

**Evolution of New Media Technologies –
Developing Design Parameters for a
Digital Media Centre
for the Beijing Olympic Games 2008**

Mimi Chau

**Master of Creative Arts
University of Technology, Sydney**

2008

Contents	Page
Certificate of Authorship/Originality	4
Acknowledgements	5
Abstract	7
Chapter 1: Introduction	8
1.1 Overview	8
1.2 Research Goals	11
1.3 Significance	11
1.4 Conceptual Framework	13
1.5 Research Methods	20
Chapter 2: Evolution of New Media Technologies	22
2.1 Digital Revolution	23
2.2 Issues of Concern in Using Digital Media Technologies	28
2.3 Changing How Communication Professionals Do Their Work	36
2.4 Influence on the Nature of Communication Product and Content Delivery	40
Chapter 3: Digital Media Centre from a Cross-Cultural Perspective	44
3.1 Findings of the Digital Media Research Survey	48
3.2 Survey Analysis	58
3.3 The Challenge of Cross-cultural Communication	63
3.4 Digital Technology and Culture	65
3.5 Discussion of Findings from Interviews and Questionnaires	73
3.6 Digital Freedom of Expression: Some Personal Observations	82
Chapter 4: Virtual Digital Media Centre	89
4.1 Digital Media Centre Prototype	89
4.2 Virtuality and Globalisation	96
4.3 Creating a Virtual Community on the Web	98
4.4 A Design Concept for the Digital Media Centre	100
4.5 Comparison of Olympic and other International Sports Web Sites	105

Chapter 5: Recommendations and Conclusion	118
5.1 Proposal for a Successful Digital Media Centre	123
5.2 Conclusion	132
Bibliography and References	135
Appendices	143
Appendix 1: Survey Questionnaire	143
Appendix 2: Consent Form	149
Appendix 3: Metadata/ Keywords	151

Certificate of Authorship/Originality

I certify that the work of this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Mimi Chau

Acknowledgements

I would like to extend my sincere thanks to my supervisors, Professor Andrew Jakubowicz, Christine Conlon and David Bartolo. Their comments and valuable advice have contributed greatly to the development of this research project.

Thanks also to the following: Dr Narelle Smith and Leigh Wood from the Mathematics and ICT Study Centre at the University of Technology, Sydney (UTS), for their advice on my research analysis; Dr Linda Leung and Andrew Francois, of the Institute for Interactive Media & Learning at UTS, for their advice on the design of the Digital Media Centre Web site; Riccardo Leggio, Chris Ross, Scott Keanie, Sameer Shetty, Liz Lo, Willy Li and NetRegistry for technical assistance to the Web site; Dr Geoffrey Foster and Pat Skinner for their help in proofreading my thesis; Professor Mark Tennant, Dean, University Graduate School (UGS), Dr Katrina Schlunke, Dr Paul Ashton, Associate Professor Paula Hamilton, Rebecca Harris, Carolyn Carter, Juleigh Slater, Patrick Tooth, and all the staff of the UGS and the Faculty of Humanities and Social Science for their kind support and assistance along this marathon journey. I value the learning process and the skills and knowledge that I have gained while conducting this research project at UTS.

I would like to thank the following interviewees for their innovative ideas and contributions to my research: Dr Barry Harper, Director, University of Wollongong Digital Media Centre; John Hunter, Olympic Project Director, Telstra; Tu Mingde, Vice President, Chinese Olympic Committee; Herbert Chen, Director, Tsinghua University Science Park; Will Berryman, Chief Technology Officer, SBS; Tony Faure, CEO,

ninemsn; Francis Lee, Head of Cantonese Group, SBS Radio; Pip Grant Taylor, Producer, Channel 7; Massimo Martino, Photojournalist, Asia Pacific News Agency; Wu Jia, Sydney Bureau Chief, China Radio International; Joe Wang, Sydney Bureau Chief, China Central Television; Simon Hayes, IT Journalist, *The Australian*; Lucian Beebe, Product Manager, Macromedia; Laurence Moroney, Microsoft Technology Evangelist; Michael Kordahi, Microsoft Developer Evangelist; Richard Sleeman, Communication and Marketing Director, Sydney Media Centre; Jayne Pearce, media consultant to the Beijing Olympic Games; Colin Turner, freelance sport journalist. I am also grateful for the assistance of the International Federation of Journalists Association and Beijing Olympic Media Centre on my research survey, as well as those media professionals who responded to it.

Finally, I would like to express my special thanks to my family and friends for their kind support at all stages, and to my late mother, who encouraged me to study in Australia. I wish to dedicate this achievement to her.

Abstract

The advent of digital media has affected the nature of global communications, amplifying the interaction between populations and massively expanding the information load that an audience may be forced to consider. The Beijing Organising Committee for the Olympic Games (BOCOG) has proposed a digital strategy for the 2008 Olympics, which will open up a wide range of challenges for information gathering and dissemination.

My research project has two related components: The first is an exegesis which sets the context for the project, identifies its main issues and presents a background research plan that, on the one hand, focuses on journalists and their likely orientations to a Digital Media Centre such as the one I propose, and, on the other, seeks to discover in other digital media centres the elements of best practice and innovation that might be adopted for Beijing. The second is a development project to explore and present innovation in Internet-based digital media operations, as exemplified by the challenges presented by the 2008 Olympic Games.