

A stylized graphic of an antenna or radio tower. It features a central circular base with concentric circles, and several vertical lines extending upwards. At the top of these lines are three small colored dots: a pink one on the left, a yellow one in the middle, and a green one on the right. The entire graphic is rendered in black outlines on a light green background.

outside the box

future of australian television

research project

contact

otbresearch@gmail.com

A horizontal row of seven dots. The first dot on the left is white, and the remaining six dots to its right are red.

tvfutures.com.au

outside the box

future of australian television
research project

about us

exploring the future

uncertainty

the matrix

stories

tell us



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outside the box

... about us

Outside the Box

is an Australia Research Council project investigating Australia's audiovisual futures

Its purpose is to develop a set of resources to stimulate a national public conversation about the future for television, based on a common language and shared tools

THE SCENARIO PLANNING TOOLS you can use on this site are the outcome of interviews and forums with a broad cross section of people and organizations that work with the media and media arts (2007 - 2009) in Australia



outside the box

exploring the future

people
governance
content as audiovisual experience

Our industry participants provided us with many **forces driving change** in the audiovisual industries. We clustered these **drivers** into the categories you see here

environment
technology
funding

uncertainty

2 critical dimensions
of uncertainty emerged

ACCESS who will have access to produce
and distribute content?

CONTENT who will control the
information flows and
cultural content distributed
or distributable via
television?

3

4

The Matrix shows four worlds built from these critical uncertainties

CONTROLLED CONTENT

UNCONTROLLED CONTENT

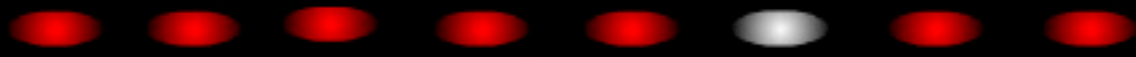
1

2

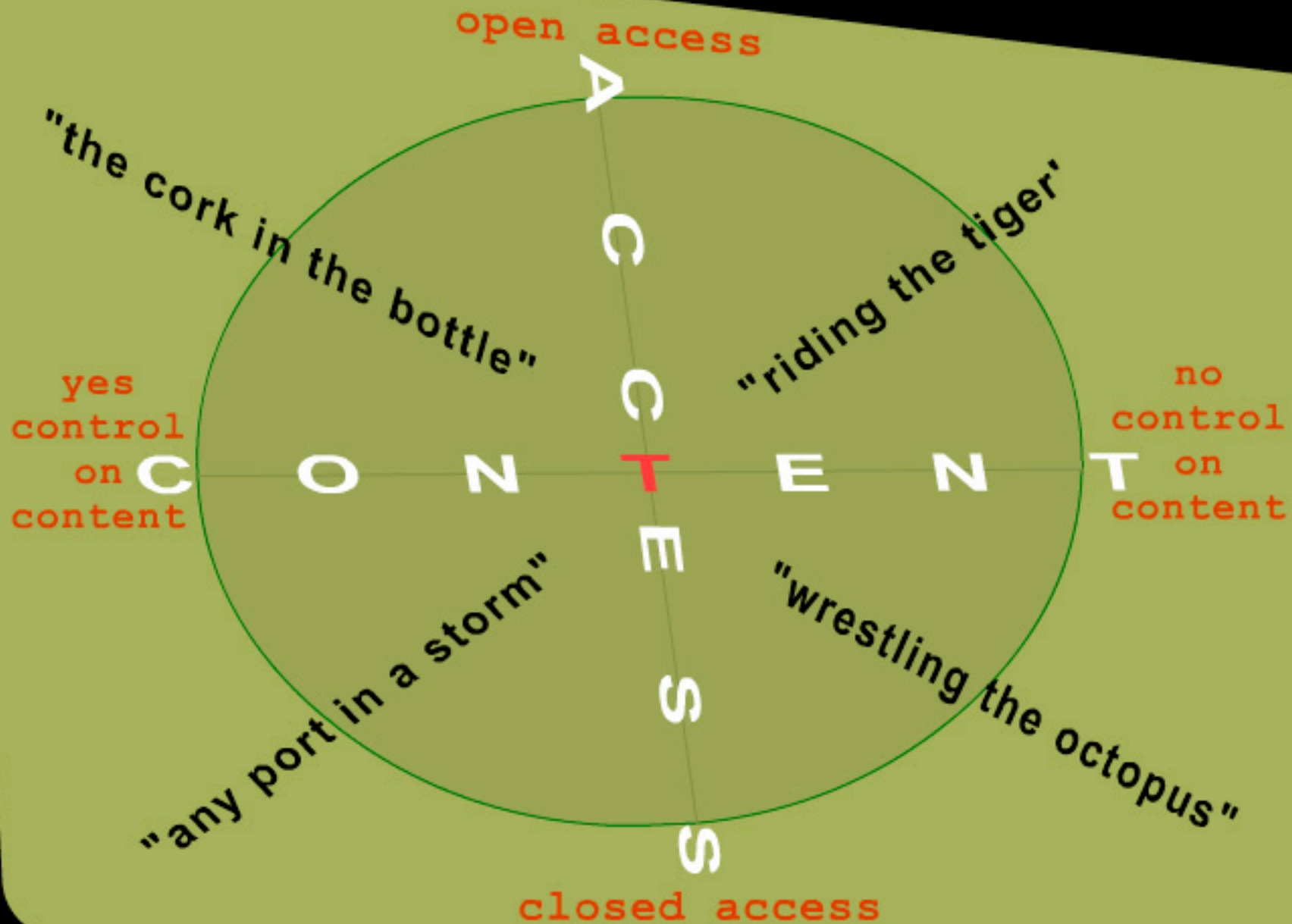


next

CLOSED ACCESS



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1

"Any Port in a Storm"

CLOSED ACCESS / CONTROLLED CONTENT

Mood in the population

Everyone feels and believes the restrictions are very strong and that change or "loosening" is unlikely

National economies and national themes are protected against global interests

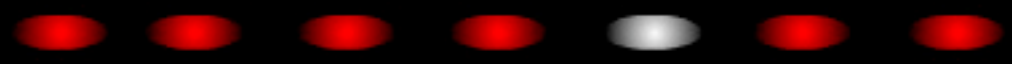
Anxiety in a world short on resources facing global climate and security threats

Government endorsed and regulated technology and content

High levels of government subsidy and incentive towards maintaining traditional national values, content and a sense of audience reach

Strong challenges to independent commercial audiovisual services

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2

"Wrestling the Octopus"

CLOSED ACCESS / UNCONTROLLED CONTENT

Mood in the population

There is a sense of great opportunity if one can get annointed by the regulators who can grant you access to the scarce portals and conduits

A mix of open and protected markets

Proliferation of government endorsed research programs across all industries including audiovisual

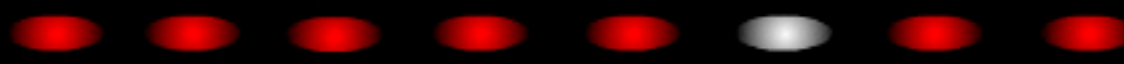
National drive for sustainable technologies & environments

Government endorsed emphasis on policy reform and stewardship across all industries, including audiovisual industries

Big rewards for the winners servicing national interest

Challenges from audiences who want more open content

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3

"The Cork in the Bottle"

OPEN ACCESS / CONTROLLED CONTENT

Mood in the population

Its a highly volatile culture where people rail against constriction and stagnation while sensing a nearby world of opportunity

Skittish economy with contradictory market forces

Security risks from climate change and terrorism dominate

Communications and techlogical innovations abound but content is strongly restricted through national regulatory and censorship regimes

Proliferation of government endorsed and supported audiovisual services

Desire to transgress and circumvent "governance" proliferates through legal, illegal and unconventional means.

Niche content grows

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4

"Riding the Tiger"

OPEN ACCESS / UNCONTROLLED CONTENT

Mood in the population

There is a sense of boundless opportunity and accessible experience

BUT there is also a hunger for structures delivered through community-ratified protocols of good behaviour

Widespread adoption of very advanced communications technologies and services

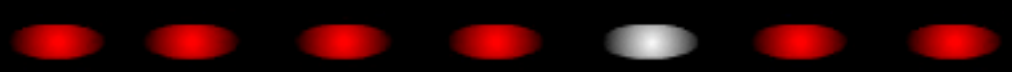
Diverse community scaled regulatory environments that crisscross local, national and international boundaries

Open global markets that obey transnational banking systems

Environmental sustainability and ecological obligations dominate

Challenges to social inclusion for disadvantaged people and groups

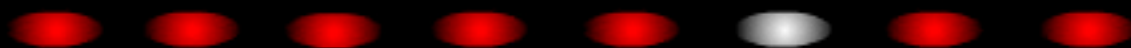
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Imagining the future for television in the next ten years

* * * * *

Here are some abridged stories from
our research. You can find the full
versions in our research dossier



Click on the headings to read these stories in full page view

Q3 "The Cork in the Bottle"

It happened in Teleplace. I'd started to use it with gusto just like I used Skype 10 years ago. It was fantastic, like being somewhere, neither here

Q4 "Riding the Tiger"

It might be time to get back online, to get out of the kitchen and give this slow-cook, natural-world schtick a rest for a while.

controlled content

uncontrolled content

Q1 "Any Port in a Storm"

...So I played the old 'quality' card, and spoke of 'civil society' and the 'cultural commons' in my interview with the ABC Board. And I was old-

Q2 "Wrestling the Octopus"

"In the first decade of the 2000's, when the US lost the confidence of the world as security, military and economic leader...everything





tell us

Tell us a story for one of the quadrants about how you would see the television landscape in Australia 10 years out

Remember the quadrants provide four possible worlds for Australia's future

These worlds are produced by particular driving forces that determine how much control there is over content and access to production resources

Each world is shaped by social developments, technological developments, the funding environment and governance and regulatory structures. People's responses to these forces as well as their concerns about the environment and the politics of climate change will also influence how our future audiovisual worlds evolve



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- Go to www.tvfutures.com.au to see the stories we've put online and to use the scenario planning tool to tell us your story for the future of Australian television