

The future of television

By  Deborah Usher

20 Nov 2014

Television entertains us, informs us, inspires us and accompanies us everywhere we go. It is a fundamental part of almost everyone's lives in one way or another, and is so woven into the fabric of our lives that it is often taken for granted.

Much like electricity, if it were not there, we would soon know about it. The landscape is changing, with digital screens and internet connected TV, the future of TV is set to drive further change for consumers, content providers and advertisers alike.

For consumers it is great. DStv has and will continue to up its game as new behaviour emerges and FTA operators invest in improved local and international content as consumers want great content. TV operators in South Africa are recognising the needs of the consumer and once internet-connected TV takes off in South Africa, the landscape will never be the same. As seen internationally, the biggest hurdle consumers will face will be navigating the myriad of choice available, but once they can line up a full season of *Mad Men* or search all films by their favourite actor, they will never go back.



© Sergey Nvens via [123RF](#)

Content is king

As new behaviours emerge, it is expected that consumptions of linear programming as it exists today will erode, albeit slowly for content providers (TV networks). DStv's growth has come from its compact offering, but the SABC channels deliver the highest viewership on this platform. This again points to the importance of content. South Africa is unique, it has many languages and cultures and it has seen huge success in local content such as *Generations*, *7 De Laan* and the like.

Therefore, programmes will be viewed no matter the device. Social media has had an impact in terms of how we define

television, giving content providers real time feedback and driving discovery. I think that social networking can be defined as how you connect with others and social TV is how you connect with a screen, whatever that screen may be.

The obvious opportunity for advertisers will be targeting, based on user information or behaviour. This level of targeting is already in practice around the world, eg dog food brands being able to target purely the TVs in dog owners' homes. International research also tells us that most consumers are receptive to targeted advertising based on increased relevance and embedded trust in what they see on TV. Beyond targeting, the ability to drive an instant response from a TV ad to webpage all on one screen has great scope to drive higher returns and accountability from TV advertising.

Decade ahead looks at other devices

Looking at the next 10 years, the majority of the above will be an emerging trend from a very low base but it will be a lucrative market. The bigger opportunity right now is the other connected devices in the home (laptop, tablet and mobile) as these are used alongside TV more than anything else is, so considering how efforts on these devices are leveraging activities on TV campaigns is the bigger opportunity right now.

We are all working in an industry that is gearing up to a future reliant on consumer behaviour, but what happens when they too reach saturation point? We will need to understand more about the consumer roles and experiences during their connected and disconnected time and where our brands will fit amongst it all.

Does this not point to data being a critical area of investment?

ABOUT DEBORAH USHER

Deborah Usher is Media Director at The MediaShop

- Brands need to make a difference - 7 Apr 2015
- The future of television - 20 Nov 2014
- Big insight into big data - 28 May 2014

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>