

Ambient Media Ecosystems for TV - A forecast 2013

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1. Introduction

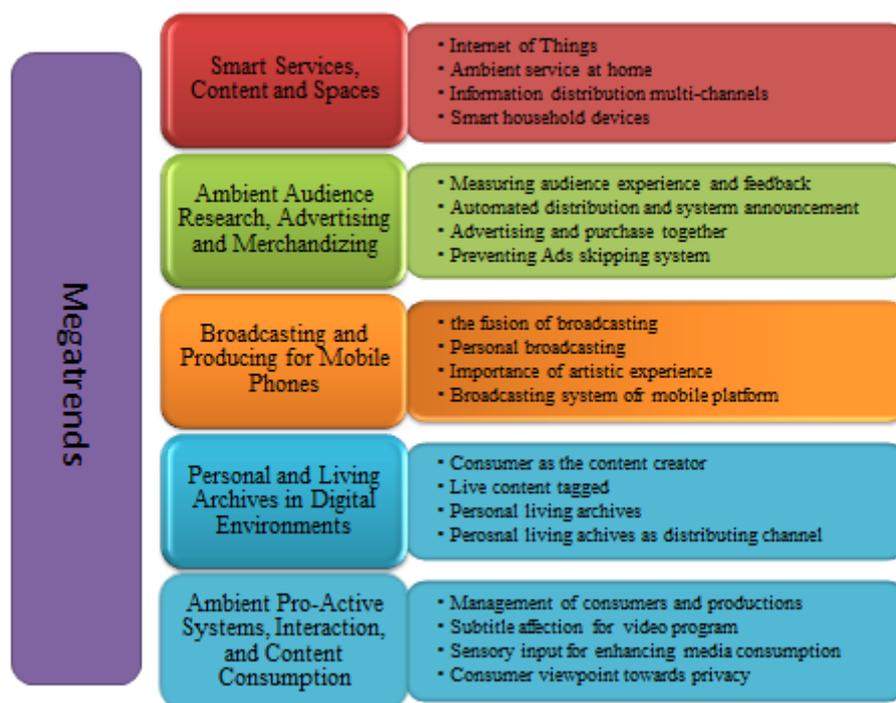
NELME (New Electronic Media) is an industrial cooperating project. The project provides justifiable predictions about the most presumable and critical futures of electronic media, and specifically the future of "broadcast" until 2020. The goal of the project is to impact media industry, regulation authorities and policy makers with the project results, and most importantly help the participants to develop their business and R&D plan. Artur Lugmayr leads WP4 - Ambient Media Experience with great contribution from YLE. The major cooperation includes VTT, YLE, Metropolia, MTV, Jutel, Anvia, Tieto, Sofia Digital, Hitmedia, Genelec and etc. More details could be found at website: www.nelme.com

2. Motivating Forces

The motivating forces are divided into three categories: technology, content and service. This project tries to explain the intrinsic link between three parts, and not only gives major players in traditional media field, but also enumerates major players in innovative ambient media fields

3. Discovered Megatrend

This WP4 generates the five major megatrends as the below figure: Smart Services, Content and Spaces (Internet of Things, ambient service at home, EPG extended service, information distribution multi-channels, smart household devices,); Broadcasting and Producing for Mobile Phone (the fusion of broadcasting, personal broadcasting, importance of artistic experience, broadcasting system of mobile platform, SNS website and TV program, economical mechanisms in content business); Ambient Audience Research, Advertising and Merchandizing (measuring audience experience, automated distribution for Ads and system announcement, Ads and purchase together, preventing Ads skipping system); Personal and Living Archives in Digital Environments (consumer as the content creator, live content tagged, personal living archives, the profit for online personal archives, personal living archives as distributing channel and) ; and Ambient Pro-Active Systems, Interaction, and Content Consumption.



4. Major Changes

There are some potential changes: the emerging of television and computer seems to be inevitable; Internet of things based on the fusion of universal networks; advertisers use higher efficiency method to monitor the reaction of consumers; Internet searching companies provide more in-depth search services; broadcast contents are advertised and personalized; consumers are creators of media contents; multi-customer utilized devices are improved and enhance interactive experience; the evolvement from traditional TV to ambient TV; Innovative TV displaying technology; SNS connected with TV; mobile-tagging for Ads and purchasing action happen together. In the future, the preliminary integration of all kinds of networks is an irreversible megatrend for Internet, Internet of things, broadcasting network, and mobile broadcasting network.