

Beat: Local

NEW TRANSFORMATION OF THE TELEVISION POWERED BY INTERNET

THE IMPACT ON THE BUSINESS

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USPA NEWS - Twenty years after the Netscape IPO, ten years after the birth of Youtube, five years after first Ipad, the Internet has still not destroyed the giants of old media. Television is undergoing a new transformation...

The industry is now capable to pass cable operators altogether and sell direct to the consumer through OTT packages. The impact on business is already becoming clear, as fee from cable operators start to dwindle. Terms such as "the global village" and "the medium is the message" are part of the new lexicon, taking into account our sensibilities and our assumptions about how and what we communicate.

At one time, television was a simple business. They were a limited amount of networks which could reach a truly massive audience. That transformed entertainment into a big, powerful industry, with a handful of executives deciding what families would watch every night.

When broadcast television dominated, programmers earned money on mass advertising, so hit shows needed to appeal to broad audiences and stories to be contained within a single narrative. The rise of cable made a niche programming viable, while the emergence of DVD sales and repeat viewing allowed for more complex storytelling.

The new world of streaming television does magnify the process...

In old broadcast model, someone could latch on to a new series that they missed at launch, but would usually jump in somewhere in the middle. Now, they can start from the beginning, internalize the back story & rave about it to their friends.

This is creating a shift power from marketing driven studios executives to showrunners & writers. Gone are the days when there was a clear formula to follow. The next hit will not be found in a particular genre or format. Us television shows are becoming far more complex & interesting than anything seen before. Clearly, we are entering a new age of television & it is coming fast. Video streaming is rapidly moving to the big screen in the form of streaming apps, fully supported by major media companies

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