Television in the Cloud

Television and the Cloud Are Made for One Another.

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TELEVISION IN 2025

1. Television networks will deliver their programming directly to the consumer, divorcing themselves of their local affiliates.

2. Cable companies become a major IP backbone for television.

3. The same goes for the telcos.

4. Television will be delivered through some form of IPTV.

5. Networks/cable channels reside side-by-side on smart TVs.

TELEVISION IN 2025

6. Networks/cable channels will deliver their programming through websites.

7. Continuing consolidation in the television industries will leave only a handful of major integrated players.

8. Advertising will be interactive, customizable, and targeted.

9. Search will be as easy as “1, 2, 3” – or “1, 2” – or even “1”.

Freedoms for the Viewer

1. Freedom of Viewing Choice

2. Freedom from Tyrannies

- Freedom from Appointment Viewing
- Freedom from Television Schedules
- Freedom from Limited Viewing Opportunities
- Freedom from the DVR
- Freedom from Cable/Satellite Packages

3. Freedom to Watch Personalized Advertising

4. Freedom to Watch Television on the Go

Freedoms for the Television Industries

1. Freedom from Programming Schedules and Strategies

2. Freedom to Connect with and Understand the Audience

3. Freedom to Deliver Programs that are Right for the Viewer

4. Freedom to Make More Money than Today

5. Freedom from Boundaries

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