

Broadcasting and the Future

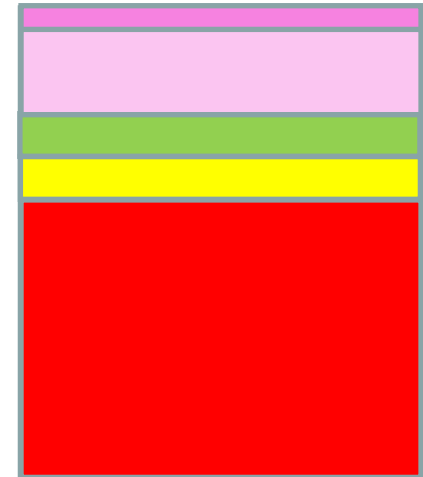
*The Antenna
and
The Internet*

- Technological pace creates challenges
- Media competition is increasing
- Consumer media expectations are more demanding
- Broadcasting is still on a roll - - -



The Long Term Prognosis for Over-the-Air Broadcasting

- HDTV (or HD Radio) is a winner
- Multicasting is increasing
- Mobile DTV has great promise
- File downloads are appealing



**Terrestrial
channel**

What about 3D, Ultra-HDTV, Interactive, cordcutters, other new services???

Internet and Broadcast Convergence

**Internet connections
resident in broadcast
devices**



**Enhancing broadcast
services via Internet
connections**



- Non-Real-Time (NRT) Services— *file transfer*
- Advanced Codecs— *more efficient compression*
- Internet Connectivity— *assumed in receiver model*
- Access Control, Digital Rights Management, Service Usage Measurement – *business model accommodations*
- Program-Related Interactivity- triggers
- Study of 3D broadcasts
- Longer term – Systems for the future (2025?)

Internet Connectivity Arrives for the TV



Internet-enabled



Traditional

- Fast pace of technological change is challenging for people and businesses
- New platforms can help stabilize older platforms as well as attract new audience
- Internet: One to One
- Broadcasting: One to very many
- Content drives devices; devices drive content; distribution networks frame the possible; everybody's a king

Questions?