



## The digital generation

**The mood amongst CEOs at the CASBAA Satellite Industry Forum** last month was bullish. There is a great deal of optimism and a positive attitude within the Asian industry which is experiencing rapid growth and demand for satellite services – especially video. So many markets are ripe for the picking and one of the drivers of this demand has been identified as a new generation of user – the 'Digital Native'. David McGlade, CEO of Intelsat brought this new generation of user to my attention at the CASBAA event.

The Digital Native is the person that has grown up in the digital age. They are computer users, PayTV users, mobile phone users, MP3 users – they have been immersed in technology from an early age and have none of the usual problems in getting to grips with technology that the older generation often experience. They can send text messages without even looking at the keys. They are tech-savvy and don't really need the instruction manual. Now, satellite operators and service providers are using this Digital Native as the lead and inspiration for making the decisions on which services they should be providing – following their lead. As a result, the hot applications are based around the experience of entertainment. In Asia, there is still a great deal of talk about IPTV and Mobile TV. IPTV is taking time to catch on, but it is happening – no doubt about that. As for Mobile TV, once the initial business model is sorted out it looks like there will be no problem with take-up of those services too. Penetration of both broadband and mobile services across the Asian region is growing and is set to continue. The demand created by the Digital Natives will definitely not be going down, it will only become greater as services such as mobile TV gain in popularity and it is forecast that the primary users of a service such as this will be the younger generations.

New innovations will be the key to keeping things fresh. Today's young people are immersed in a world where technology is king and gaining and maintaining their attention is the mission that those who provide the technology must fulfil. The advanced services that satellite can provide puts this industry at the forefront of innovation. It is important that all involved follow the demand from these Digital Natives very carefully and they are the future and the ones that will continue to make more demands of their technology.

Asia is still at the forefront of technological development and often, watching what is happening in Asia can be used to predict what will happen across the rest of the world. So, we will continue to watch and keep an eye on the most digital of Digital Natives. ■

**Helen Jameson**  
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