



U.S. Consumer Television

- ♦ 105 million homes using TV
- ♦ 70% cable or satellite connected
- ♦ \$54 billion advertising market
- ♦ Hundreds of channels
- ♦ ...plus commercial and personal tapes and disks
- ♦ ...plus video games
- ♦ ...plus digital snapshots

Consumer Access & Control

- ♦ **EPG: Electronic Program Guides**
 - Searching, selecting and bookmarking content
- ♦ **PVR: Personal Video Recorders**
TiVo, SnapStream, new PCs
 - Easier to use than VCRs
 - Time shift
 - Control live shows
 - Network, burn, save and share programs

Intelligent Content Filters

- ♦ What do you do if your TiVo thinks you're weird?
- ♦ Who can access my TV inclinations?
- ♦ How smart will my TV get?

Pervasive TV

Augmented Reality

Adv & Marketing Law

Rights in the Digital Age

- ♦ Author vs Reader
- ♦ Artists vs Labels
- ♦ Copyright vs Culture
- ♦ Open Source
- ♦ Open Content
- ♦ Creative Commons

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