



Turn it to your advantage every morning

BUSINESS TIMES

* The Times of India, Friday, October 13, 2000

Santosh Bane



Union minister for law, justice and company affairs, Arun Jaitley (second from right) with CEO, The Brand Leadership Company, Erich Joachimsthaler (extreme right), president & CEO of Simmedia, Christina Cheney (second from left) and president & CEO of TFCI, Balmohan Tarakad, at the inaugural function of The Times Media Mall at the Nehru Centre in Mumbai on Thursday.

Arun Jaitley hints at single legislation for broadcasting

Business Times Bureau

MUMBAI: Arun Jaitley, minister for law, justice and company affairs, on Thursday hinted at a single piece of legislation to govern broadcasting instead of separate laws. This, he said, would be more 'workable' in this era of convergence.

Delivering the inaugural address at The Times Media Mall, the first-ever trade show, seminar and conference on the media industry organised by The Times of India Group, Mr Jaitley said: "A revised draft of the Broadcast Law, 1997, is being worked out by the government and no final view has as yet been taken. But the delivery mechanisms for audio, data, video and voice are bound to converge. So will the instruments of media converge into one," Mr Jaitley added. He queried whether we really need different regimes for tariffs, fees, content and licensing or whether one would suffice.

Mr Jaitley, who until recently held the information and broadcasting portfolio, expressed the hope that India would shortly see a convergence regime under a proper regulatory mechanism. He pointed out the importance of intellectual property rights (IPRs) in a system that is witnessing exponential growth.

"While the norms for dealing

with intellectual property rights violations for the print media and television are known, we have yet to tackle those on the Internet. How will such a mechanism be put in place? And will we have exemplary punishments for IPR violations on the Net?"

Driving home his views on convergence, the minister pointed out that investments in the telecom sector were much larger than those in broadcasting and for the Internet. "However, this is an area of investment where one will piggy-back on the other. The reach of avenues in this era of convergence will expand. We now require a facilitation regime to ensure growth," he said.

President of The Times of India Group Pradeep Guha, while delivering the welcome address for the three-day New Media forum, said, "Whether it's print, radio, television or the Internet, they all contribute to creating a positive turbulence in the media industry. These changes should be embraced smartly and quickly. However, the Internet should not be viewed in isolation. Instead, its principles of interconnectivity, its complementarity and user-convenience should be adopted."

Dr Erich Joachimsthaler, CEO of the New York-based The Brand

Leadership Company Inc, who was one of the keynote speakers, outlined a brand leadership model based on the four principles of brand identity, brand architecture, management process and brand-building programmes, drawing examples from internationally successful brands like Virgin and Harley Davidson. He said companies should be encouraged to hold "dreaming sessions" for exploring new ideas, attract the best and brightest from around the world and focus on "insight" to create value rather than concentrate on knowledge-gathering.

Ms Christina Cheney, CEO of the California-based Simmedia, presented strategies for online brands. "A successful online brand can be developed by clearly defining the product or service the website offers to customers. Similarly, a well-defined target customer is essential." Co-branding was yet another mantra for creating a strong online brand, she added.

"There is a huge glut of garbage floating on the Net. It's difficult to differentiate your brand from competitors. Therefore, a successful net brand can be built by leveraging the advantages of your partners." Balmohan Tarakad, president and CEO of TFCI, gave the vote of thanks.