

**Internet**

**vs.**

**TV**

TV 2.0

N

In

o

S

T

P

I

Interactive TV

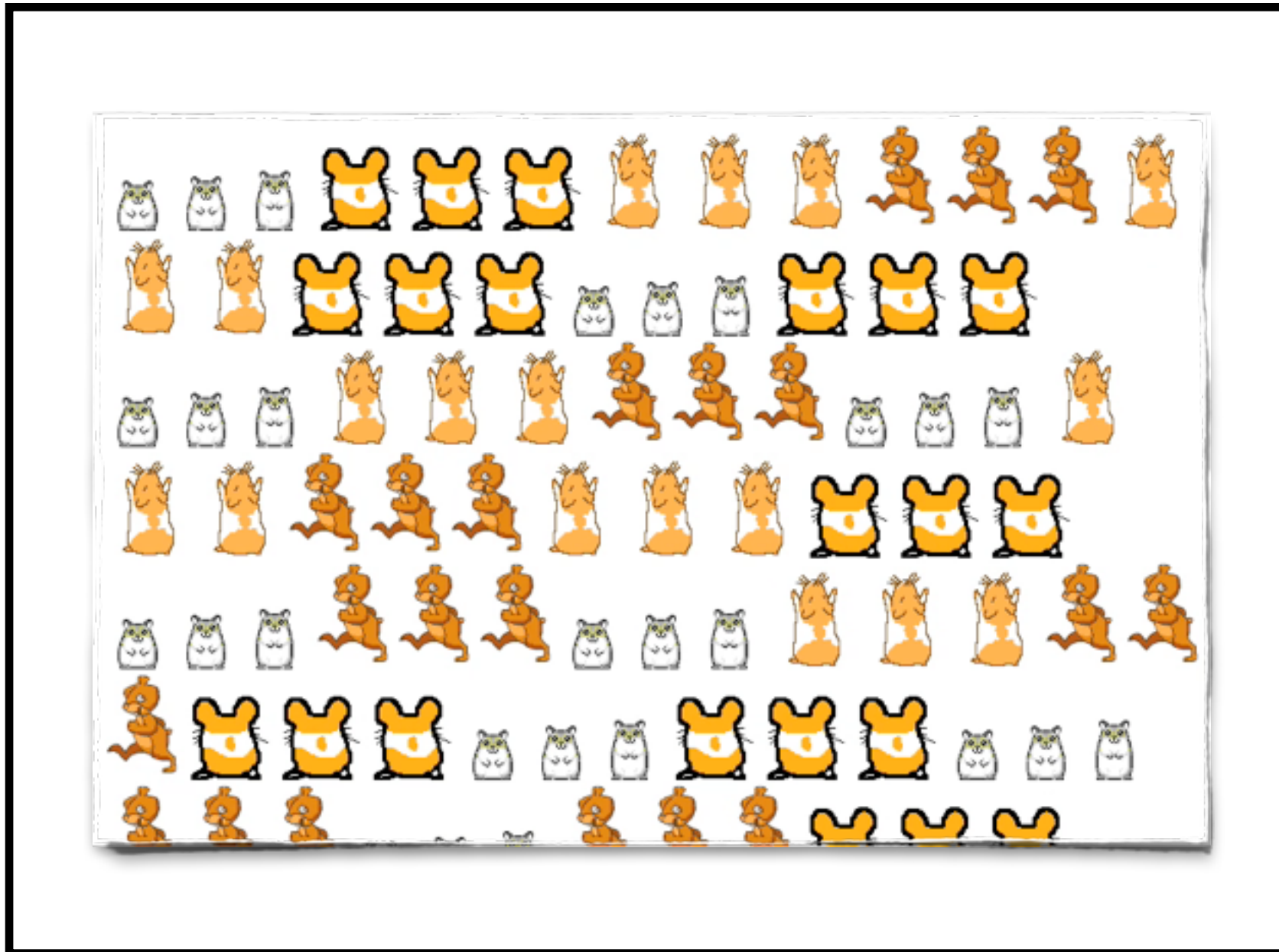
Mobile TV

EINE PRÄSENTATION VON BERTRAM GUGEL



***Ist Internet das bessere Fernsehen?***

# Wackelige Videos?



August 1998, 15.000 Abrufe/Tag

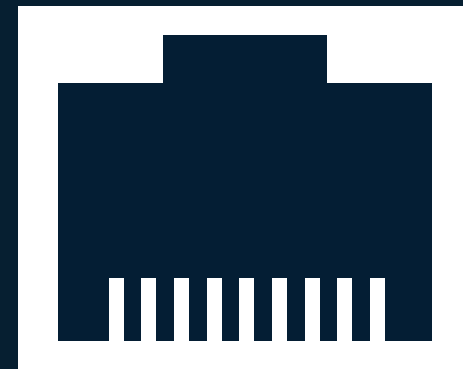
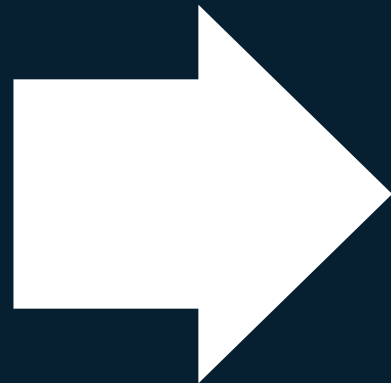
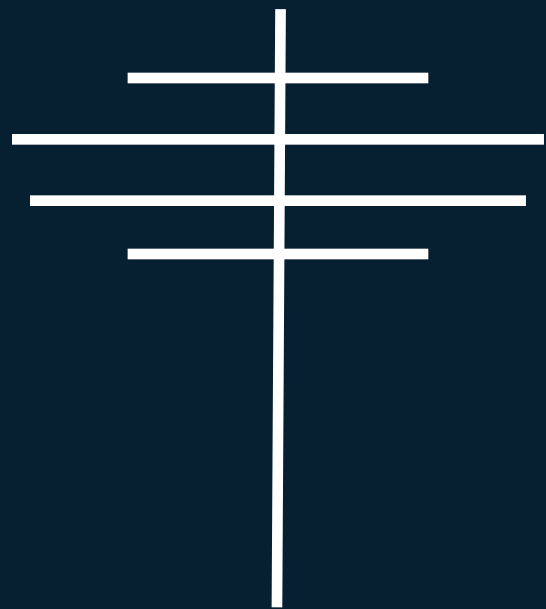
A person in a white t-shirt and dark pants stands on a wooden pier, looking out at the ocean. A large, white, stylized '4K' watermark is overlaid on the center of the image. The scene is set against a backdrop of a cloudy sky and a body of water. A surfboard and a bag are visible on the pier.

4K

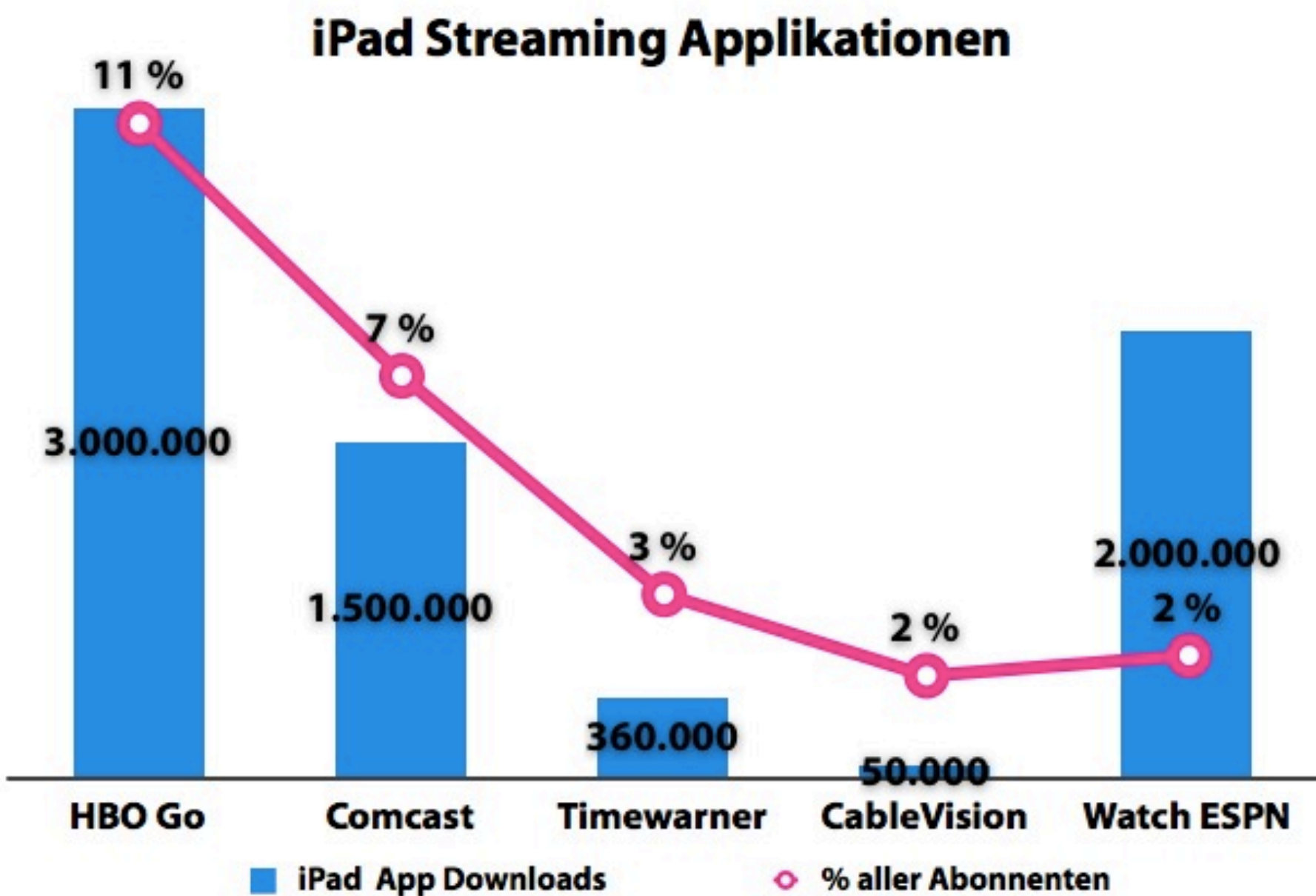
# Ist Internet das bessere Fernsehen?

**Ja!**

# DISTRIBUTION



# Internet überträgt mobiles Fernsehen





# Das neue Schlafzimmer-TV



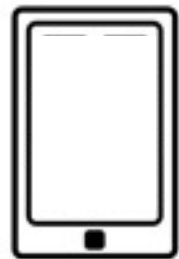
„We’re moving to a ‚best screen available’ model, where consumers are going to want to watch what they want, when they want, on **whatever screen is around right NOW.**“

**BROADCAST**

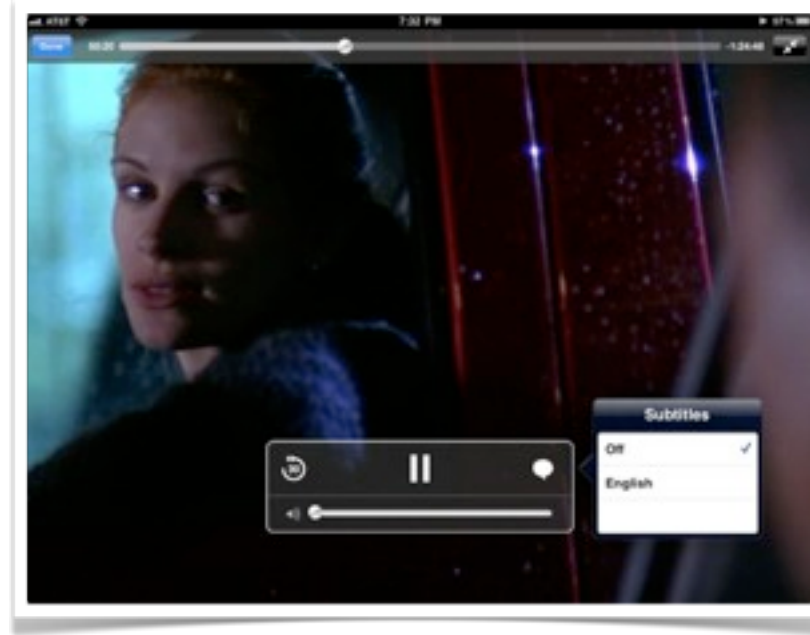
**INTERNET**

**Enable consumers to engage  
with rich Internet  
experiences seamlessly  
across any device, anywhere.**

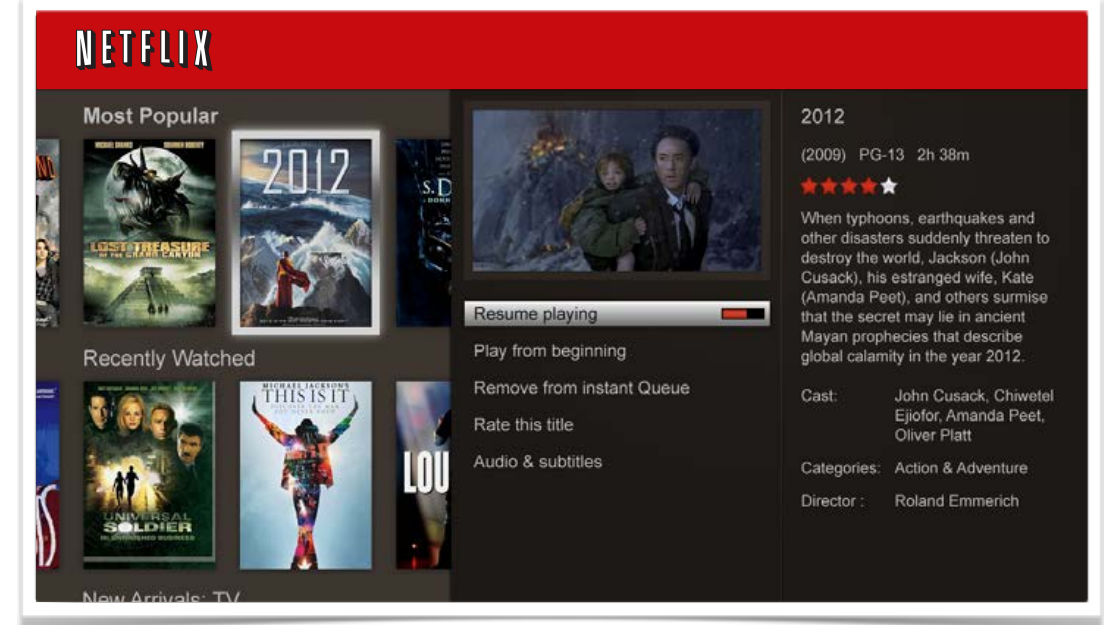
# Morgens



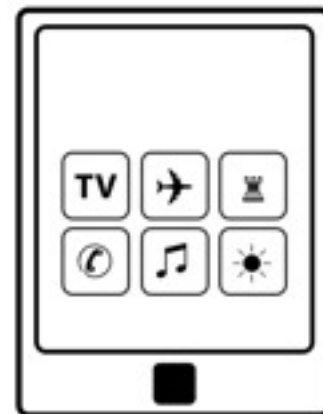
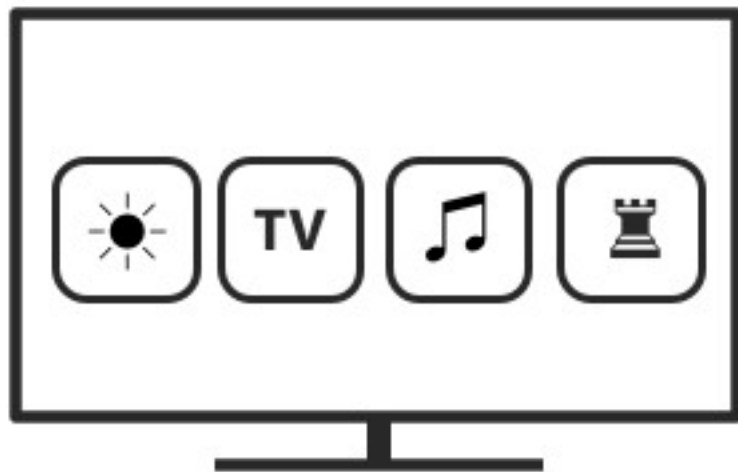
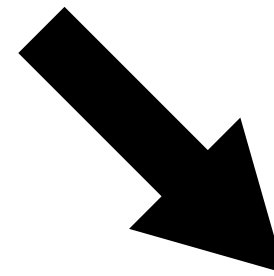
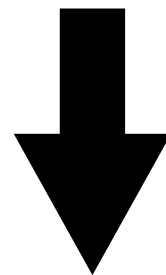
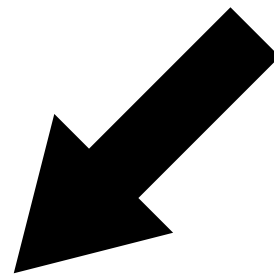
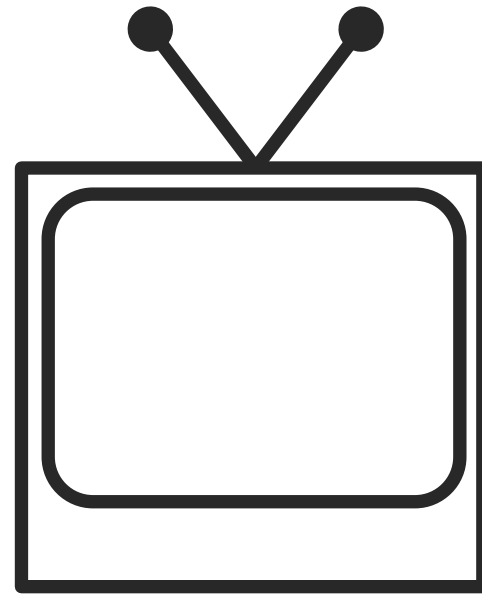
# Mittags



# Abends



# TV auf neuen Geräten



# ABSPIEL

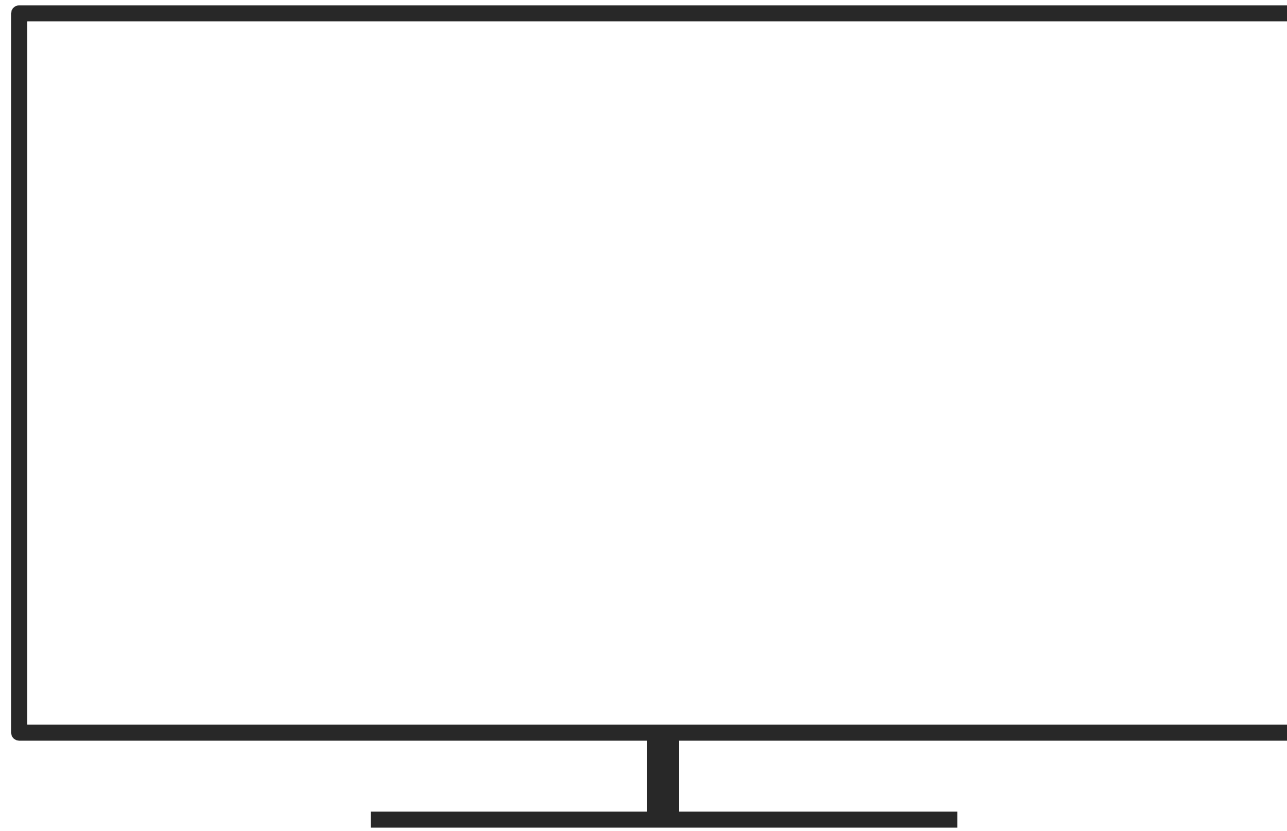


# Der Kampf um's **Wohnzimmer** ...





... hat gerade erst **begonnen!**



<b>Internet Boxen</b> GoogleTV, Roku,  TV, Vudu	<b>Mobile Geräte</b> iPod, Zune HD, A	<b>TV</b> Sony, LG, Panasonic
<b>PC Anbieter</b> Apple, Microsoft, Asus	<b>Hardware Herst.</b> WD, LaCie, ...	<b>Startups</b> Boxee, Plex, XMBC, ...
<b>DVRs</b> TiVo, CE-Manufacturer	<b>Spielekonsolen</b> 182m Units sold	<b>Blu-Ray Player</b> Sony, LG, Panasonic

# Skype on TV ...



# Casual Games ...



**... alle Webinhalte!**



# **Darf ich vorstellen? XBox Live**

**The XBox is an  
entertainment device.  
We see nothing but  
opportunity there.**

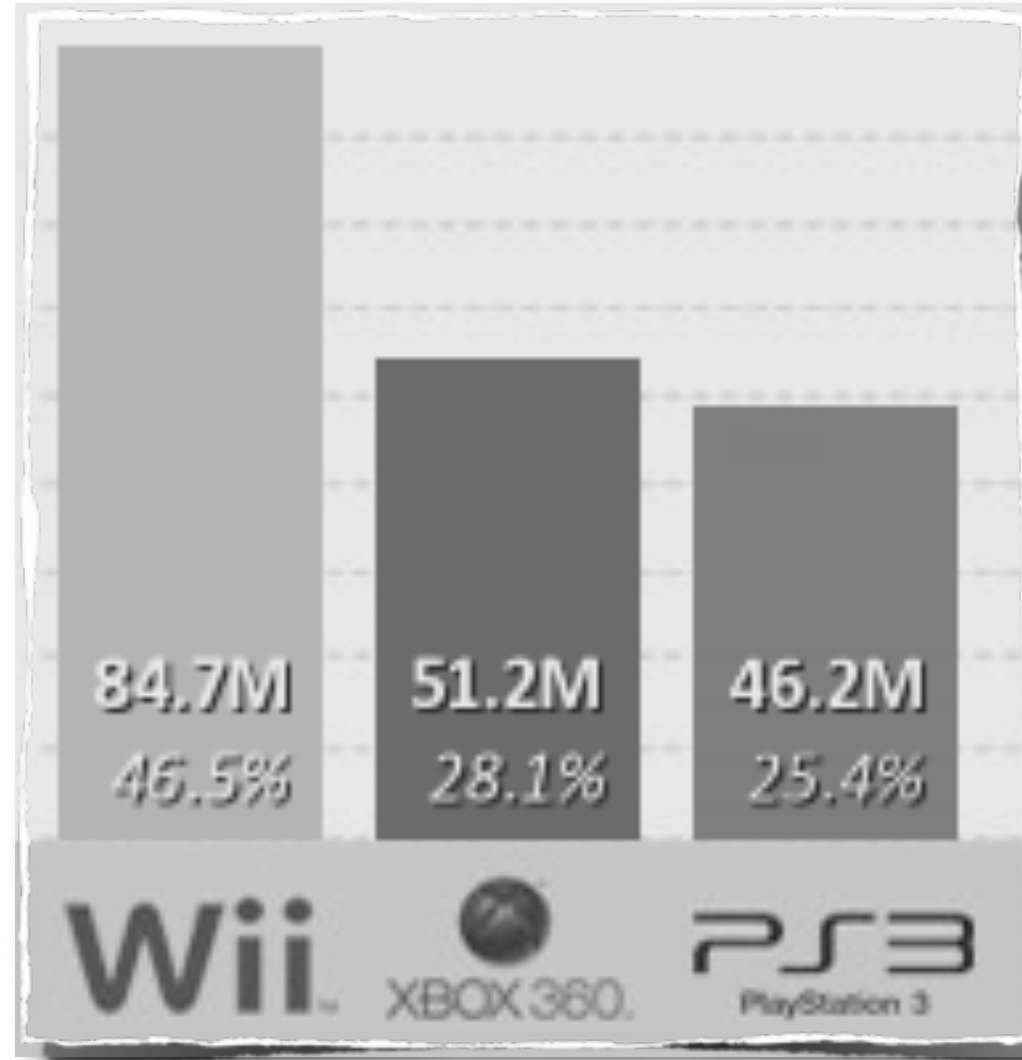


# HD Inhalte über das **INTERNET**



**30 Std Video pro Monat!**

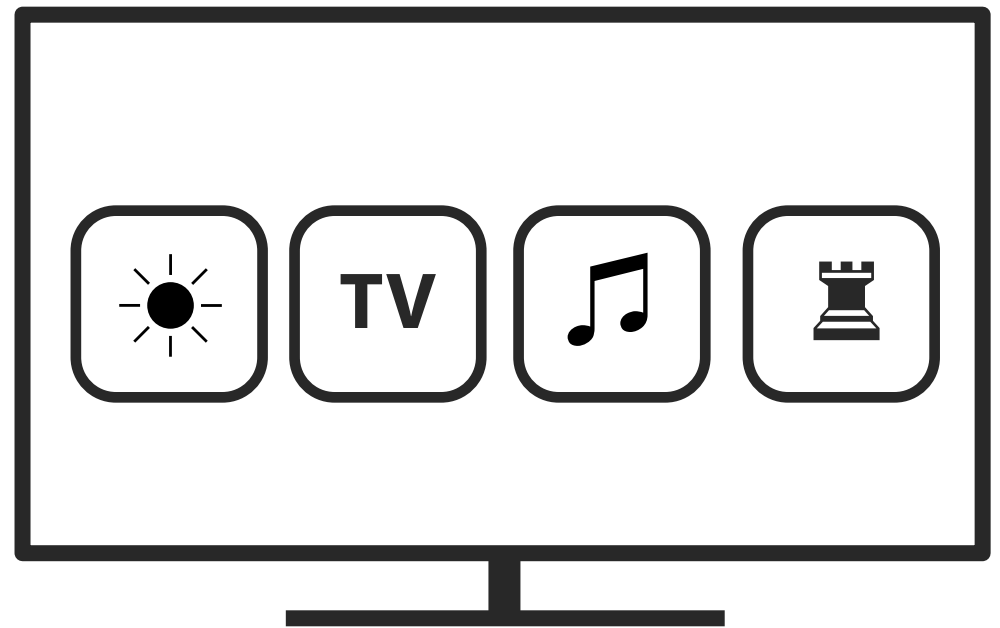
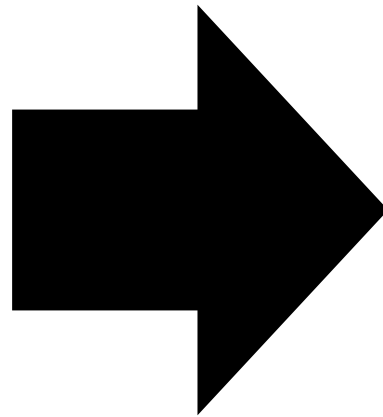
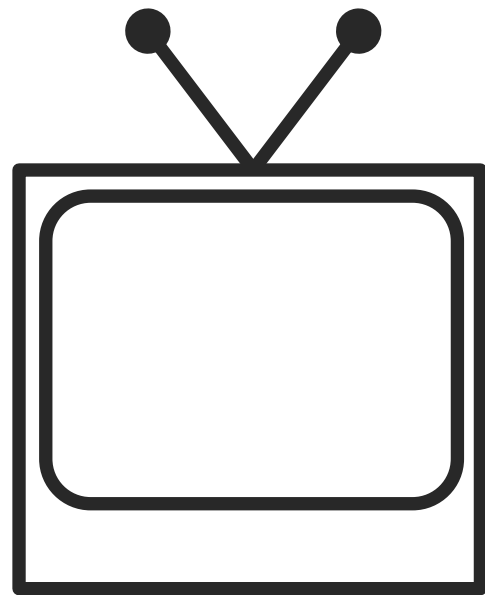
# Die Basis ist gelegt ...



**182 Mio** Spielekonsolen

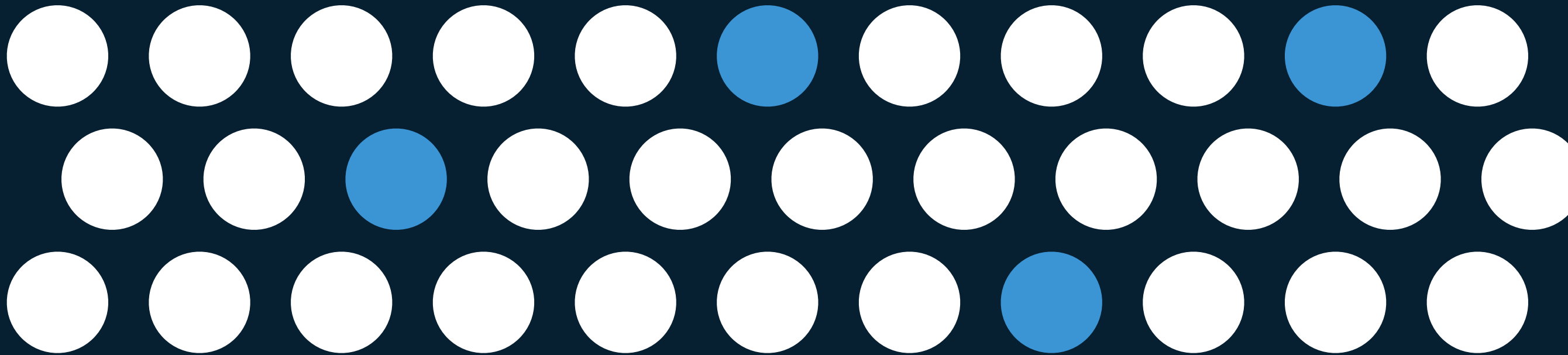
**8,5 Mio** in Deutschland

# TV geht den mobile Weg ...



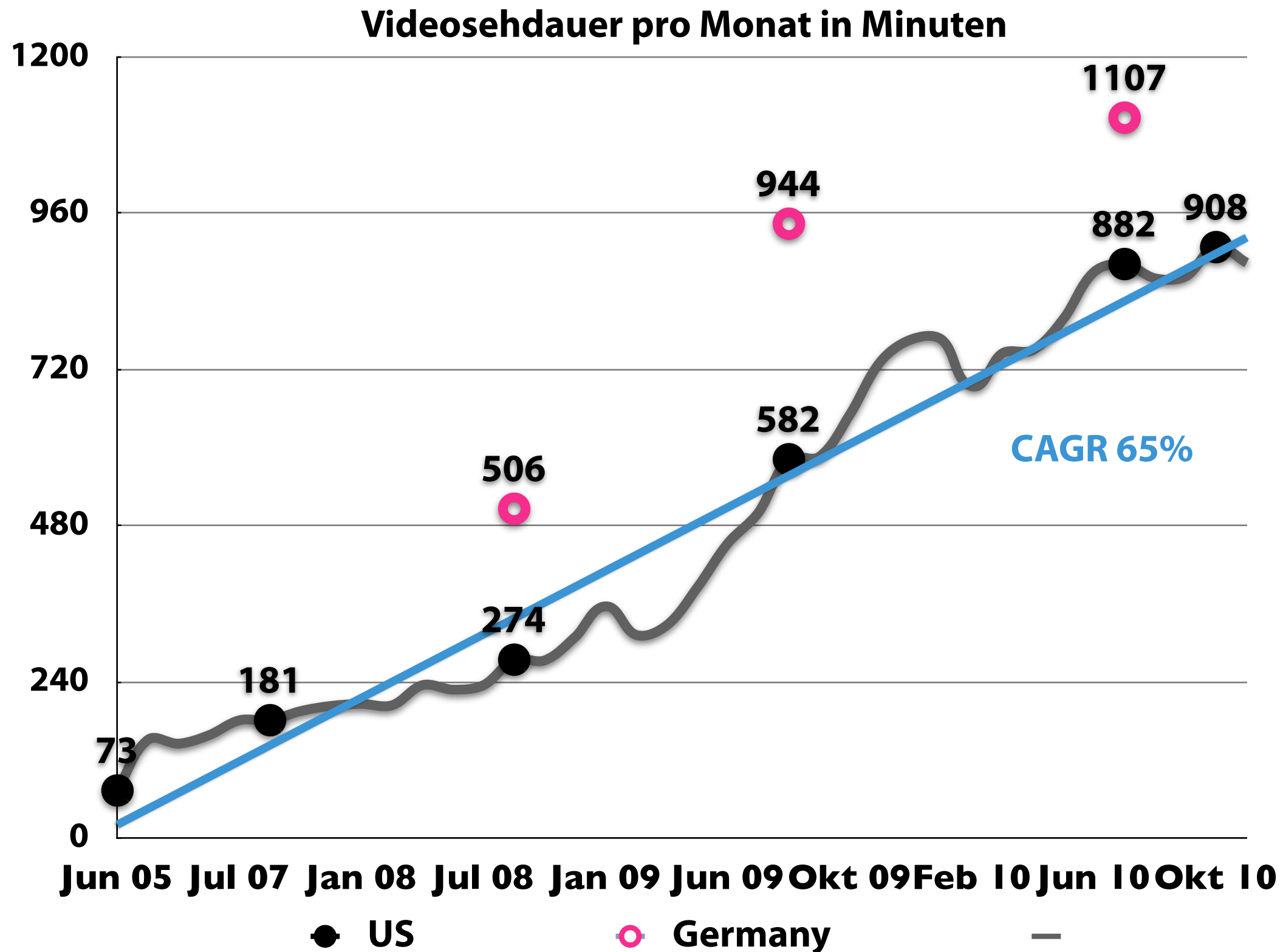


# SELEKTION

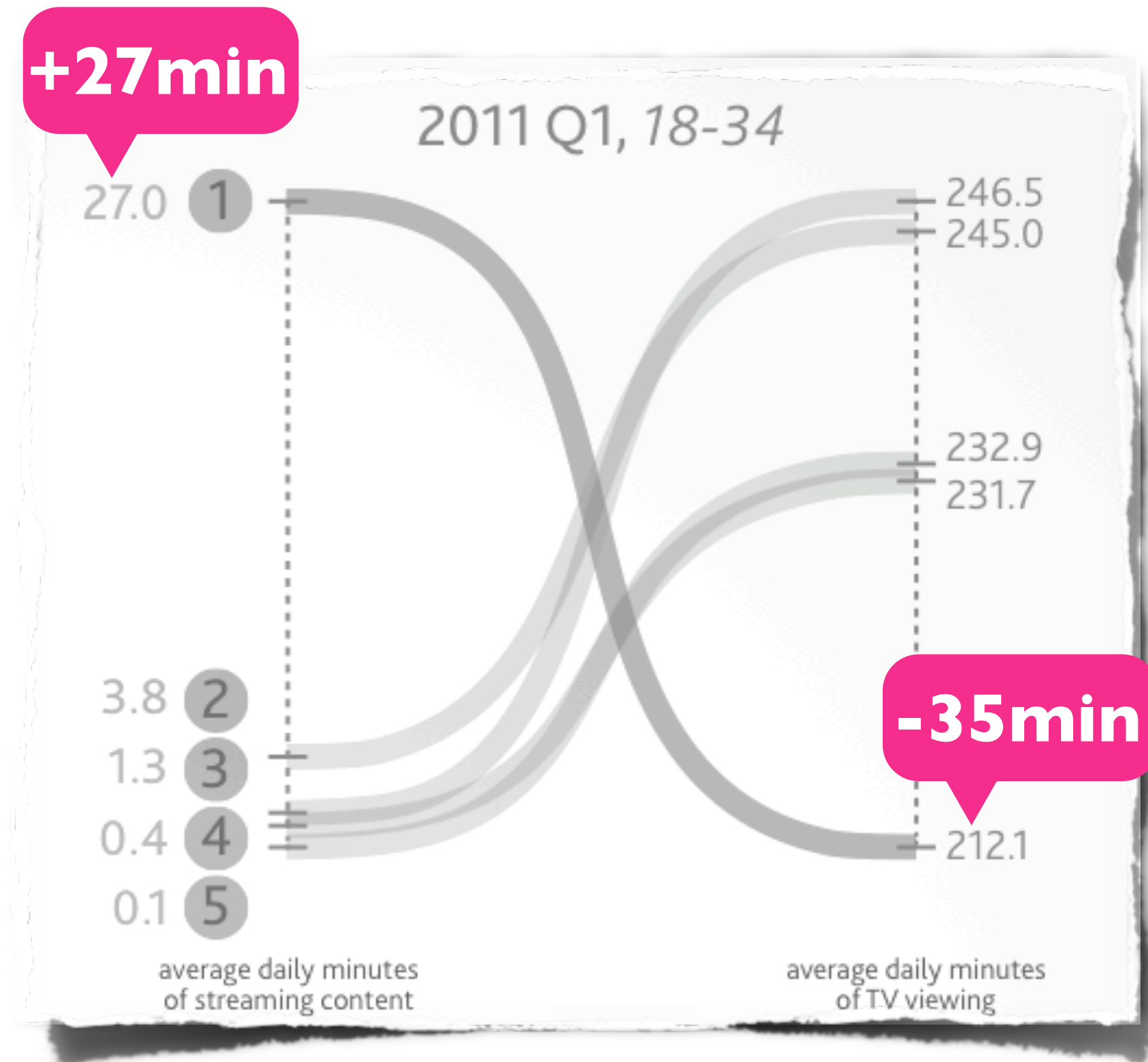


***Gebt uns was wir wollen!***

# Online Sehndauer wächst rasant ...

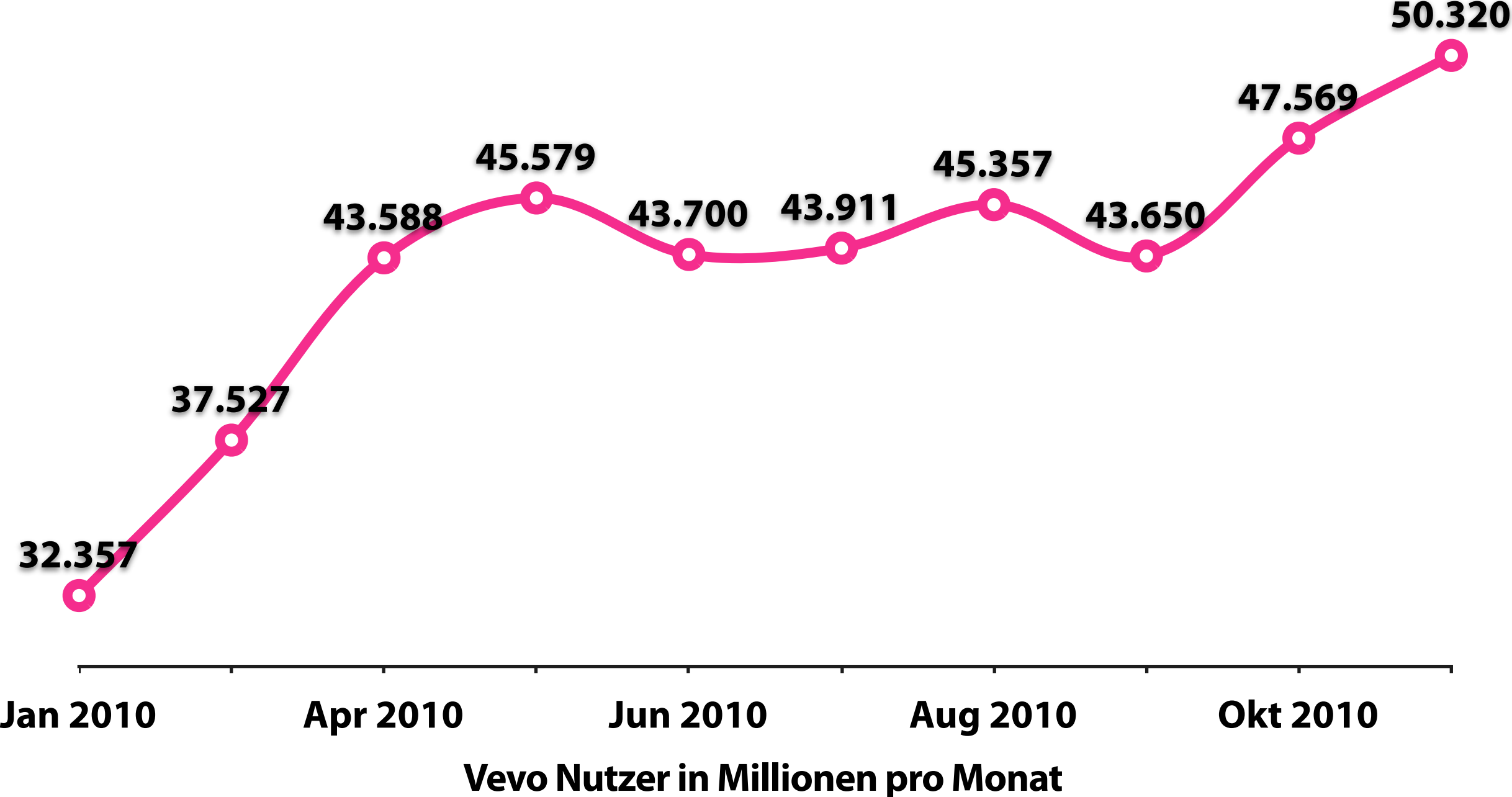


# ... zulasten der linearen Übertragung.



**VEVO**™ = **MTV 2.0**

# Neue Musik TV Plattform ...



# Mit originären Inhalten!



# Netflix als Kabel-Schreck ...

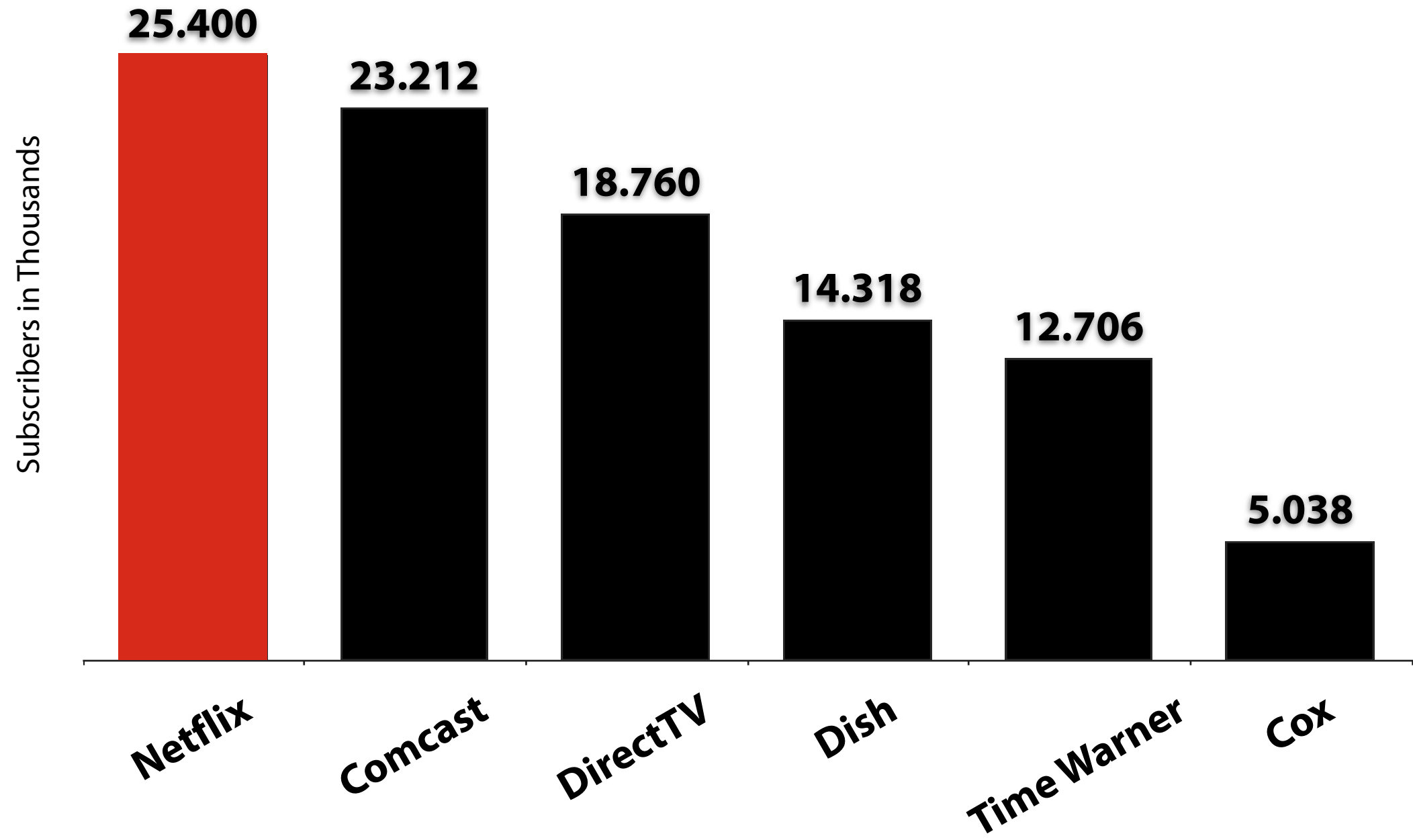
The Netflix logo, consisting of the word "NETFLIX" in white, bold, sans-serif capital letters with a slight 3D effect, set against a solid red rectangular background.

NETFLIX

Verfügbar auf **100 Mio** Geräten



# ... und PayTV Anbieter!



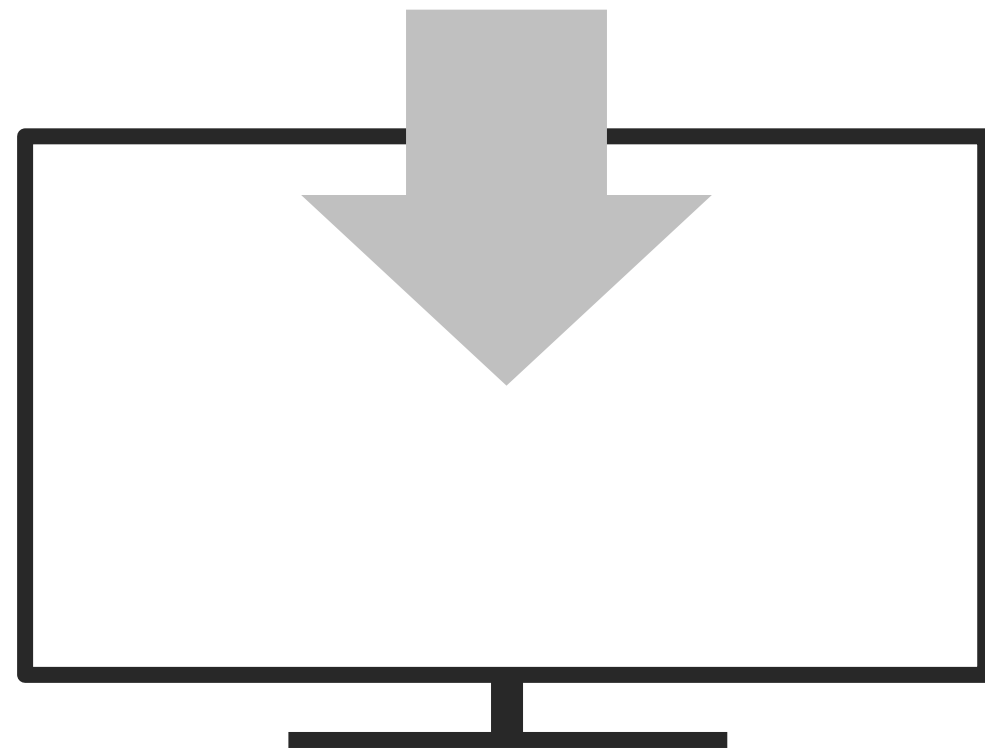
**EUROPA?**

# Alle Inhalte sofort verfügbar!

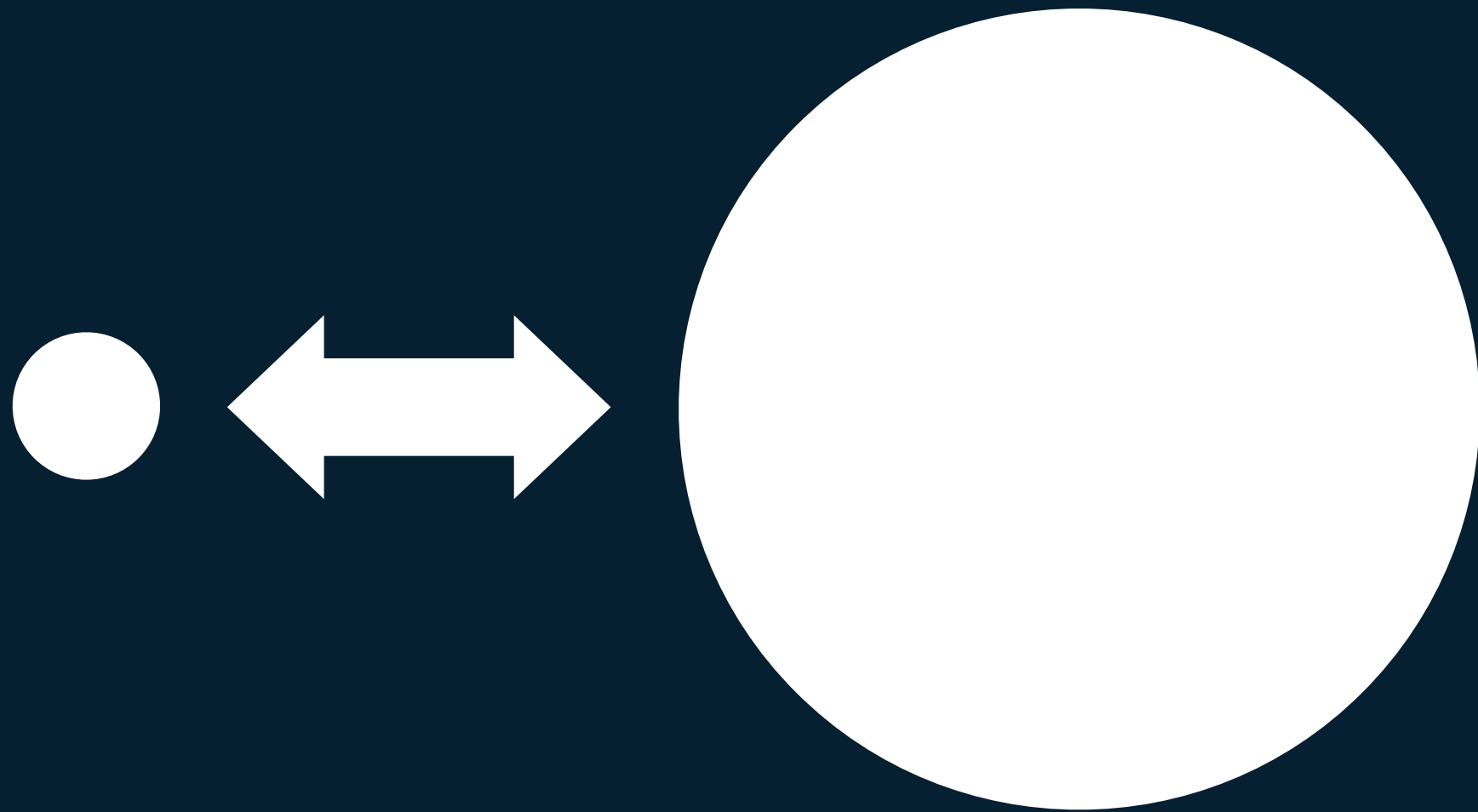


**Demo by BTIG Research @ YouTube**

# TV auf Abruf jederzeit ...



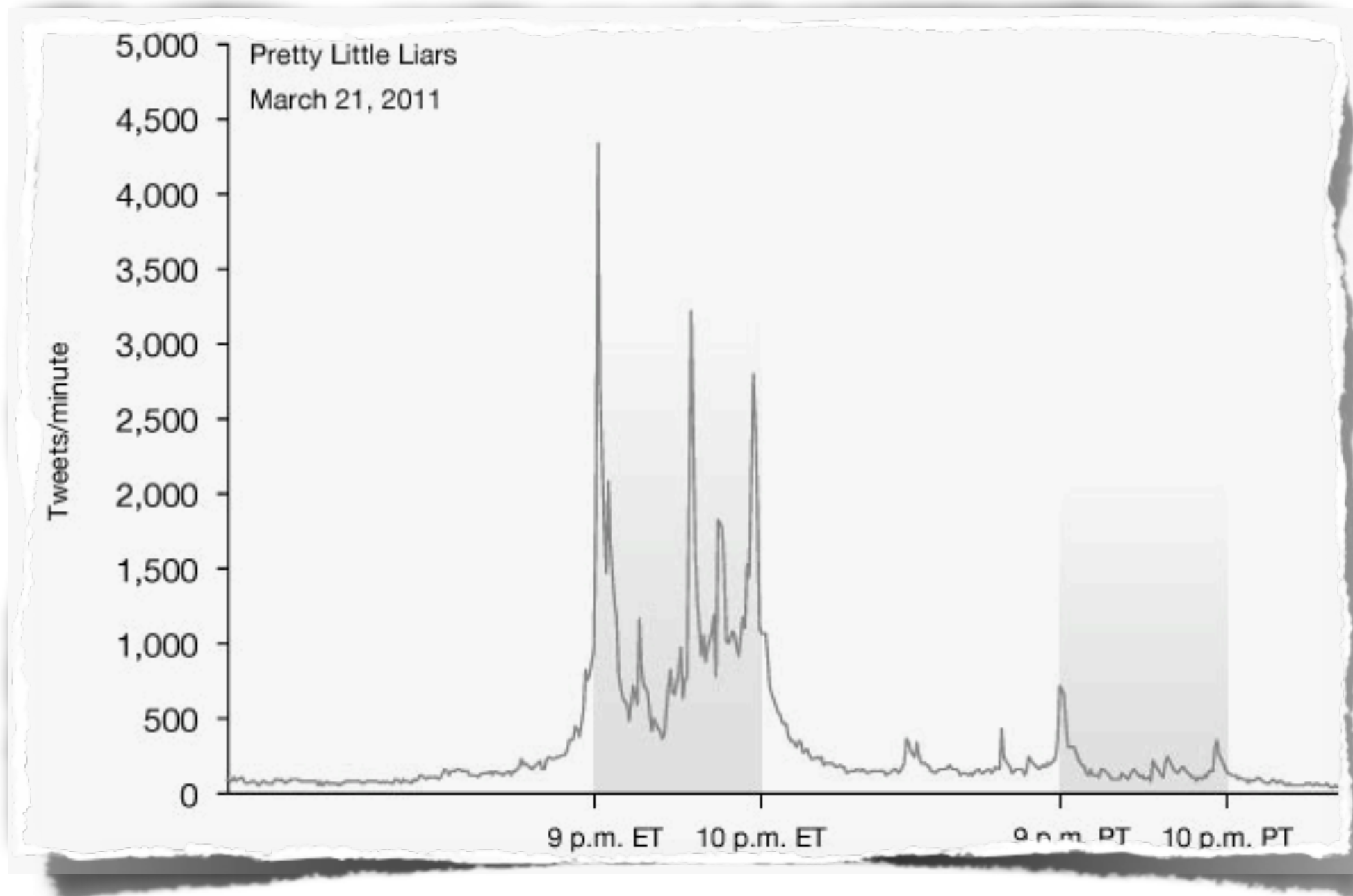
# INTERAKTION



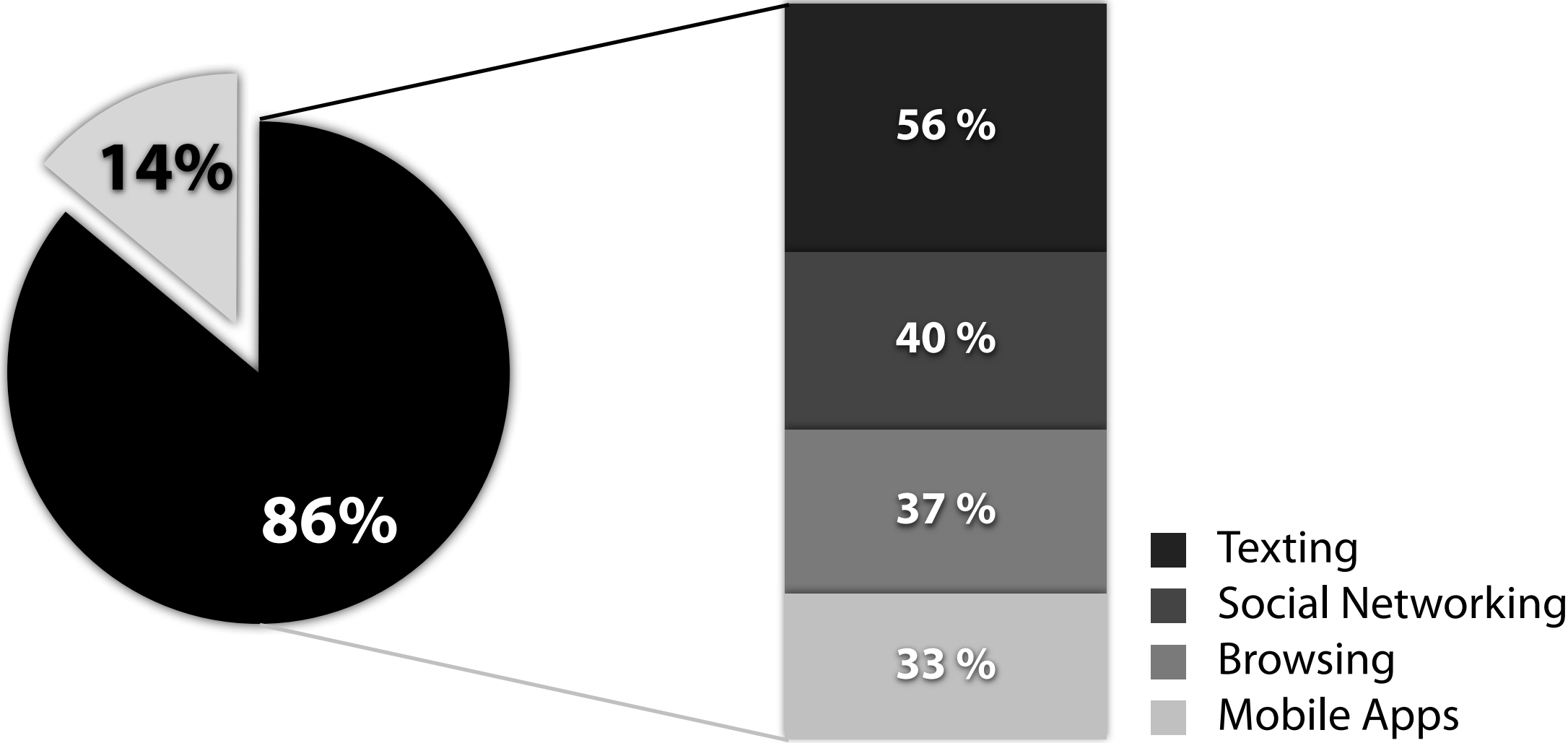
# Das Fernsehen liebt Twitter ...



# Twitter als EKG des Programms



# Nutzer sind gleichzeitig im Netz ...



## Parallele Smartphone Nutzung während des Fernsehens

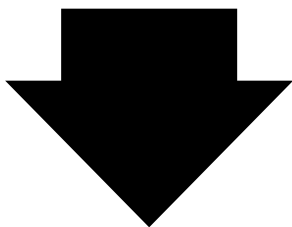
● No Usage      ● Mobile Internet usage



# ... und interagieren auf neuen Geräten.



# Programm als Basis für mehr ...



### Star Play Match Report

I just played live with FC Barcelona vs. Real Madrid CF.

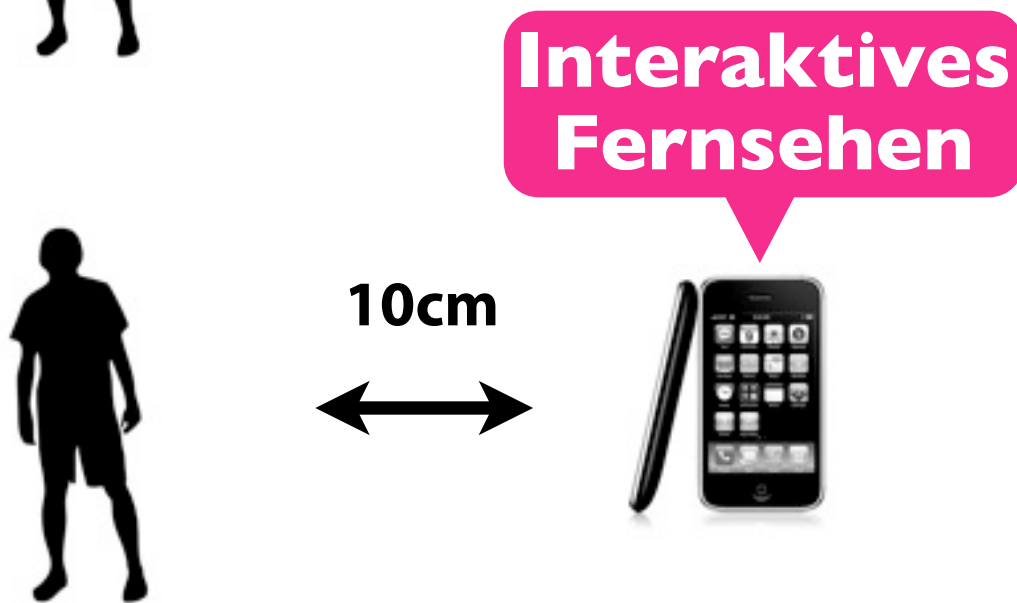
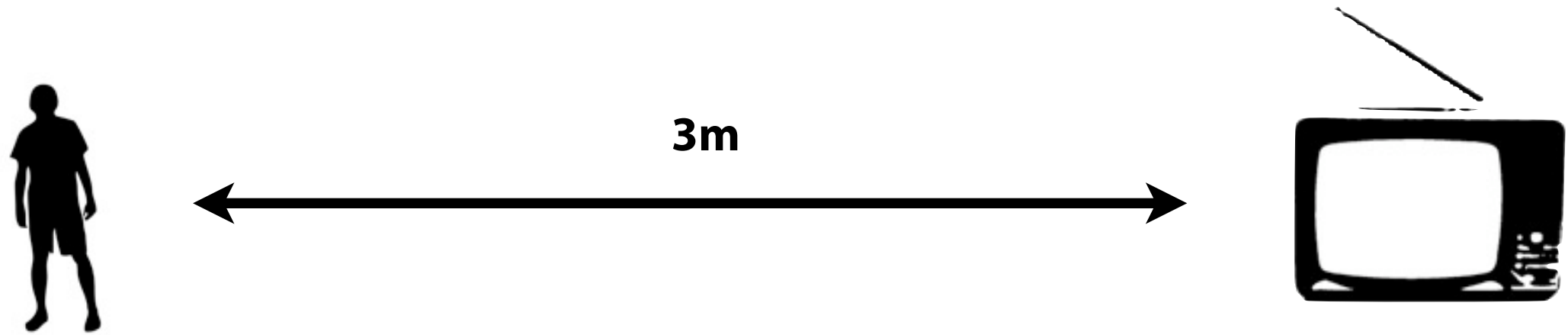
New badges: ROAMING PLAYER

Score: 1172



9 hours ago via HEINEKEN STAR PLAYER · Like · Comment · Challenge me

# Interaktion mit Rundfunkinhalten



**Ist Internet das bessere Fernsehen?**

**Nein!**

# PROGRAMM



***Unterhalte mich 30 Minuten.***

„I was watching TV with the iPad on my lap, as I'm wont to do these days. Correction: I wasn't really watching the television, it was just kind of on. It was a movie, *The Door in the Floor*, **which was only on because it was on after the last movie I'd been watching**, *Sherlock Holmes*, which I've seen a million times but it was the most palatable of things on at that moment and damnit I just wanted the TV on.“

*Eric Spiegelman*

***Wer gestaltet das Programm?***



# Der Nutzer?

The image shows a Google TV interface with a search bar at the top containing the text "boardwalk empire". Below the search bar, there are five search results listed:

- Search TV and web video for 'boardwalk empire'
- Boardwalk Empire, Boardwalk Empire Sun 9/19 6:00 PM | HBO
- "Boardwalk Empire" (2009) imdb.com/title/tt0979433
- Boardwalk Empire Series
- Search the web for 'boardwalk empire'

At the bottom of the screen, there is a large white text overlay that reads:

## Television, meet search engine.

Google TV lets you search across every channel, every app, and the entire web, simultaneously.

Navigation buttons for "Prev" and "Next" are visible in the bottom left and right corners, respectively.

# ALGORITHMEN?

PANDORA®

- 
- Acid Jazz Roots
  - Afro-Latin Roots
  - Basic Rap Roots
  - Blues Roots
  - Caribbean Roots
  - Classic Jazz Roots
  - Club Rap Roots
  - Cool Jazz Roots
  - Country Roots
  - Electronica Roots
  - Folk Roots
  - Funk Roots
  - Hard Bop Roots
  - Hard Rock Roots
  - House Roots
  - Meso-American Roots

**Experten analysieren jedes Lied und identifizieren ~400 Merkmale.**

**Pandora erstellt Radio Stationen auf Basis der Songs, die ein User mag.**

**Der Inhalt passt sich dem Feedback der User an.**

# **Datamining?**

## **DEMAND MEDIA**

- **Suchanfragen bestimmen welche Videos produziert werden**
- **Redakteure überarbeiten die Titel der Videos**
- **Produzenten holen sich online ihre Aufträge aus der Datenbank.**
- **Fertige Videos werden gecheckt und mit Werbung vermarktet.**

# Freunde?

„We’ve talked to broadcasters about putting their **whole EPG as events on Facebook**, and letting people RSVP to them to get a reminder.“

Christian Hernandez Gallardo – Head of International Business Development Facebook

# Experten?



**13:40**

**BR**

**Toni Goldwascher** ✓  
Jugendabenteuer,  
D 2007  
ab 8 Jahren





**Hand in Hand** film TIP

**ZDF** **HEUTE** **20:15**  
bis  
**21:45**

TV-Tragikomödie | D 2011 | 90 min. =

Spannung Action Humor Romantik Sex 2.7

.....

**TAGESTIPPS** Das dürfen Sie heute nicht im TV verpassen

Film Serie Show-Tipp Doku Spät-Tipp Sport



**11 neue Folgen: "Fringe - Grenzfälle des FBI"  
... plus weitere Serien-Tipps**

***Don't make me think!***

# SITUATION



„People love TV. This positive emotional attachment is extremely powerful, and it takes many forms. People describe their TV as a companion, advisor, time killer, necessity, educator, social life enabler, child-minder, boredom-buster, stress-fighter, lullaby, and low-maintenance friend, among other things. **The emergence of new TV usages should complement these social values.**“

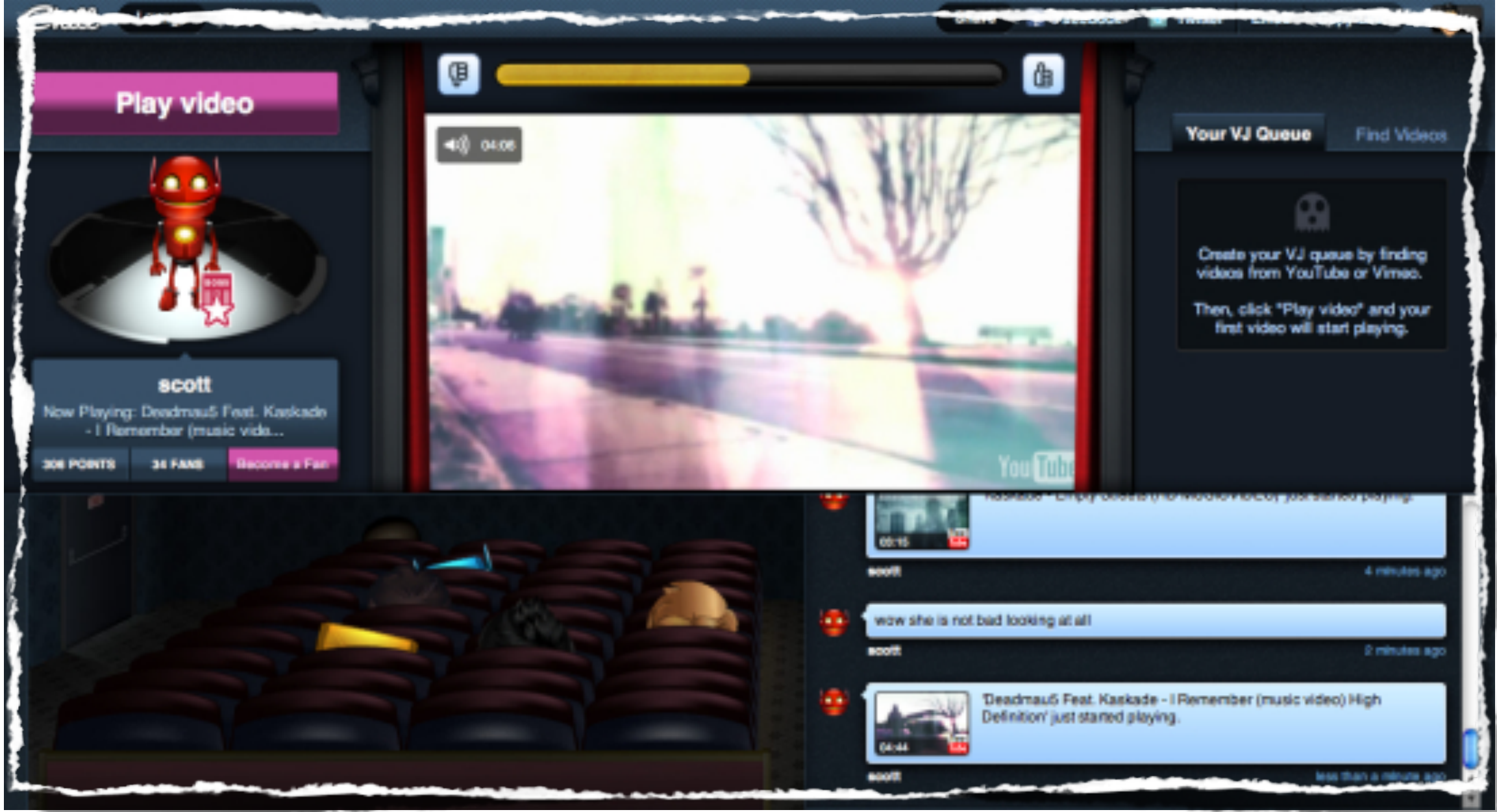
*Intel User Experience Group*



# Water Cooler Effekt



# Avatare und Chat als Ersatz?



Chill.com

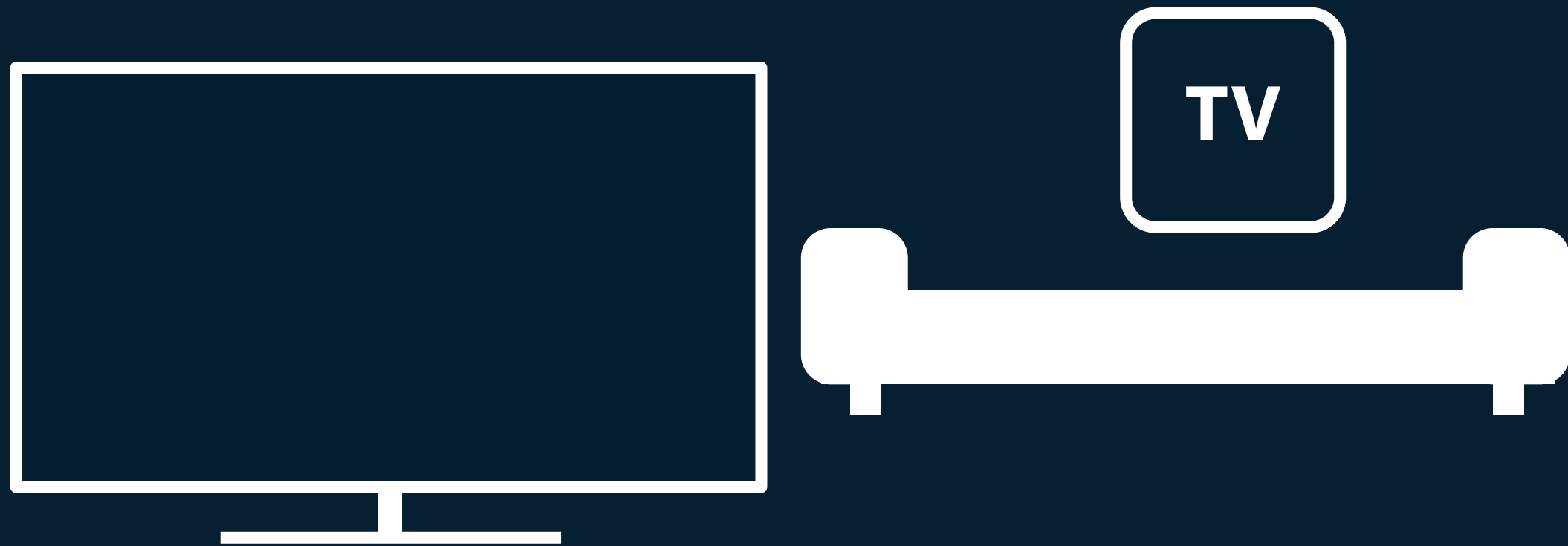


# Videokonferenzen?

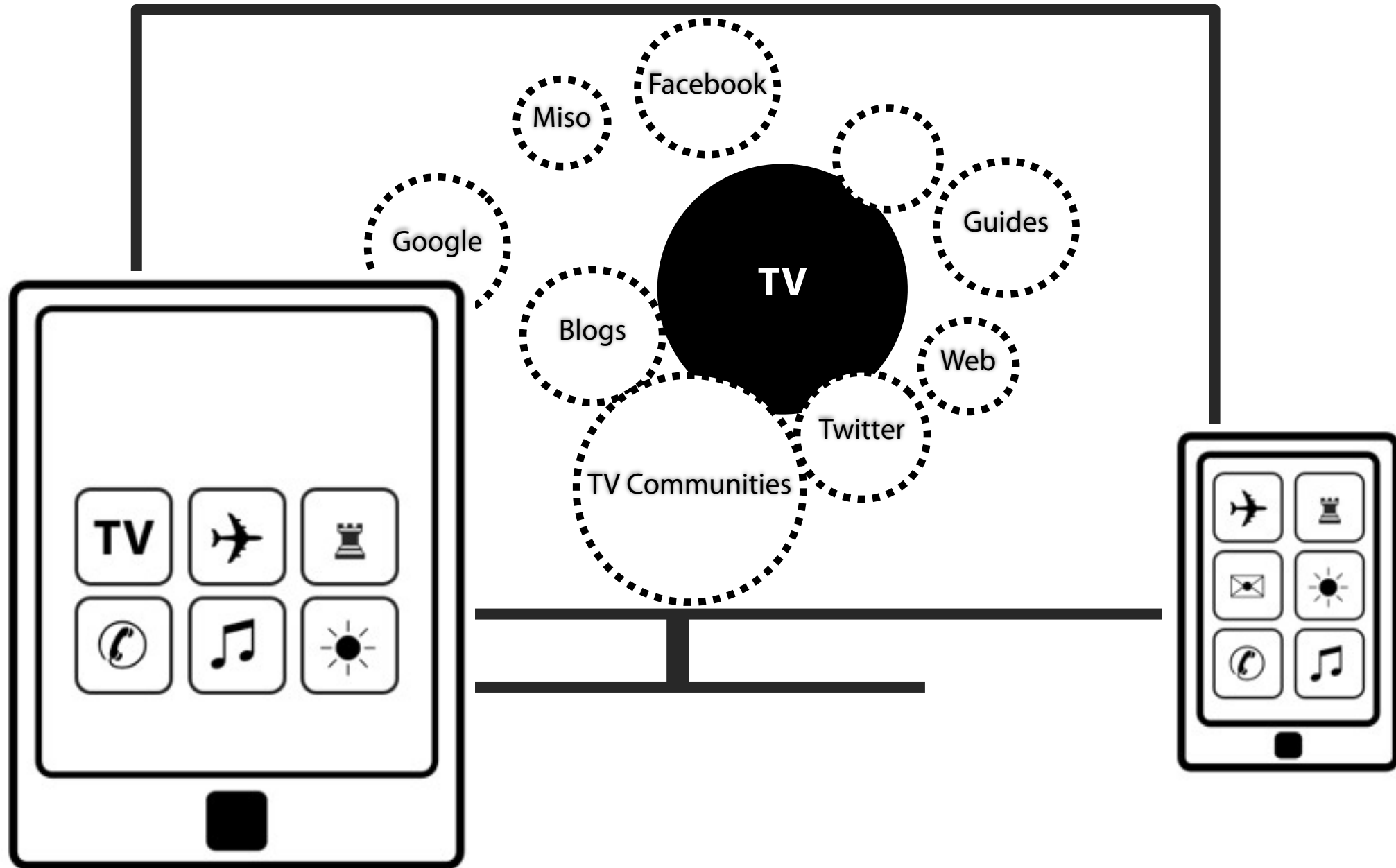


**Google Hangout**


# TV IST MEHR



# TV findet im Kontext statt



# Ist Internet das bessere Fernsehen?



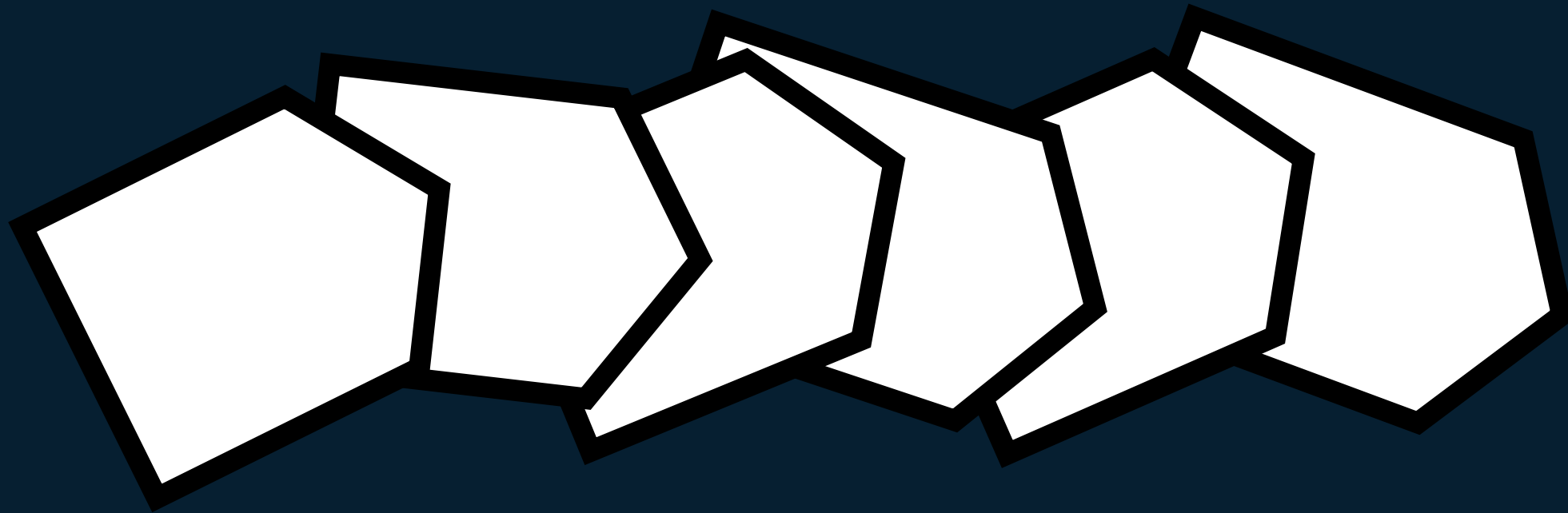
**1:1**

**nach 45 Minuten**

# Connect the dots ...



# NEUES ÖKOSYSTEM





# Vielen Dank!

Kontakt

**Bertram Gugel**

M: +49 179 22 1 77 63

[info@gugelproductions.de](mailto:info@gugelproductions.de)

[www.gugelproductions.de](http://www.gugelproductions.de)

