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# The future of television



To find out more about the 2015 CODE\_n conference, visit [code-n-ey.com](http://code-n-ey.com).

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## Reports of the death of television (TV) have been greatly exaggerated, said Martyn Whistler, Lead Analyst, Media and Entertainment at EY.

Speaking at the recent CODE\_n conference, Whistler said he firmly believed there was a future for TV, although it may not be in the form that we know it today. "Yes, lots of young people watch TV on mobiles and tablets," he said. "But if you're 15 you don't own a TV. When they get to the age of 35, they will own one. I'm pretty confident that TV as a box in the sitting room will remain a key thing for people as they get older."

### Empowered audiences

Although TV will endure, audiences are changing. Viewers are no longer passive, sitting meekly in their living rooms waiting for their favorite show, Whistler said. Instead, they are empowered, expecting their viewing to be ubiquitous (any time, any place and any device); integrated (a seamless experience across all their different devices) and contextual (with content that is tailored to when, where and how it's consumed).

There is an analogy here with the automotive industry. "For over 100 years, automotive has been a manufacturing business," said Whistler. "Now it's a mobility business. TV is the same. You

can't think about linear broadcasts at specific times, you have to think about a continuous experience, from the moment the viewer gets up to the moment they go to bed. You have to think about how you manage that relationship."

### Seamless viewing

Providers are finding intelligent ways to satisfy these evolving demands. Apple's streaming service allows you to start watching a movie on your mobile phone while traveling home from work and then continue watching it on your TV, where it will automatically resume at the same place you left off.<sup>1</sup> Meanwhile, the BBC has relaunched its news website with bite-sized video clips, because it knows its audience is often watching while on the move.

"I want TV to be personal to me – if I customize my viewing with playlists and libraries then I want them available across all my devices," said Whistler. "And I want it to know where I am – suggesting cookery programs while I'm in the kitchen preparing a meal, and live sport highlights as they happen."

1. [www.imore.com/how-airplay-content-third-party-apps-your-apple-tv](http://www.imore.com/how-airplay-content-third-party-apps-your-apple-tv), accessed June 2015.

Content is changing too, he said. "People love local content – sports and news. But they also love blockbuster brands such as the globally popular show *Game of Thrones*. This means content will become more polarized."

### What about advertising?

The rise of the empowered consumer has many knock-on effects, not least for revenues. For example, ratings for advertisers used to be based on overnight viewing figures, but this model is no longer relevant now that many people watch shows several weeks after their initial broadcast, via online catch-up services such as BBC iPlayer. "Broadcasters may find it hard to make money if they can't deliver audiences to advertisers," said Whistler. "They have to use data about their audience to allow ads to be really tailored to a particular demographic – that's something that will appeal to advertisers."

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## EY and CODE\_n at CeBIT 2015

CeBIT is the world's largest annual trade show covering issues relevant to IT in business, described as the "worldwide hotspot for innovation." An important element of the CeBIT agenda is the CODE\_n conference program and contest for 50 of the most promising digital start-ups from across the globe. This is an opportunity for pioneering young digital entrepreneurs, established businesses, investors and leading thinkers to discuss and showcase their ideas on how new technologies will transform the way we live.

"Into the Internet of Things" was the theme for the 2015 CODE\_n contest, which was supported by EY. While contest finalists presented ideas based on the four subthemes shown below, panel discussions and keynote speakers deep dived into the issues. Topics ranged from the cybersecure city, smart factories, the future of automotive and living the digital life.

### Smart city



Planning and building urban infrastructures that improve the quality of life in our cities and foster the resourceful use of energy.

### Industry 4.0



Dubbed the next industrial revolution, Internet of Things applications are transforming the manufacturing value chain, from factory to supply chain and logistics.

### Future mobility



Moving things forward individually, with autonomous, intelligent and connected cars and, at a larger scale, with fully integrated urban mobility systems.

### Digital life



With examples such as wearables, connected and preventative health care, the consumer as co-creator and new ways of managing finances, we shine a spotlight on developments affecting consumers and patients.

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