

The image shows a tablet computer displaying a magazine article. The article title is 'Blink #2 The Digital Revolution has Changed the Way We Consume TV'. The tablet's interface includes a menu bar with 'Finder', 'Plik', 'Edycja', 'Widok', 'Idź', 'Okno', and 'Pomoc'. The background of the article is a landscape with mountains under a sunset sky. At the bottom of the article, there are three tags: 'BLINK 2', 'DIGITAL', and 'FUTURE OF TV'.

# Blink #2 The Digital Revolution has Changed the Way We Consume TV

[BLINK 2](#) [DIGITAL](#) [FUTURE OF TV](#)

STEPHEN ALLAN 30 APR 2011

But what lies ahead and how can brands take advantage? We need to reassess the past in order to successfully predict the future.

When I think back to how television was consumed ten or fifteen years ago, its limitations seem incredibly striking. In the late 1990s, as the digital revolution was dawning, our viewing habits were still very much restricted by the technology available. If we wanted to watch our favourite shows, we had to sit in front of our TVs at a certain time or rely on setting our faithful VCRs.

Now, thanks to Video on Demand, IPTV and the burgeoning sales of smartphones, viewing habits have changed dramatically; we can watch whatever we want, whenever we want, wherever we want – and without the need for a dedicated TV set.

Instead of having to rely on physical media to record shows, we can now programme the EPGs on our DVRs to record whole series – in high-definition – at the touch of button, or simply catch-up with old broadcasts on time-shifted programming services such as BBC iPlayer, Hulu and SeeSaw. Moreover, we can also edit and upload our favourite clips to YouTube, share them with friends on Facebook and stream content straight to our phones.

**But what's next? What does the future of TV look like?**

In this latest edition of BLINK, we hear from experts around the globe for insights into how TV is changing in the digital age.

How have moving pictures and consumer trends evolved over the years and what new opportunities are there for advertisers?

What does the future hold for channels such as Video on Demand? How do consumer behaviours differ in Asia and how can the Western world learn from them?

You'll find all these answers and more in this edition of BLINK.

I hope you enjoy it.

Stephen Allan

CEO, MediaCom Worldwide

**BLINK 2 DIGITAL FUTURE OF TV**