



▶ new millennium, new media

ShapeShiftedTV – why now?

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Outline



- Technology – what can it do?
- People – what do they like?

- The future – what can we expect?

- Why now?



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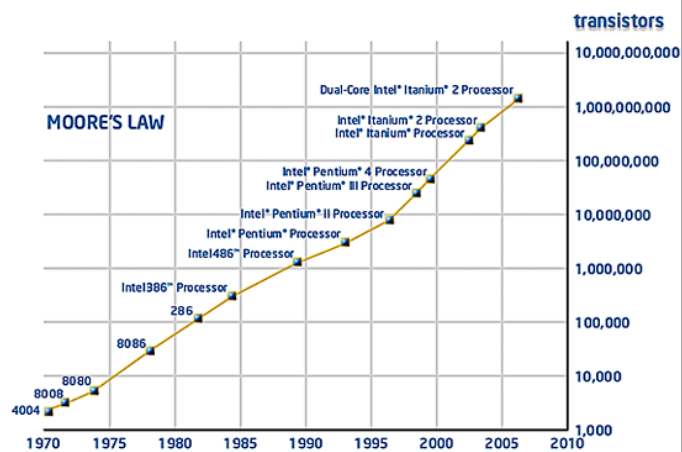
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Technology

Background - Technical



- Moore's Law



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Background - Technical



- Moore's Law
- Video encoding

“Well MPEG4 is about twice as efficient as MPEG2 ended up and that took about ten years - but it's not all that simple.”

(my mate Dave, 2006)



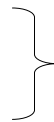
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Background - Technical



- Moore's Law
- Video encoding



**Real time, software based
encoding and decoding**



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Background - Technical



- Moore's Law
- Video encoding
- Digital Television



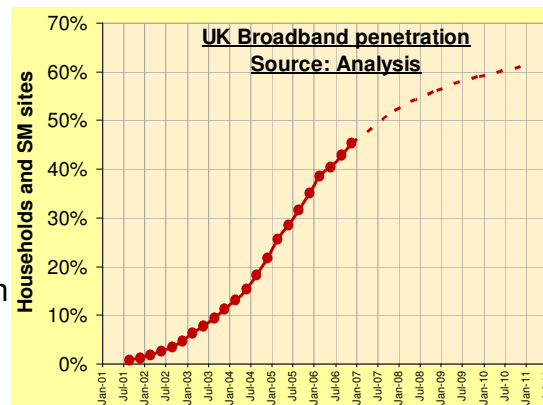
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Background - Technical



- Moore's Law
- Video encoding
- Digital television
- Broadband penetration



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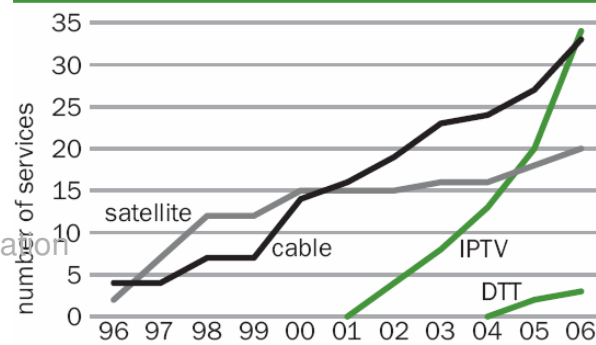
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Background - Technical



- Moore's Law
- Video encoding
- Digital television
- Broadband penetration
- IPTV services

Number of on demand services by platform 1996-2006



Source: Screen Digest Feb 2007



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Technology

Conclusion: It is possible to economically deliver individual streams of audio video content with TV/DVD like quality to people in their homes over a wire.

People

Background - people



- Distributed attention



Britain turns off - and logs on

More time is now spent on the internet than on watching TV, according to Google survey

Bobbie Johnson, technology correspondent
Wednesday March 8, 2006

[The Guardian](#)

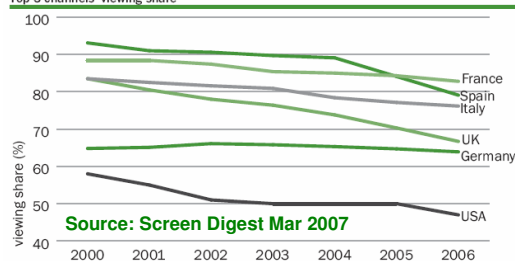
Search Technology

Go

We may be known as a nation of couch potatoes, but it seems that Britons are grasping the 21st century with both hands: we now spend more time watching the web than watching television, according to internet giant Google.

In this section

Top 5 channels' viewing share



Source: Screen Digest Mar 2007



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Background - people



- Distributed attention



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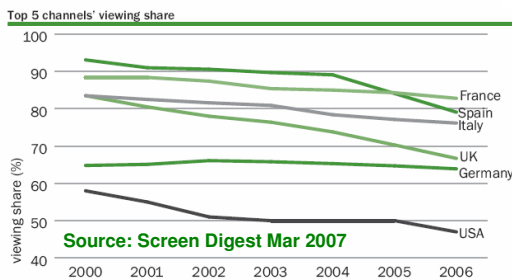
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Search Technology

Go

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Source: Screen Digest Mar 2007



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Background - people



- Distributed attention
- Personalisation desired

Drivers to VOD viewing

- Catching-up on missed content and filling the gaps in scheduled TV viewing are the key reasons for viewing VOD
- VOD makes viewers feel empowered
 - Taking control of the TV schedule (and leisure time)
 - Enjoying the spontaneity the service provides
 - Ease of access (vs. other viewing)

Barriers to VOD viewing

- Content offering does not meet expectations
 - The depth and range of content perceived as limited, Not all channels available on Replay
 - Much of the TV content is perceived as uninspiring or 'old TV'
- VOD is not tailored enough for viewers needs
 - Insufficiently targeted content
 - Content selection overwhelming
 - Interface is slow/selection is laborious
- Some guilt at watching too much TV



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Background - people



- Distributed attention
- Personalisation desired

An Understandable Economy

“What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention, and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.”

*Herbert Simon
Nobel Laureate economist*



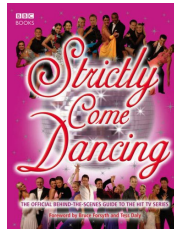
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Background - people



- Distributed attention
- Personalisation desired
- Interaction popular



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Background - people



- Distributed attention
- Personalisation desired
- Interaction popular
- Good stories still important



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CORONATION ST.
PANORAMA
SOUND MUSIC
HARRY POTTER and the Goblet of Fire
THE PHANTOM of the OPERA
Top Gear
CITIZEN KANE
ONLY FOOLS and HORSES
Brief Encounter
FAMOUS FIVE
Death of a Salesman
The Godfather

BT
Evening News

Great novels
Great books
Great films
Great TV

Great stories, well told

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People

Conclusion: People want to entertained with stuff, they are happy to interact with it, it must be relevant to them and they want that stuff to find them.

The future

- **People**
 - People want to be entertained with stuff, they are happy to interact with it, it must be relevant to them and they want that stuff to find them.
- **Technology**
 - It is possible to economically deliver individual streams of audio video content with TV/DVD like quality to people in their homes over a telephone wire



An opportunity



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State of the Art

- Use “Internet” capability for:
 - Contribution
 - Distribution
 - Search and discovery
 - Augmentation
 - Time shifting
 - Voting
 - Communicating

...but not really as an integral way of affecting the main thread of the story you receive



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“TV will be redefined so that the shows can be when you want them. They can be personalised; when you see the news it will be on the topics you care about.”



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“If we can break down all the content we've got and allow the audience to re-compile it, you could end up with quite different viewing habits. I'd love to be able to just type it in and have the software compile for me all the best bits of Top Gear, all the wonderful clips of Tony Curtis in The Persuaders driving around in his Ferrari, and just create for me exactly what I want.”



Ashley Highfield

Director of New Media and Technology, BBC
November 2006



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“To understand the new genres, and the narrative pleasures that will arise from this heady mixture, we must look beyond the formats imposed upon the computer by the older media and identify those properties native to the machine itself.”*



Janet Murray

Hamlet on the Holodeck, p64
MIT press, 1997

*games & stories, films & rides, broadcast & archive media,
narrative and dramatic forms, audience & author



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A conundrum and a hypothesis

- Novels are *not* the direct transcripts of a storyteller
- Plays are *not* acted out books
- Cinema *isn't* a filmed play
- Television *isn't* (just) cinema on a small screen
- So is IPTV just films & television **when** we want them?



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The future

Conclusion: IP delivered stories need not be just more of the same. But, whatever it is, it must; have a good story, enable people to interact with it, be personalised.

ShapeShift media



- *ShapeShifted* BigBrother
 - A catch up of BigBrother since I last logged on to watch it.
- *ShapeShifted* News
 - Presented with a chosen (or inferred) emphasis between foreign, home, local, sports and weather
- *ShapeShifted* Soap/Crime drama
 - In which viewers might investigate a story space seeking out different parts of the whole in order to understand or solve a puzzle
- *ShapeShifted* Documentary
 - In which viewers are shown the scope of a documentary then allowed to define duration and focus prior to watching and then share this with their friends



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A word of warning...



- Invention of the printing press based on movable type
 - Gutenberg 1455
- First print runs not books but...
 - “incunabula”...to indicate they are the work of a technology still in its infancy
- First published European novel
 - “Don Quixote” - Cervantes 1605

*Taken from “Hamlet on the Holodeck” by Janet Murray

Without your help, and the gift of fast global communication it might take a long time!



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Why now?



- Technology is capable of it
- Scale of distribution makes the economics work
- Economics might demand it
 - Differentiation (IPTV)
 - Attention economy
- Human creativity will try and create it
- We are beginning to understand it
- We have some tools to help

Thanks!



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