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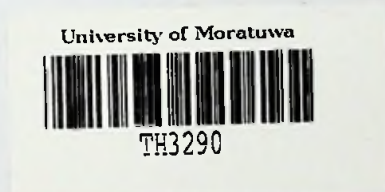
ICT INFLUENCE ON TELEVISION NEWSROOMS.

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Master in Business Administration Specialized in Project Management

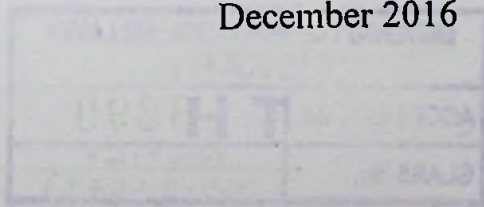


Department of Civil Engineering

University of Moratuwa
Sri Lanka

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**Thesis submitted in partial fulfillment of requirements for the Degree of Master of
Business Administration in Project Management**

Department of Civil Engineering

University of Moratuwa

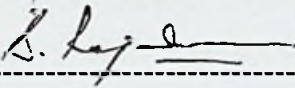
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Declaration

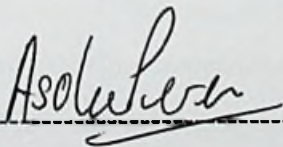
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Date:

Abstract

Newsroom Computer System (NRCS) plays a critical role in today's cutting edge Media world. By bringing different functions of newsroom together into one large integrated system, an NRCS creates opportunities for growth in the sector and increased productivity.

The study examines the ICT influence in TV newsroom, ICT has played a major role and newsroom has changed enormously. The study was supported by literatures related to ICT influence in newsroom operations. The research methodology process was on qualitative approach, study relied on combination of detailed interviews document analysis, experimental process and observation. The importance of the study is the findings and the data, which was obtained from newsrooms where a complete NRCS system is in operation. Analysis were performed in stages, Financial analysis was done on BBC, where annual reports and financial statements for several years were reviewed and identified BBC has invested £79M for digital initiative and due to poor management the project was withdrawn with a loss and partial amount being recovered. BBC reinvested £144M for new NRCS system. BBC displayed loss and investments in the period but was growing with revenue and pushing for new technology. Further analysis was performed on News1st broadcast schedule (FPC) in years 2007 and 2015, which was the periods on traditional system and use of NRCS. News1st have shown 20% increase in programs after the use of NRCS and also TV channel ratings display higher percentage of audience share. Experimental analysis was conducted on traditional system vs NRCS in the aim of identifying the operational efficiency. Newsroom ten activities like scripting, ingesting, editing, etc. were taken and real time operations were performed and recorded on both methods. Activities on NRCS are efficient and low time consuming, no documentation and less resources. Interview analysis was performed with 10 candidates, overall opinions state NRCS is the futuristic and it's important for newsroom in current generation.

Conclusion were drawn that efficiency and benefits were gained in use of NRCS and journalist practices were changed. Recommend as per study, NRCS should be considered by newsroom in Sri Lanka to be in par with technology and leading news provider.

Acknowledgement

I wish to express my gratitude to my research supervisor Prof. A.A.D.A.J. Perera, Professor, Department of Civil Engineering, University of Moratuwa for his continuous encouragement, guidance and support rendered during the period of this dissertation.

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Also I wish to convey my highest appreciation and gratitude towards the NRCS users who contributed to the interview and observations by sacrificing their precious time and energy. Further I would like to convey my special gratitude to all friends and colleagues who helped me to gather information and helped me to find the contacts from broadcasters for this research.

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List of Abbreviations

IT – Information Technology

ICT – Information Communication Technology

NRCS – Newsroom Computer System

DMI – Digital Media Initiative

ROI – Return of Investments

FPC – Fixed Point Chart

HD – High Definition

SD – Standard Definition

MIS – Management Information System

PAL – Phase Alternating Line

MJPEG – Motion JPEG

MPEG – Movie Picture Expert Group

MAM – Media Asset Management

COTS – Commercial off the Shelf

OB – Outside Broadcasting

VTR – Video Tape Record

FTP – File Transfer Protocol

MCR – Main Control Room

SAN – Storage Area Network

NAS – Network Attached Storage