

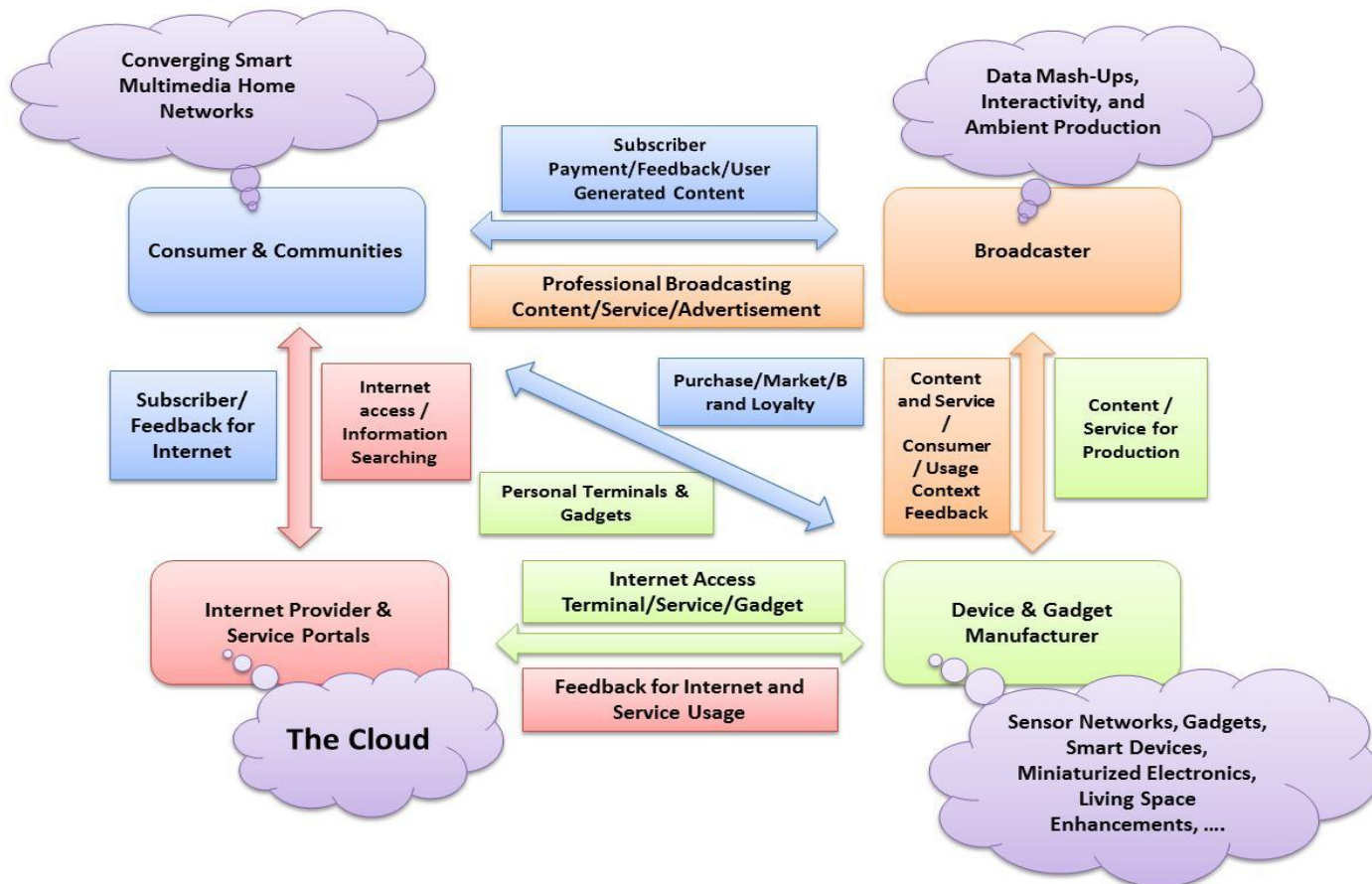


# **Vision of the Usage of Ambient Media in TV in the year 2016**

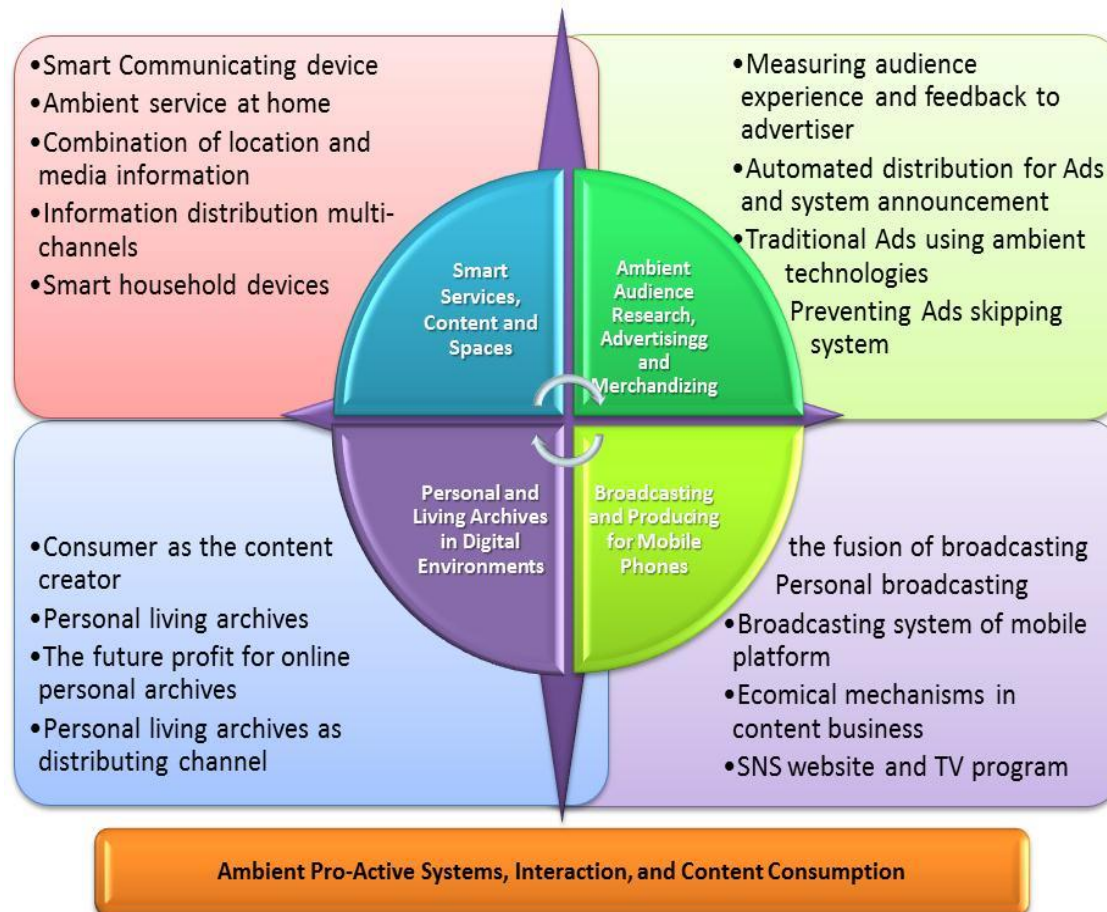
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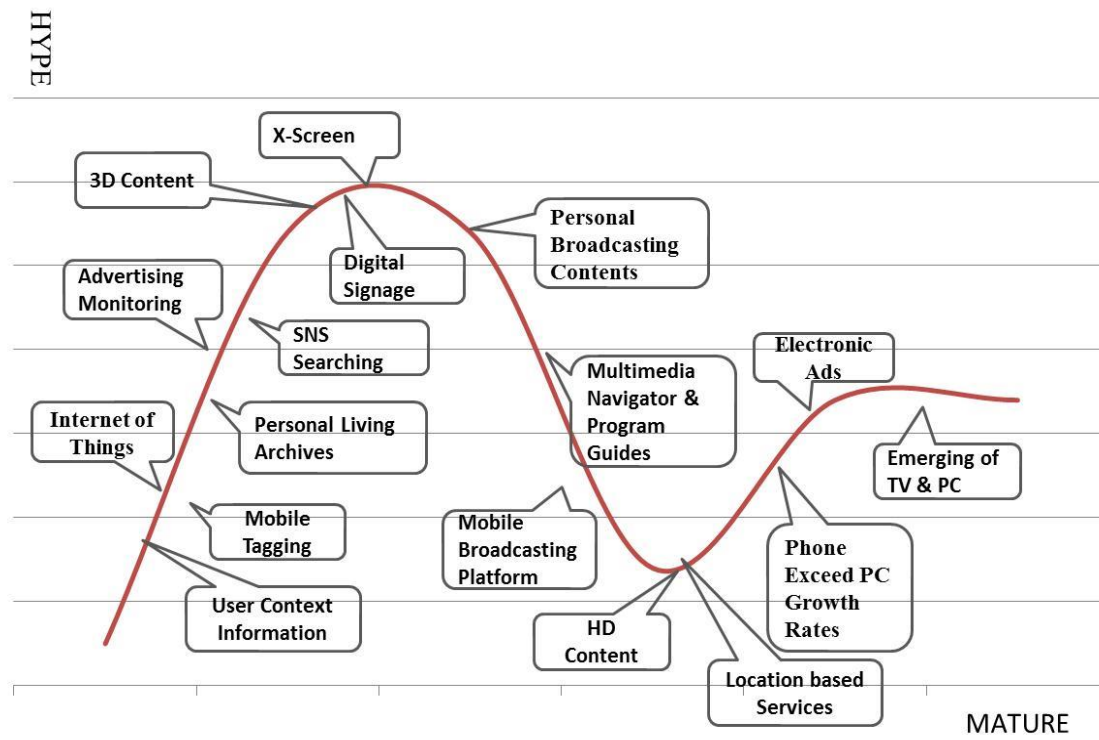
# Relationship of Consumer and Broadcasting in an Ambient Eco-System



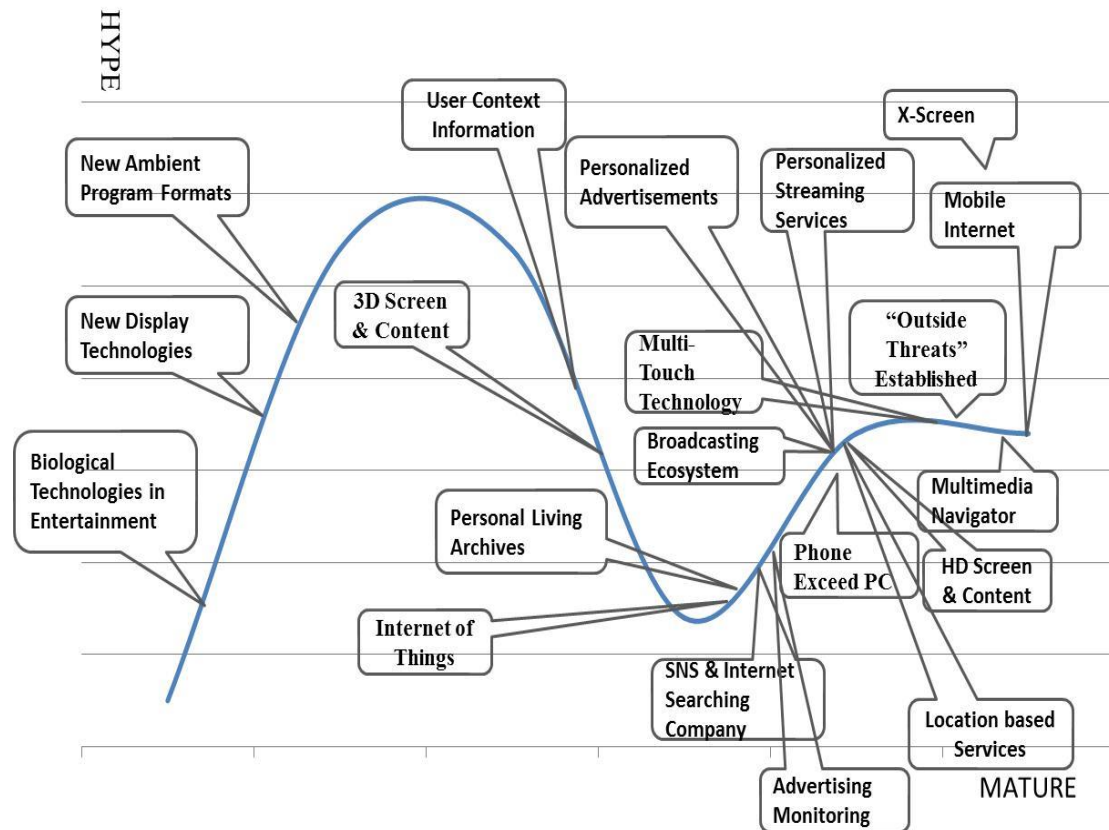
# Potentials of Ambient Media in Broadcasting



# Current Status of the Utilization of Ambient Media in Broadcasting today



# Trends and Forecasts of the Usage of Ambient Media in Broadcasting in 2016



# Predicted Key-Technologies

- the main wave of mobile Internet will have been setup and established;
- the market of tablet PCs keeps rapidly increasing;
- sales of smart phones further increase, and the growth ratio exceeds laptops by far;
- mobile tagging, and micropayments are gaining popularity
- IPTV increases popularity in mature markets, and shows high growth in emerging markets;
- 3D screens will gradually populate the living room environments;
- TV middleware and operating systems become another competitive market, similar to current mobile phone systems;
- multi-touch technologies enhance the consumer experience and input devices;
- display technologies for TV will change
- multi-screen environments will extend the consumer experience and interaction capabilities;
- near field communication, and short range communication are one additional communication channel;
- technologies for smart integrated home environments, for exchanging content between devices and services are major part of the home environment;
- next generation IPv6 services will be in large-scale use to overcome IPv4 restrictions;
- networks for smart communication and service integration are shaping;
- sensors recognizing the consumer environment are mashed-up within services;
- increased application of sensor networks, data mash-ups, and context information.

# Predicated Changes to Content

- Increased consumption and production rate of broadcasting content produced by individuals;
- HD content will be a major content encoding format;
- 3D content especially produced for 3D screens will be on a trial but still not mainstream;
- personal living archives allow consumers to save their personal content online;
- radio-podcasts and personalized streaming services are gaining popularity;
- the integration of consumer data (e.g. usage data, location data) are integrated into service provisioning;
- data-mash-ups from sensors, and invocation of contextual information in content presentation, distribution, and consumption;
- consumer location based information as standard data source for content;
- wide spread application of broadcasting services on mobile platforms;
- converge of home multimedia systems inevitable part for content distribution platforms.

# Predicated Changes to Services

- convergence of social network sites searching and normal Internet searching;
- homogenous competition between social network search, and Internet search companies;
- increased advertising preference for the mobile user, and shift of the advertisement budgets to mobile services;
- increased personalized advertisement programmes;
- increased use of electronic media and more efficient methods to monitor consumer reactions on advertisements (e.g. emotions, reach);
- 3<sup>rd</sup> party content provide TV content, especially out-of-home recording facilities;
- emergence of new forms of electronic programme guides, in form of a multimedia navigator accessing also Internet based services to guide the consumer;
- prioritized real-time web-content, news discovery, and emergency information across distribution channel overriding other content;
- feedback to broadcasters via consumer monitoring, mining, and social media interactivity beyond the current models;
- public data centres are established for commercial and private use.



# Predicated Changes to Conducting Business

- Internet providers, telecom operators, and independent content brokers or distributors are more and more a threat to broadcasters;
- broadcasters need to re-invent themselves to provide an eco-system of content and services to cope with the changes;
- increased amount of new not traditional broadcast houses will emerge on the market – the challenge is still opened;
- the model of apple online stores is a potential candidate for providing content and services of broadcast companies.

# Conclusions

- A vision of the utilization of ambient media in broadcasting in the year 2016 has been drafted
- Key-signals and technology trends have been identified

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