

# The Evolution of Moving Pictures

DIGITAL FUTURE OF TV OPINION

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Moving pictures are ubiquitous in modern media. They are part of our culture, part of the way we communicate and have the power to linger long in our memories. But how have moving images evolved? And what lies ahead in the future?

What are the milestones in the evolution of moving pictures?

The evolution of moving images, which started 130 years ago, is happening faster than ever. Having started as an attraction in amusement parks, moving images soon found its way into cinemas and from there into our living rooms. With the launch of internet and the new opportunities of distribution, production and the interaction that followed, a new chapter

was opened in the history of the moving image. Why are the consumers fascinated by moving pictures?

What opportunities and challenges do video spots give brands and advertisers?

Moving images can manage moods: consumers' moods can be influenced by communicating social downward and upward comparisons. New media offers the chance to actively involve consumers in the creation of video. This kind of co-creation increases the credibility of a brand's message and potential for it to be forwarded. Brands can create a framework that increases consumer involvement and guides creativity in a preferred way.

Where will the evolution take us?

Mobile will be a strong driver in the spread of moving images, as video will be available everywhere and at any time – on demand. At the same time, new opportunities for usage and control offer new opportunities to interact. While it is possible to generate eye-catching wow effects at the moment, one must not forget that mobile is the most intimate of all media and that advertisers must continue to communicate in an adequate way.

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