

IBSG Service Provider FastFacts

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Imagine watching television with no channels, no remote control, perhaps not even a TV set. You might catch the news on the bathroom mirror as you brush your teeth, and then check sports scores after work on the family-room window. If a football game really captures your interest, you could watch the action from any perspective you choose – the end zone, on the 50-yard line, or even in the middle of the huddle.

Figure 1. The Future of TV: Your Television Experience Transformed



It won't be long before these scenarios become reality. The Cisco® Internet Business Solutions Group (IBSG) recently interviewed more than 50 television experts – producers, engineers, and scholars – to develop a picture of the future TV landscape.

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The convergence of three key drivers – technology, consumer behavior, and business models – will move us toward this “Jetsons” vision. New technology is rapidly increasing the resolution of displays, and social networking technology is making it easy to share and interact with content. As a result, consumers’ TV usage is changing: they increasingly expect access to content anywhere, anytime. In terms of business models, advertisers are scrambling to adjust as the DVR, Internet video, and other time-shifting options pull the rug out from under traditional, linear TV advertising.

After examining these drivers and holding in-depth discussions with TV experts, Cisco IBSG developed 10 predictions for the future of television. Although we asked the experts for their perspective on the television landscape 20 years from now, the current, blistering rate of change could cause some of these predictions to become reality in the next five years.

10 Predictions that Will Transform the TV-Viewing Experience

The experts agree that almost every aspect of TV will be transformed: how we interact with the TV; how we interact with one another while watching TV; our relationship with the content; the nature of the TV screen itself; how content is produced, packaged, and paid for; and who makes money from it. Figure 1 captures the 10 predictions identified below and provides a view of how the consumers’ television experience will be transformed.

1. Channels Go Away. Most viewers will watch customized, on-demand streams, or they will access unlimited content from available libraries using powerful search/recommendation engines.

2. Kiss the Remote Goodbye. Consumers will use natural language, gestures, and adjunct devices such as smartphones and iPads to interact with their TVs as easily as they do with another person

3. Screens Do Anything, Anywhere. Before long, the TV experience will be detached from a specific stand-alone device known as a TV. Instead, we’ll watch TV on any flat surface. Everyday objects will double as viewing screens – from countertops & mirrors, to portable devices to entire walls in your home.

4. Ads Get Personal. Advertisers won’t rely on separate “commercials” that viewers can easily ignore. Rather, the majority of ads will be contextual, highly interactive, and laser-targeted to each viewer.

5. Don’t Just Watch—Get Involved. Consumers’ relationship with their favorite TV shows will no longer be limited to the 30 or 60 minutes that the episode airs each week. Instead, consumers will interact with their favorite characters – participating in plot twists and getting/giving advice – throughout the week via text, social networking and other modalities.

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6. Watch Together, Virtually. Technology – from motion capture and social networking to video telepresence and holograms – will enable remote friends and family to watch TV together and interact naturally.

7. Is It Real, or Is It Television? In the future, viewers will have a more immersive, personal and deeply stimulating TV experience. This includes new sensory elements, like smell and touch, as well as new control options that let viewers choose their particular vantage point for the show: a camera angle, a characters' viewpoint.

8. Your TV Follows You. With superior-quality handheld devices, pervasive screen options, and cloud-based storage and distribution, consumers' TV content – all of it – will be instantaneously accessible anywhere

9. “Regular Joes” Go Hollywood. Semiprofessional and amateur film and TV-making will flourish, and decentralized methods to create, fund, and deliver content to the mass market will thrive.

10. Creation Goes Viral. Crowdsourcing and game capture will be used to create new storylines

These 10 predictions begin to describe an immersive, collaborative TV experience that even the Jetsons might never have imagined. The disruption that the traditional video entertainment value chain is currently undergoing is both a driver and a by-product of these changes. New entrants and traditional players across the value chain are jockeying for position in the yet to-be-determined paradigm of the future. As service providers face challenges to their existing business models, they can tap their unique capabilities as a network provider to explore new monetization methods. To maximize their opportunity as these changes unfold, service providers will need to powerful content delivery capabilities and will likely have to vie for control of the users' dominant user interface.

More complete analyses of Cisco IBSG's Future of TV study, can be found at

http://www.cisco.com/web/about/ac79/docs/sp/10_Reasons_Future_of_TV_IBSG.pdf

http://www.cisco.com/web/about/ac79/docs/FastFacts/EBC_Future_of_TV_FINAL_April_2011.pdf

<http://blogs.cisco.com/sp/the-future-of-television-sweeping-change-at-breakneck-speed/>