

COMPETITIVE CHALLENGES IN THE NEW TELEVISION MARKETPLACE

A new media technology panel

Submitted to the Southern States Communication Association
Tampa, 2004

Papers:

Prospects for Affordable HDTV and Audience Considerations

Asynchronous Viewing Options in the Year 2005

Network Consolidation and the Future of Advertising

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Equipment needed: TV/VCR

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Abstract:

New media technologies that promise to “change the way people watch TV” have been with us for two decades now. Is the near future really the time for change, or just more hype? Three scholars present three papers with a variety of viewpoints and predictions, based on industry analysis, audience research, and informed intuition. Specific technologies include digital video recorders, wide-screen receivers, and interactive devices. Questions explored are the viability of the traditional advertising-based program model, the development of multitasking viewing styles, and new phone-based program genres. The impact of demassified audience behavior patterns on mass communication theories will also be examined.