



21C TV: Far Different From Today's Television, Says The Nextsensing Project

(21 March 2014 — Madrid, Spain) The world of television is facing a major shake-up, according to a new report by The Nextsensing Project [link]. Joseph Pistrui, project director, and a team of nine NextSensors examined the current state of television against the future needs and desires of viewers. “Just as the world of computing fundamentally changed when mainframes moved to desktops,” says Pistrui, “21C TV will be fundamentally different. It will be something you can personally shape and experience — not something you watch.”

According to the report, television is dead — or, at least, viewing TV on sets that are anchored in rooms has become obsolete. The NextSensors envision 21C TV to be a “Ubiqu-TV,” a ubiquitous presence that will be customized for you and by you. It will be accessible on any iDevice available, and the link between what you watch and how you watch it will become so blurred that the ease with which you now send a text message will become the same for sharing TV content with others. In their view, all media will merge into an experience specifically designed for your needs and schedule.

These changes suggest that the future of television will be based on novel mash-ups of content and devices, requiring new apps that relatively few companies, at present, can create. As partnerships between content creators and hardware providers evolve and new entrants emerge, the economics of television will likely change significantly. Everyone in the TV arena — content, hardware, software — will be affected. “Anyone with a stake in the world of TV should care about the future of the industry,” says Pistrui, “especially anyone who considers TV as a source of entertainment.”

The Nextsensing Project aims to improve the way leaders think about the future by untangling ambiguities and by foresensing emerging opportunities and potential strategic initiatives. Founded in 2012, the project includes more than 20 NextSensors from around the globe. *NEXTBRIEF: A Special Briefing on the Future of Television* can be found on <http://www.nextsensing.com> [link].

For more information, contact: joseph.pistrui@nextsensing.com.