

The Fading of TV as we know It

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Abstract

Television Is Disappearing. The concept of watching TV will be totally different five years from now and from what our parents and grandparents grew up to know as Entertainment confined to the living room. This thinking rationale reflects on the tightly coupled relation that the Broadcasting and Telecommunications industries have; Telecommunication groups are primarily engaged in operating, maintaining and providing access to facilities for the transmission of voice, data, sound, text and video. This industry has evolved in such a way that its effects are reshaping core Broadcasting practices.

The project is based on the United States market, using business theory and methodology to present the results. On another note, upcoming events in Terrestrial Analog TV and launches of similar Entertainment services are unfolding many options for which consumers need to allot some serious thought; the factual information provided in this document about performance capabilities and ease of use might help them make smarter monetary decisions. Valuable business strategies and conditions are noticed among major industry players as the Broadcasting Industry changes. New viewer settings are identified and observations made about how the government should impact the Industry. Arguments about technology highlight throughout the document the characteristics of new network architectures plus the challenges that need to be overcome. Short descriptions about the new video streaming options and standards capabilities can be found in the glossary.

These are the outline ideas of the project:

- Broadcasting Industry prepares for transition into Digital TV
- Push for new wireless environment by Fixed/Mobile convergence as a matter that the FCC auctions spectrum left from Analog TV channels
- New video delivery methods and architectures; Mobile TV, IPTV, Internet TV. How disruptive they are and to whom
- A look into the new value chain
- Service providers business strategies
- The forces that are shifting entertainment in place, media format and value
- Demand for more control by the viewer, open, anytime, anywhere access