

# The Death of Broadcasting?

UNSW Press has just published a book on digital broadcasting, written by Communications Law Centre director, Jock Given.

*The Death of Broadcasting? Media's Digital Future* examines the possibilities offered by digital television and radio technologies, the government decisions made about them in Australia and how they will affect the media and communications landscape in metropolitan and regional Australia. It also examines the wide range of issues still to be addressed and how other countries have handled them.

The book identifies significant challenges to the future of broadcasters and broadcasting but argues the continuing relevance of public policy goals traditionally associated with them.

Digital television is no longer an issue just of the future. Digital satellite services are already a reality in the U.S. and France.

Digital terrestrial television will launch in the U.K. on November 15, 1998.

*The Death of Broadcasting?* has been published by UNSW Press as part of its new "Frontlines" series. Other titles in the first set of releases include Frank Brennan's *The Wik Debate: Its Impact on Aborigines, Pastoralists and Miners* and John Quiggin's *Taxing Times: A Guide to Australia's Tax Debate*.

*The Death of Broadcasting? Media's Digital Future* is available for \$9.95 from bookshops or from the CLC, telephone (02) 9663 0551, or email [admin@comslaw.org.au](mailto:admin@comslaw.org.au). Trade inquiries to UNSW Press, telephone (02) 9664 5420 or email [info.press@unsw.edu.au](mailto:info.press@unsw.edu.au)

## Upcoming conferences

### November 1998

18-20: *Convergence: Culture and Policy in the Digital Age*, Brisbane. Speakers will discuss the realities and implications of digital convergence in the cultural field. It is a conference about how to understand and engage with the convergence of technologies, communications systems and content, of broadcasting and collecting institutions, temporal and interactive media, practices and art forms, industry and culture and policy domains. For details, contact Karen Perkins, manager, Australian Key Centre for Cultural and Media Policy, tel (07) 3875 5350, fax (07) 3875 5511 or email [K.Perkins@hum.gu.edu.au](mailto:K.Perkins@hum.gu.edu.au) or visit the conference website: [http://www.gu.edu.au/akccmp/Convergence\\_conf.html](http://www.gu.edu.au/akccmp/Convergence_conf.html)

18, 23: ALC Training Ltd., *Electronic Commerce*, a one-day management seminar. Held in Sydney (November 18) and Melbourne (November 23). Presented by Joe Houde, executive vice president and a founder of INDETEC International, a U.S.-based consortium specialising in the strategic business application of telecommunications technology. For details, tel (02) 9211 0600, fax (02) 9211 0705, email [seminars@alctrain.com.au](mailto:seminars@alctrain.com.au), or register online at [www.alctrain.com.au](http://www.alctrain.com.au)

23-24: IBC Conferences, *On-Line Marketing: Leveraging portals for profits*, The Renaissance Hotel, Sydney. Featuring a keynote address from Stephen Reade, executive director, International Netcenter, Netscape Communications, and practical advice from Internet innovators including Taylor Collyer, director, ninemsn Portal Group; Alan Jones, senior producer, Yahoo Australia & NZ; Marc Phillips, director, APT Strategies; and Ken McKenzie, business development manager, Telstra Big Pond. For details, phone IBC on (02) 9290 1133, fax (02) 9290 3844 or email [enquiries@ibcoz.com.au](mailto:enquiries@ibcoz.com.au)

28-29: Australian Screen Directors Association, *Screen Stories*, a screen culture and craft weekend for writers and directors, St. Kilda Town Hall, St. Kilda, Melbourne. Sessions will cover fea-

ture film, TV drama, documentaries, animation and short films. For details, contact tel (02) 9555 7045, fax (02) 9555 7086 or email [asda@ozemail.com.au](mailto:asda@ozemail.com.au)

30-1 December: AIC Worldwide, *Marketing and branding on the Web*, The Sydney Boulevard Hotel, Sydney. The conference will examine how the Internet is affecting marketing communications. It will cover topics including strategies to build brand awareness, ways to add value to marketing and advertising objectives, and the costs and benefits of online marketing. A half-day interactive workshop presented by Marc Phillips, director of APT Strategies, will cover online marketing strategy and campaigns, and future online advertising and marketing trends. For more information, contact Rick Merten, conference manager on tel (02) 9210 5783 or email [rmerten@aicconf.com.au](mailto:rmerten@aicconf.com.au)

### December 1998

4-6: Community Broadcasting Association of Australia (CBAA) national conference, *Diversity: our challenge into the new millennium*, University of Adelaide, South Australia. Forums and workshops concerning the role of community stations in rural and regional developments and digital broadcasting. The conference registration fee for CBAA members is \$180 and for non-members \$300. For more information, contact Letizia Mestre, conference coordinator, on tel (02) 9310 2999, fax (02) 9319 4545, or email [lmestre@cbaa.org.au](mailto:lmestre@cbaa.org.au)