



Association of Caribbean MediaWorkers

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(The Ballroom, Hyatt Regency Hotel - Thursday 25th November 2010)

2010 marks the seventh consecutive year for the TTPBA's Awards for Media Excellence

The 75th year for the first radio broadcast ever in Trinidad and Tobago....

The 75th year of Indian film in Trinidad and Tobago.....

And it will be remembered as the year that T&T got its first female Prime Minister.

As we reflect on our nation's past with its colourful history and candid splendor, it reminds me of the significant contribution of our pioneers and of the ups and downs we have endured. Economists say that there is a business cycle of four phases: prosperity, recession, depression, and revival. I believe that the last cycle is not revival but reinvention. I say this because of our virtual neighbourhoods with its borderless geography.

To think that the number of years between the Acta Diurna's first publication in 59 BC and Gutenberg's printing press in 1440 was 14 centuries.... compared to the development of the packet-switched networking solution in the late 1960s with the World Wide Web's first browser in 1993 – which was just about 30 years...it makes you really realize that you are living almost at the speed of light.

So where do we go from here? Who can predict the future? The simple answer is that no one can predict the future. Why? Because in the new media world, the reaction time to competition is almost immediate; time-based competition is no longer a strategy option for competitive advantage it is part of everyone's business plan.

Sun Tsu in his Art of War (published in the 6th century) says: "Opportunities multiply as they are seized"

What can the industry expect globally?

The trends forecasted include:

- The emergence of 3D television broadcasting
- The development of multi-platform content distribution (broadcast, web and mobile) capability
- The adoption of file-based workflows to facilitate a reduction in operational costs, and enable efficient multi-platform content distribution



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- The emergence of Over-the-Top (OTT) Video and convergence of TV and Internet Falls in TV revenue
- Declines in traditional newspaper
- Slight increases in radio revenue

Sun Tsu says: Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

As business owners and managers, what do we think about before we close our eyes to go to bed? (assuming that we all can get a full night's sleep)

Sometimes we have a decided game plan and then the phone rings or the blackberry beeps and we have to revise it. Welcome to the real world!

Sun Tsu says: "Management of many is the same as management of few. It is a matter of organization."

A recent study among CEO's showed the top 3 daily concerns are Achieving top-line growth? (46 percent) · Talent management? (33 percent) and · Meeting financial objectives? (23 percent)

In media in particular, having the right people is essential. This is why in the last two years the TTPBA and other industry players have assiduously worked on ensuring that the first group of people we train are those in the newsrooms. We are very excited about the recent launch of the Journalism certificate at UWI, St. Augustine (which will become a degree programme).

While the issue of developing quality journalism is significant, on the technology side 2011 will see our TV broadcasters dealing with the issue of Digital Transition. I expect that this will be a heated debate since it infers astronomical costs to TV broadcasters.

The other issue that needs some discussion is whether or not state-owned media is best for a democratic country? And what should be their role? There are "Two contrasting theories of state control of the media- the public interest or Pigouvian theory which states that government ownership is beneficial, whereas the public choice theory suggests that state control undermines economic and political freedoms."

This is an issue that I believe will bring much debate in 2011, especially as it may relate to the issue of Public Broadcasting.

Stepping away from the industry issues now...., last year I gave an idea of some of the emerging social media trends and stats. Here is the update:



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- With Blogging giving rise to participatory journalism, Technorati reports that there are now 112.8 million blogs, which does not include all the 72.82 million Chinese blogs in addition to other non-English language blogs
- Twitter has over 190 million users and is growing...
- Facebook has over 500 million users and is growing.....

So how do you survive in today's world? It's simple - Adapt or die!

And ask me which business I would enjoy more than media and my answer will be – none!

To the women and men in our industry who make it what it is (from our receptionists to our traffic personnel, our janitors to our on-air talent, our sales people and our newsroom staff; our technicians ...and everyone else) I wish to say THANK YOU! As managers we know that we don't say it often enough but we do know that it takes a team to get the job done.

To all of our awardees ...I applaud you and your dedication to our industry. You have made it worth our while through your spirit of commitment, your enthusiasm and your mark of excellence.