

## Tracking Media Trends

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**Innovations, trends and challenges in a changing media environment will be placed on the front burner come Tuesday, when the Broadcasting Commission of Jamaica (BCJ) hosts a one day conference, dubbed 'The Future of Media and Regulation in Jamaica'.**

"As the regulator of electronic media in Jamaica, the goal is to bring together key stakeholders to increase the levels of awareness about emerging trends in the broadcast industry," said Cordel Green, executive director of the BCJ.

"Being able to anticipate changes in technology will influence content creation and consumption access," added Green.

Neal Lemlein, a former vice-president at FOX, CBS and Universal Studios, will open the conference discussions with a keynote address.

Lemlein, a member of the Academy of Motion Picture Arts and Sciences, is also president of Around the Bend Media, a film-financing, marketing and production firm with a unique business model for the contemporary entertainment landscape.

Among the topics to be explored by Lemlein will be future-casting the nature and character of television, radio, print, new/alternative media and the Internet, including the implications of digitalisation, convergence, and disruptive technologies.

## **EXAMINING INNOVATION**

The first session of the conference will examine innovation, new models and emerging trends in content creation and apps.

The panellists will include Kenia Mattis and Roshaun Clarke (popularly known as Bay-C of TOK) from ListenMi Caribbean, an online TV content developer.

In 2013, ListenMi Caribbean was selected by the World Bank infoDev Program as one of the top 50 Global Entrepreneurs at the Global Forum on Innovation and Technology Entrepreneurship in South Africa.

The second session of the conference will explore emerging broadcasting distribution, transmission and access technologies.