

News and video on handhelds

Zvezdan Martič, B.Sc.,
Head of Multimedia Centre, RTV Slovenija


Zvezdan Martič, B.Sc.

Slovenia - facts

- ⇒ Member of EU since 1st May 2004
- Area 20.273 square kilometres
- Population 1.964.036 (2002)
- Number of Housholds 688.470 (2002)
- GDP per capita 10.564 EU (2001)
- Official language Slovene

M
M
C






**RTV Slovenija
Multimedia Centre**

TV market

**M
M
C**

⇒ TV Slovenija 1	26,1%
TV Slovenija 2	10,7%
POP TV	27,7%
A Kanal	7,9%
Others	27,6%

Zvezdan Martić, B.Sc.



**RTV Slovenija
Multimedia Centre**

Mobile market

**M
M
C**

⇒ Mobitel	77%
Simobile Vodafone	22 %
Vega (sold)	1 %

Zvezdan Martić, B.Sc.




RTV Slovenija
Multimedia Centre

M
M
C

Owners

- ⇒ Mobitel - owned 100% by Telekom, mainly owned by the state
- Simobile Vodafone - mainly private
- Vega - mainly private (Western Wirelles, sold to....?)

Zvezdan Martić, B.Sc.





RTV Slovenija
Multimedia Centre

M
M
C

Products

- ⇒ Mobitel: mobile portal Planet
- Simobile Vodafone: mobile portal Vodafone Live
- Vega: Nothing
- RTV – MMC: mobile portal RTV





**RTV Slovenija
Multimedia Centre**

Owners

Planet

⇒ New company Planet 9 ltd, owned 100% by Mobitel
Two portals:
wap.planet.si
www.planet.si

VFL – Vodafone live

⇒ Private owners
Wap.vodafonelive.si
www.simobil.si

**M
M
C**

Zvezdan Martić, B.Sc.



**RTV Slovenija
Multimedia Centre**

Planet

⇒ Wants:
- to be always first (technology and content)
- exclusivity
- direct deals with rights owners
- blocking users from RTV content

VFL – Vodafone live

⇒ Wants:
- to follow
- what brings money

**M
M
C**

Zvezdan Martić, B.Sc.



Planet Content

⇒ Production of own content:

- News, entertainment, sport, adult content (text, pictures)
- Audio portal
- Video content (buy from TV, agencies, rights holders & own production)

VFL – Vodafone live

⇒ -News, entertainment, sport, adult content (buy content from different content providers)

- No video / audio

RTV - MMC

⇒ -Text & picture content (news, entertainment, sport, weather),
- video live and on demand (news, sport, weather, entertainment)

**M
M
C**

Zvezdan Martić, B.Sc.



Cooperation

Planet & RTV

⇒ Used to buy video clips (news, sport, weather), now they buy from commercial TV and Agencies

VFL – Vodafone live & RTV

⇒ Buy text & picture content (news, entertainment, sport, weather), they don't offer audio/video



Zvezdan Martić, B.Sc.

**RTV Slovenija
Multimedia Centre**

Results

Planet

⇒ Mobile portal very successful
Cooperation with RTV: OK with Mobitel, so so with Planet
No win win solutions (strategy / ego?)

VFL – Vodafone live

⇒ Mobile portal "a must"
Cooperation with RTV: Mostly win win solutions, but very slow technical development

**M
M
C**

Zvezdan Martić, B.Sc.

**RTV Slovenija
Multimedia Centre**

Results - RTV

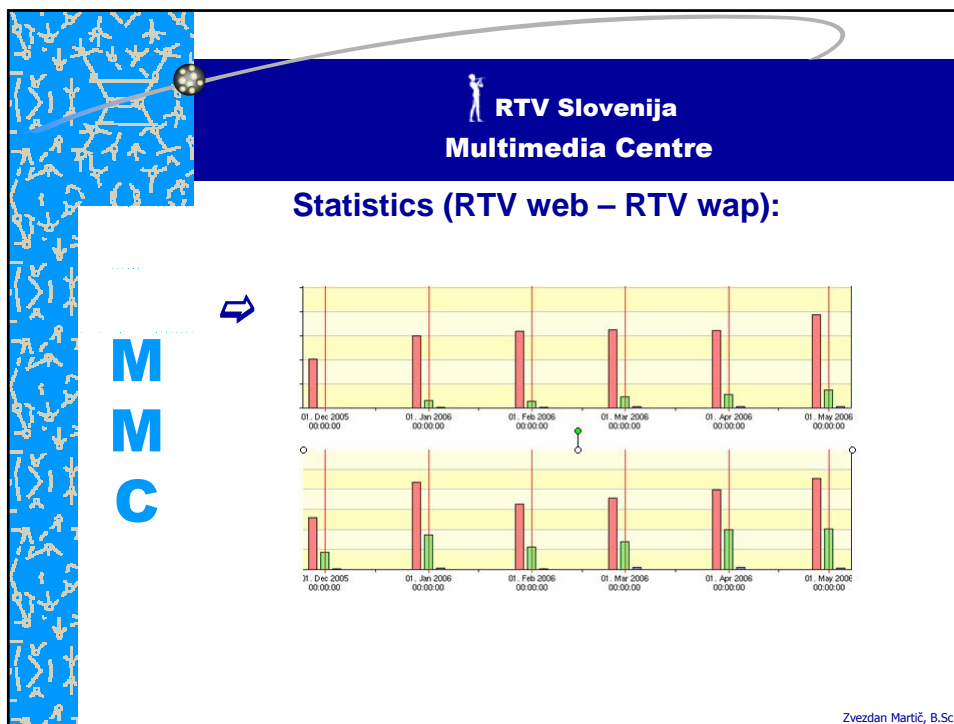
⇒ wap.rtv slo.si:

- Text
- Pictures
- TTX
- VOD
- TVS live



**M
M
C**

Zvezdan Martić, B.Sc.



**RTV Slovenija
Multimedia Centre**


Satisfaction (users)?

M
M
C

⇒ **Web YES**
One of 3 leading pages (users/clicks) and leading regarding reaches of content

⇒ **WAP NO**
Almost the only wap portal, the only with so much content & video but
No results during events (Winter Olympic games etc), no results regarding video content, low number of users, not increasing fast enough.

Zvezdan Martić, B.Sc.



RTV Slovenija Multimedia Centre


Satisfaction (costs)?

M
M
C

- ➔ Web YES
- Low costs (web-ttx production)

- ➔ WAP YES
- NO costs (produce once, broadcast to many)
- Distribution (VFL)
- Good image

Zvezdan Martić, B.Sc.




RTV Slovenija Multimedia Centre

M
M
C

Železnice vendarle do posejila
Nadzorni svet Holdinga Slovenskih železnic je dal soglasja za najet, je premostitvenega posejila, ki ga je še v ponedeljek zavrnil.

Železnice bodo tako lahko najele do 3,2 milijarde tolarjev posejila, da bi izplačale regres okoli 10 tisoč zaposlenim, poravnale obveznosti do dobaviteljev in plačale davek na dodano vrednost. To je 300 milijonov tolarjev manj od prvotnih načrtov vodstva.

Predstavniki zaposlenih odgovornost za finančne težave pripisujejo izključno generalnemu direktorju Jožetu Jurkoviču. Svet delavcev vztraja pri njegovi razrešitvi, čeprav je nadzorniki včeraj niso sprejeli.





Legal problems:

**M
M
C**



Sublicensing

Exclusivity

No legal framework (old news, in new PSB law teletext, www and mobile are included as PSB service!)

Zvezdan Martič, B.Sc.



Thank you!

More info:

Zvezdan Martič, B.Sc.,

Head of MMC

RTV Slovenija

Kolodvorska 2

1550 Ljubljana

Slovenia

zvezdan.martic@rtvslo.si

www.rtv slo.si

Zvezdan Martič, B.Sc.