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