

Publication / Source: **Telemedia**  
Website: [www.telemedia-news.com](http://www.telemedia-news.com)  
Date published: 03 June 2008



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## ▶ **MEDIA Film and Broadcast content owners must re-purpose content for multiple devices or die, warns digital media agency**

**03/06/2008 13:33:50**

The boom in consumer demand for high-quality content on multiple platforms means that film and broadcast content owners need to be prepared to repurpose all their content – even old stuff – for devices ranging from internet to VoD, TV and small screen devices. By not doing so they are missing out on new opportunities for increasing revenues, warns digital media expert AmberFin.

Scott Allen, Vice President, Marketing at AmberFin says: "There is an enormous amount of potential in the content that already exists in the film and broadcast industries thanks to the growing consumer demand to access that content whenever they want, on whatever device they are using at the time. Content owners are missing out on large revenue opportunities if they fail to capitalise on making their archived content available to customers."

The key factor in delivering archived content successfully on new platforms is being able to provide the optimum picture quality both at speed and cost effectively. Broadcasters must be able to repurpose their content quickly to meet consumer demand, but at the same time the process must be cost-efficient in order to generate the right returns.

Allen continues: "There are millions of media assets archived today that could be repurposed for online, on-demand or mobile channels to generate new revenue streams through subscription, pay-per-view and advertising-based downloads. The broadcast industry needs to learn to work with their existing assets to make the most of these new platforms and the opportunities they bring."