



**ENQIO**

**The future of TV;  
everything's getting  
really personal**

by W. Hellemans

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# THE FUTURE OF TV; EVERYTHING'S GETTING REALLY PERSONAL

One of the most recent transformations of the digital age is TV. Today we can say that digital TV has reached its tipping point (\*) in both developed and developing worlds.

To many people the first thing that springs to mind when we talk of digital TV is a higher quality visual experience. Actually, the arrival of digital TV delivers us with many advantages beginning with the fact that digital content can be delivered on more diversified platforms and most of all that digital TV allows for a much wider range of choice of viewing content than ever before.

The conversion from analogue signals that traditionally delivered content to digital packages allows improvement of the way bandwidth is used and enables a larger variety of programs to be offered at any given time. Moreover, the interactivity available today allows users to order 'on demand' from a whole library of older TV-series and movies.

Whilst we are all in favour of having more choice for the consumer, the ironic flipside (\*) of this of this almost unlimited choice is in the choice itself. How does one cut through the clutter of channels and 'on demand' offers? How do I know I'm not missing something I would be interested in?

## SOME ANSWERS FOR THE DIGITAL AGE CONSUMER

### SEARCH

Search engines like Google made the internet and its information warehouses more accessible for everyone. For digital TV, if you have already something in mind (e.g. an actor, director or a certain mood or genre) you will be able to search for what you really want more effectively.

### RECOMMENDATION ENGINES

One of the killer applications in e-commerce is the recommendation engine. Used on almost all e-commerce websites, we are familiar with the recommendations generated from our own and other users' behaviour. Those recommendation engines will find their way to the digital TV platform; whether it's to warn you that a certain program you might be interested in is about to start or be it as a help when you are looking to order a movie using the 'video on demand' application.

### SOCIAL NETWORK INTEGRATION

Remember the discussion in the office canteen (\*) about the program on TV last night? As this kind of social interaction is essential to human life, we don't want to miss programs our friends or colleagues are watching. On the other hand, you also want others to know what you are watching so you can talk about this tomorrow rather than about the boring but somehow popular soap. With the integration of social media information on your television, you can see what others are watching and you can invite them to watch together.

### GOOGLE TV

And yes, as everything gets more personalised so will the commercials. The time is coming when we won't have to all watch commercials selling washing powder, toothpaste and lady's personal products. The internet giant in personalised advertisement is coming to your television.

It will start with banners and pop-ups with content that is not only related to the program you are watching when the banner appears. The creators and providers will base their advertising content delivery on the wealth of diversified and detailed information captured by your TV over time. You know about cookies in your web browser, right?

### MULTI PLATFORM

To watch your favourite actors in their latest roles you don't have to rely solely on your TV anymore. You can enjoy your favourite programmes on your PC, cell phone, iPad and game console. YouTube movies, Skype integration and Facebook, now standard and universally used internet applications, are all coming to your television set.

### TRUE CONVERSION

Instead of making things more complex, this in depth and comprehensive integration will make life easier. In the not so distant future the PC, TV and Handheld, will become the same multimedia device differentiated only by portability, screen size and some peripherals we choose to use.

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## ABOUT ENQIO

Analyzing and interpreting information correctly has become an increasingly important part of business. Knowledge has become a given; it's actionable intelligence that creates value.

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ENQIO has built a solid track record as the business intelligence company that connects theory to practice. ENQIO offers you a full range of strategic and operational support helping you make better decisions. At ENQIO, we turn information into insights and insights into value.

**"CREATING VALUE FOR YOUR CORE BUSINESS IS NOT THE CHERRY ON THE CAKE, IT IS THE CAKE."**

ENQIO specializes in providing value adding solutions for three sectors:

Telecom and Media, Banking and Financial sectors and Government. We offer a range of essential products, services and solutions that are modeled and customized to meet your specific business needs.



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