

Some issues and concerns

- 1. Lack of ethics and professionalism
- 2. Sensationalism
- 3. Lack of new technology
- 4. Broadcast media as questionable role model for the youth

The Future of TV

- Digitalization will revolutionize the television industry. The digital system will result not only in clearer and better signals but also allow for convergence in technology (streaming, cable, telecommunication, and computer services).

Social Media

- According to Universal McCann's Power to the People Move 3 (2008), social media is defined as "online applications, platforms and media which aim to facilitate interaction, collaboration and sharing content."

Categories of Social Media

Category	Examples
Blog	WordPress, Blogger, Tumblr
Microblogging	Twitter, Facebook
Video sharing	YouTube, Dailymotion
Image sharing	Flickr, Instagram
File sharing	Dropbox, Google Drive
Virtual worlds	Second Life, World of Warcraft
Instant messaging	WhatsApp, Telegram
Social networking	Facebook, LinkedIn
Collaborative content creation	Wikipedia, OpenStreetMap
Online social communities	Reddit, DeviantArt

Social Media

In 2008, the Philippines was the world's most advertising-savvy when 89% of the respondents had signed up to a social networking site (NCSA, 2008). Online games are likewise popular in the Philippines. In fact, 90% of the respondents surveyed in 2008 by the Asian Institute of Technology and Communication used the Internet for leisure (AIC, 2008).

Uses, Addiction, and Ethical Issues Attached to Social Media

In 2008, there were 435 million active internet users worldwide (ITU, 2008).

Television Today

Satellite and cable technologies have already made universal access to broadcast media possible. ABS-CBN is listed to Pan American Satellite Broadcast, which provides its programs to all cable operators and direct-to-home markets within the satellite's footprint. Through cable television technology (TTC and Home TV), it can reach Filipino communities in other countries.

Television History

Thecasesolutions.com  
**CBN**  
- Also Broadcasting System (ABS) was later bought by the Chronicle Broadcasting Network (CBN) owned by the Lopez.

Television History

Thecasesolutions.com  
- Television service for Philippines for 1953  
- Commercial television was introduced in the Philippines in 1953 with the opening of COMET TV Channel 1 of the Broadcasting System in Manila. The station operated as a 4-hour-a-day schedule and broadcast only one 30-minute slot.

Television History

Thecasesolutions.com  
- The acquisition signaled the birth of ABS-CBN, now considered one of the major broadcasting companies not only in the Philippines but also in Asia.  
**TELEVISION 88388**

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Generation X: Logging on the Net

2001 - Statistics only shows that 100% of Filipino households have internet connections.  
2002 - The internet usage rate among Filipinos is 4.9%.  
2003 - The internet usage rate among Filipinos is 10.3%.  
2004 - The internet usage rate among Filipinos is 18.1%.  
2005 - The internet usage rate among Filipinos is 27.5%.  
2006 - The internet usage rate among Filipinos is 38.5%.  
2007 - The internet usage rate among Filipinos is 49.5%.  
2008 - The internet usage rate among Filipinos is 59.5%.  
2009 - The internet usage rate among Filipinos is 69.5%.  
2010 - The internet usage rate among Filipinos is 79.5%.  
2011 - The internet usage rate among Filipinos is 89.5%.  
2012 - The internet usage rate among Filipinos is 99.5%.

Broadcasting

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It is a form of mass communication that utilizes the technology of radio and television to transmit messages and programs via airspace, an invisible but vital resource in the public domain and natural wealth of a nation.

New Media in the Cyber Age

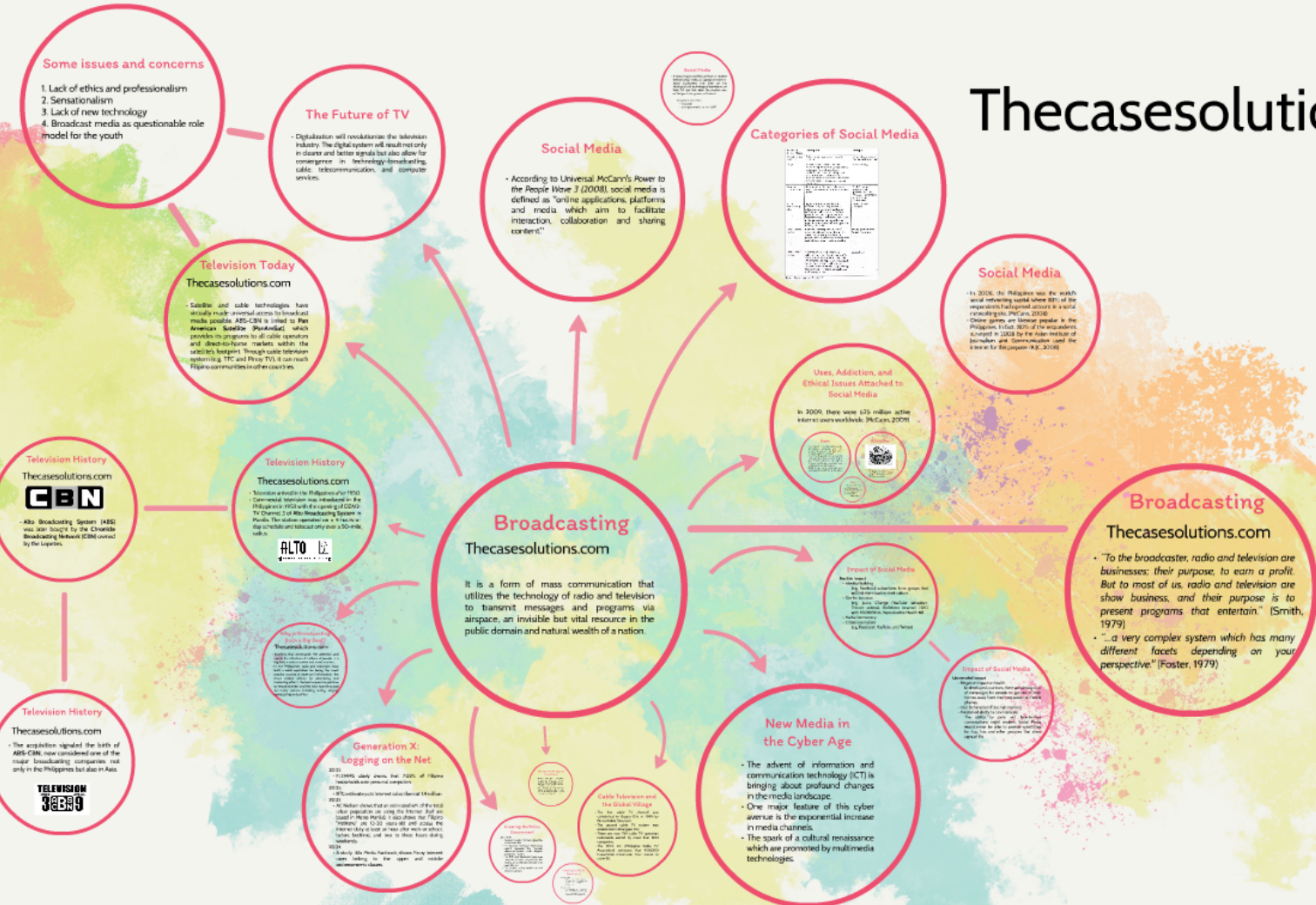
- The advent of information and communication technology (ICT) is bringing about profound changes in the media landscape.
- One major feature of the cyber age is the exponential increase in media channels.
- The spark of a cultural renaissance which are promoted by multimedia technologies.

Broadcasting

Thecasesolutions.com

- "To the broadcaster, radio and television are businesses; their purpose, to earn a profit. But to most of us, radio and television are show business, and their purpose is to present programs that entertain." (Smith, 1979)
- "... a very complex system which has many different facets depending on your perspective." (Foster, 1979)

# MARINELAND AND THE MAYOR



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Media

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# Why is Broadcasting Such a Big Deal?

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- Anything that commands the attention and courts the affection of millions of people is a big deal, a serious matter and a real concern.
- In the Philippines, radio and television have built a solid reputation for being the most popular sources of news and information, the most reliable vehicle for advertising and marketing efforts, the least expensive pastime or leisure activity, and the best launching pad for many careers including acting, singing, newscasting and politics.

# Television History

## Thecasesolutions.com

- Television arrived in the Philippines after 1950.
- Commercial television was introduced in the Philippines in 1953 with the opening of DZAQ-TV Channel 3 of **Alto Broadcasting System** in Manila. The station operated on a 4-hours-a-day schedule and telecast only over a 50-mile radius.



# Television History

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- **Alto Broadcasting System (ABS)** was later bought by the **Chronicle Broadcasting Network (CBN)** owned by the Lopezzes.

# Television History

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- The acquisition signaled the birth of **ABS-CBN**, now considered one of the major broadcasting companies not only in the Philippines but also in Asia.





# Television Today

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- Satellite and cable technologies have virtually made universal access to broadcast media possible. ABS-CBN is linked to **Pan American Satellite (PanAmSat)**, which provides its programs to all cable operators and direct-to-home markets within the satellite's footprint. Through cable television system (e.g. TFC and Pinoy TV), it can reach Filipino communities in other countries.