

# Evolving Technology, Evolving Audiences

Jonathan Marshall

# what

- Bridge the gap between innovating and interacting
- Talk about the evolution of the following devices
  - Lean back - Television, Home cinema
  - Lean forward - Computer/Games consoles
  - Mobile - Phones, Portable Media Players, Games
- Decide which devices your audiences will use
- How your concept will evolve in the future

# storytelling

- Passed on by word of mouth
- Inaccuracies and Embellishments became part of story
- Now everything can be recorded and duplicated
- How will stories evolve in the future?

# idea

- Your idea is brilliant - identify your jewel
- Describe what is unique in one sentence
- Write down where you it want to be in 3 years time
- Project back to the present

# audience

- Who is your audience
- be very specific - use the segmentation types on the wall
- Give them a name

# location and time

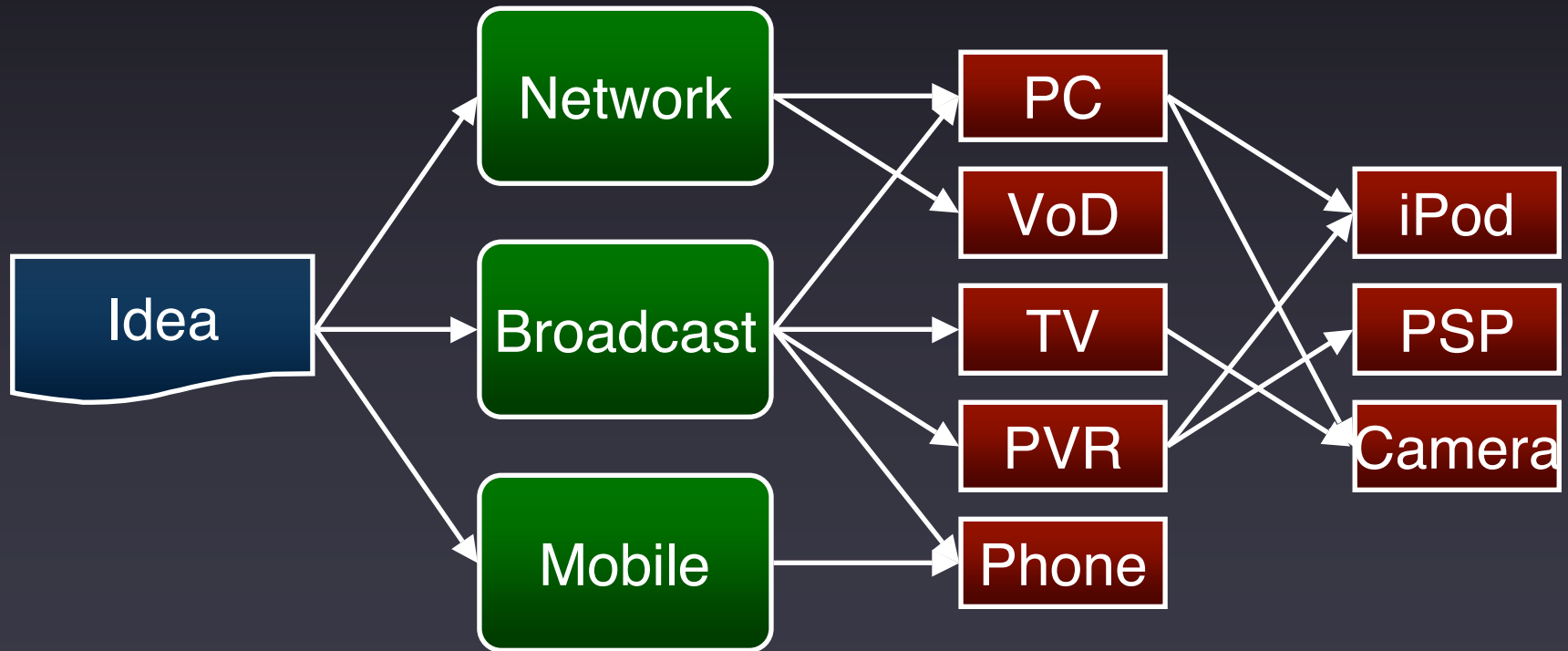
- Audience is fixed or mobile
- shared or personal
- time is our most valuable commodity
- Iterate if required

# devices

Producer

Broadcaster

Viewer



# storyboard

- Describe each audiences journey
- Think about the location, time and platform
- This about entry and exit points



# summary

- First, think of concept
- then think of audience
- then think of time and location
- then think of devices
- Now go and story board

# Questions

Jonathan Marshall

SG Associates

[sga@alpineview.co.uk](mailto:sga@alpineview.co.uk)

# tv past

- Originally single channel
- Unidirectional device
- Schedule focused



# tv present

- Multiple channels and choice
- iTV and Return Path
- PVR and VoD



# tv future

- Replaced by home media server
- Non linear viewing experiences
- Smart home integration



# mobile past

- Originally just a voice communication device
- SMS was originally just a test tool



# mobile present

- Mobiles now double as music/video players and cameras e.g. Shazam
- TV content is now available on mobile devices



# mobile future

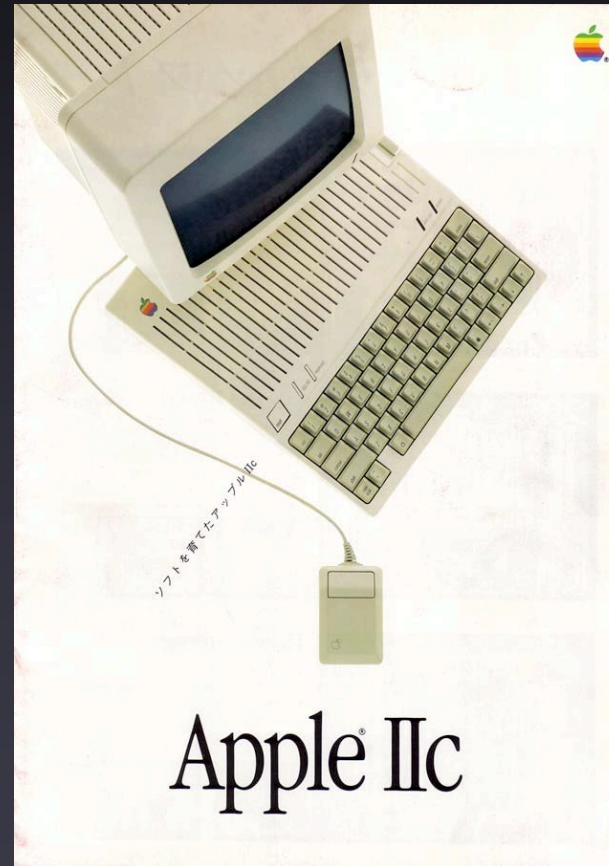
- Mobile users are now producing their own content
- Worlds first mobile film festival
- Mobile video journalism 7/7





# computer past

- Originally a stand alone office tool
- No return path
- Simple Games



# computer present

- Connected to the internet
- 38% broadband in Australia
- File sharing
- Immersive gaming
- Used as communication device



# computer future

- Creating new content:
  - Text - Blogs
  - Audio - Podcasting
  - Video - Vlogs
- Integrated with other home devices wirelessly





# trends

