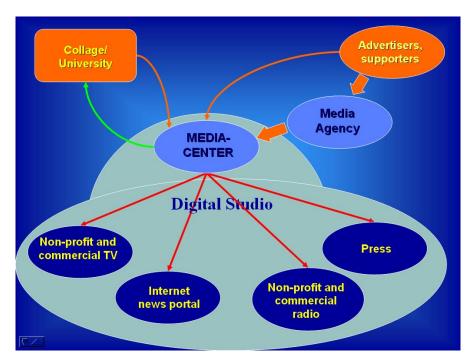
Figure 1
Mediacenter model

The most important (among others), how the role of the media center is formed. This „new" media center holds together the activities of different types as an „umbrella organization". In ideal case it assures home for different enterprises and capable to place homogenous technology (hardware, software conditions, universal formats) at their disposal. Besides the effectual sharing of financial resources, it is responsible for technical upgrades, as well. Thus, every type of enterprise have access for up-to-date technology — so the most modern technologies can be exploited in good timing. The most evident method – in the case of digital technology – is a collective computer room. It satisfies the all-time petensions of all types. To run a computer room means high resposibility – the lack of resources can throw big obstacles in the way of enterprises –, so everything must operate flawlessly. During it's activity. it is not neccesary for a media enterprise to invest into technical devices – usually into the same devices that another enterprise would do – and it makes easier the use of financials.

Plus the exploitation of capacity can not be measured to the ways of investments, operation, independently.

In our model we would like to emphasize the role and the state of one important participant — it is the University. It has a twofold role, it works as a knowledge center and as a knowledge base as well.

It ensures professional knowledge, gives technological background, and trains the new generation of experts. Besides the institution itself can operate an own enterprise like this, or just give home for it. Of course, in addition, these central role can be built into the model from financial aspect-as sponsor or subsidized equally. The well-working enterprises of the region will kindly support the university; at the same time the educational institution can place students at their disposal and use newly researched technologies in already working media enterprises. As the different enterprise-types are joining together, they form a conglomerate - a conglomerate which covers the whole market, and able to use all tender possibilities. In the Mediacenter model the educational institution has a stressed role. This institution means:

In case of a local medium it is the leading educational institution of the settlement.

In regional case it is the leading educational institution of the settlement or region

In the case of presence of more educational institutions – the cooperation of these institutions.

In the Central-Transdanubian region the leading role is filled in by the Pannon University. As the only university in the region, the Pannon University acts right then, if wishes to support the local media enterprises, and takes part in content providing.

It would be more practical to create an own mediacenter. The local Universitas Radio, the Egyetemünk newspaper, the university website, and the university television (ETV) would be an excellent base for it. The „Egyetemünk" is a well-known and recognised press-product in the city, the students are like to browse the net-broadcasted shows of the Universitas Radio. The Egyetem TV makes possible downloading of motion-picture based programmes, and has 2 own programme at the Veszprém TV. Egyetemi Híradó (University News), which provides fresh news weekly about the university, and Tudományos Magazin (Scientific Magazinine) which informs citizens about researches at Pannon University. Egyetem TV (University Television) had started on-line broadcast activity in 2008.

The mentioned units are all suitable for the base-categories, which are mentioned on the model, but they are not independent companies, yet.

Structure of a media center

The mediacenter handles and upgrades the computer park, and responsible for the other devices as well. Gives home for the editors office of different enterprises, runs collective digital archives, where the data is stored, and accessible in a non-stop way, runs broadcast and programme servers in the interest of uninterrupted working of all mediatypes.

It assures room for all companies (e.g. court chambers), operates and shares broadcast and control studios among the companies.

All company may reach advantegous position in the future, if they shall be able to implement the model into their own company operation. However, in numerous cases the combining of the activities of already existing and working media enterprises as the model prescribes - leads to better result.

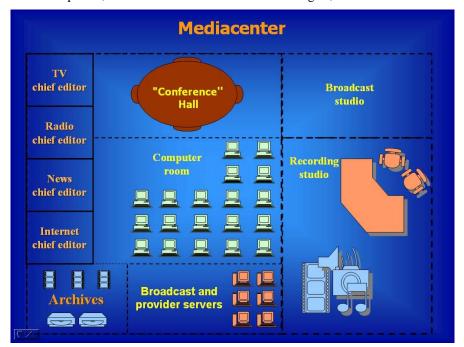Other companies, which adhere to their earlier technologies, shall fall back.

Figure 2
Mediacenter – Digital studio

The local mediums nowdays are struggling continously with financial difficulties, so their abilities are limited, when it is about to serve the evolving endeavours of regions. In the same time, their potential time of programme is unfilled, because the manufacturing expense of programme-items is high.

They can not widen their already available, several hour long programmes, altough the most important element – what increases income – is the running time, and by this, the increasing of promotion-time, which depends on the potential running time.

But there is a way out-creating networks may solve the problem. One kind of these networks is a horizontal network-it connects mediums of same type. This cluster-like cooperation makes possible the exchanging of programmes; this means cheap programme surplus for the members of the network. It may decrease the transporting and travelling charges – there is no absolute need for own travelling stuff, supposing that something happens at one member's „territory",

171

what may arouse the curiosity in areas, the others are just borrowing the video records , and implement it into their own programme.

Another possibility to break out the making of vertical networks – it involves several different mediums. The excange of content also decreases the charges here, but not so radically a sin the case before. The exchange between the electronic and printed press can be realised without the alternation of the content. The audio-material, which is used for TV-programmes may be used partially in radios, too.

TV-programmes, longer records can be uploaded to the net.

Running a collective information center diminishes the expenditures, what were appropiated earlier for obtaining information.

The greatest advantage of the vertical network, that it can serve it's customers with complex marketing actions by cooperation of media enterprises.

Furthermore, the customer does not need to go to other mediums – in the case of effective cooperation it is enough to visit the medium's collective advertisement agency.

From our publication is known the Mediacenter-modell, which in the case of it's practical fulfilment would serve the operation of a cost-effective vertical network. One important element of this modell, that the university is in connection with the mediacenter. The role of the university is to be a source of knowledge, what helps to improve the region socially and also helps its own communication, and media appearance. That's how the unverity may become well-known and recognised.

In the case of Pannon University all the elements of a vertical network are present and working, however on different level of advance.

The „Egyetemünk" newspaper is not only read by the students, but among the dwellers of city, too. The University's website has a portal function for the citizens of the institute. Of course, it should be enlarged with other activities. The Universitas Radio is for small community-it aims primarily students, with it's programmes.

The University TV makes programmes, which are inserted into the local Tv programmes. The most prominent among these, the Egyetemi Híradó (university news), provides fresh news updated in every week, broadcasted (and repeated) by the Veszprém Television in 2-5 times a week. The aim of this programme to tell the inhabitants of this region what is going on the University. Of course, it is also a purpose to persuade people, that it worths to learn at the Pannon University.