

# **The Effect of the Internet on Television**

**Judith Gannon, 2010**

## **Abstract**

This research paper investigates the evolution of the Internet and how it is providing a challenge to the television industry. This paper shows how the Internet is a significant risk to traditional TV providers. I review how this and other industries reacted to the threat of the Internet, in an effort to define how television can survive by learning from their mistakes.

The Internet is upsetting the traditional television value chain by giving customers much wider freedom to view programs whenever and wherever they want. Today, the industry is witnessing a large number of new interactive services being introduced into the market, such as video-on-demand or catch-up TV services as well as set-top boxes with Internet connections.

The ability of Internet advertising to provide suppliers with a very targeted market is challenging television's mass marketing approach. Television is no longer confined to the box supplied by the manufacturers. It is now available on the Internet. Broadcasters advertise new shows on YouTube. There are hundreds of websites providing video content online.

Television is no longer just a static entity, and the Internet and growth of online users will continue to change how television programs are made and consumed by viewers. In this paper I explore how the direction of television is unfolding.