The Future

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The World in 2009

The World Wide Web of early 2000 is regarded as a 'low resolution' pilot

The home becomes a personalised entertainment and life system where everything is centralised - games, video, shops, audio, text, email & vmail & banking.

All 'content programme brands' have elements in all of the above

Everything can be made portable & kept forever

CD collections, home movies, personal photographs are stored here too

Now anything else is available on demand from anywhere over vast broadband networks. Everything is 'pulled', only personally relevant content is 'pushed'.

The words 'TV' 'radio' & 'internet' disappeared from our vocabulary. Even the word 'interactive' went - everything is now interactive

Scheduled 'live video' becomes a special group shared event - there is only one broadcast channel in each country - these events generate most online discussion

Every individual can become a producer of content which is available to everyone else - if they want it.

'Open Standards' killed off all proprietary platforms in 2005 and the large 'trusted' traditional broadcasters collaborated and produced one navigation system that all companies adopted

True to all predictions the 'interactive' fridge becomes the most popular, connected device in the house