

6.1.05

Jeff Haig: What is TV? What is the need for TV?
Intro to his blog.

Talk on his Television, how it weighs more than 100#. Even though there is a HD TV, there are only 6 HD channels via cable (adelphia) and he says this to exemplify his point of a vast amount of selection when it comes to TVs.

Broadcast

- CBS (Viacom)
- NBC (GE)
- FOX
- ABC (Disney)
- PBS (a little different)

Most of the money that supports this programming is gotten via advertising.

Nelsen: the one company that measures what people watch. Several different methods that they use to track viewership, which are full of holes. There is no way to reflect multi-channel watching in the diary. Nor is there a tremendous amount of honesty with certain channels (adult channels) - therefore they lie about what they were watching.

TiVO: Nelson and NBC both own a chunk.

Sweeps Month: Nov, Feb, May & July These are months that Nelsen really sends out their surveys, but the flaw is that the networks send their "best" programming during these times, leading to advertisers getting flawed data. Everyone knows the flaws but no one has come up with anything better.

NarrowCasting: Going after a small specialized slice of the audience.

"the holy grail of demographics" 18-34 year olds especially in Broadcast News. More people are turning to online news. BBC, CNN, NPR etc

Basic Cable:

- CNN
- MTV (Viacom) just opened its 100th outlet in Africa. It makes %80 of its money in USA and they broadcast very specifically outside of the US. They have the largest audience in the world.
- FX (they are cutting out a day to be theirs. Tuesday is their day. They have created their own niche, offering a more edgy programming - owned by Fox)
- Comedy Central
- Cartoon Network & Adult Swim

Pay Cable:

- HBO & • Cineamax

•SHOW TIME & •TMC

They tote a lot of their own original programming and they also are more risqué because they can show nudity and profanity. The programming, however, is changing though because channels like FX are pushing the line.

VOD:

This is positioned to be the next big thing in TV. This enables you to get whatever you want when you want, without having to record it on DVR. Some things that might not have even reached publication on DVD etc.

The problem with VOD:

how do you advertise on it

Friends anecdotes from Todd about product placement.

Convergence:

A bunch of technologies are now coming together because of all this. It is the mix of the internet and television. The melting of the computer and the television in the living room. This was all discussed in the reading. There will not be any difference in the future between the internet and tv.

a problem that arises here is the amount of clutter that is created. Companies like Google will wield extreme amounts of power, more so than they have now. The Gatekeepers (CBS ABC ETC) no longer are the access, the access is through the pipeline.

Who delivers the signal to your door? This is a battleground right now.

Several models, broadcast, cable etc Public access on cable is the last outlet of free speech. The only competition is satellite, but they are all owned by the cable companies. The phone companies and the electric companies are possible players.

Break

How is content changing? "We are living in an age of fads"

GOTO: Jeff's blog for Crazy Frog

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In watching TV, people might not watch certain shows because they don't want to be educated, they want to be entertained.

"When you want to veg, what type of TV would you watch? Something familiar or a new episode of a hot new show?"

When there are a million channels, how will important messages going to be broadcast?

There are a million different agendas at this point.

What are we not seeing on TV today that is a result of agenda setting?

www.fair.org

www.cjr.org