

István MARADI

***The Coming of Age of the Televised Image –
Interactivity for the Masses***

Television is a big miracle: we all have the tendency to fall into a sofa and fly with it. Over the last couple of decades linear television was the basis for this miracle, but nowadays we are seeing a strong transition. This can be considered as the coming of age of television, where interactivity will dominate. Offering interactivity for the masses is not easy: technology, content, usability, devices and the end user, all set the requirements. Nothing comes free: the whole value chain needs to offer something for each participant. I will analyse the various stages of the linear and non-linear television developments. The pay TV market represents a great opportunity for traditional and non-traditional telcos as well. To clarify it straight from the start, the real interactive TV is not simply recording a film and watching it later. The key is pushing features that contrast strongly with traditional TV, such as apps, home connected features and the ability to access content on multiple screens. This can be achieved by exploiting the traditional telco capabilities high bandwidth and quality on all media and platforms in an innovative manner, and applying systematically the solutions developed by the major technology players of the game. Surveys show that internet-based on-demand viewing continues to grow, social media usage is impacting the way people watch TV and becomes increasingly important. Above all, good quality content is more appreciated than, for example, HD, 3D and access to applications.

During my presentation I'd like to guide you through the major evolution phases of the TV and the business, human and technological aspects that drive the process.

István MARADI is the Chief Technology and IT Officer of Hungarian Telekom, and a PhD student at the Doctoral School in Philosophy, University of Pécs, Hungary. He graduated in 1989 from the Technical University of Budapest with a degree in communications engineering, specializing in GSM and mobile communication, then in 2000 obtained an MBA degree at the Open University of London. He participated in the start-up of Westel Rádiótelefon Kft. as well as in the establishment of the integrated Magyar Telekom. His fields of research: the impact of mobile technologies on work, the analysis of mobile work, convergences in technology. Some of his more important talks/publications: "Multimedia Content: Enabling New Growth", *Global Messaging* conference, London, 2004; "Mobile Work", in Kristóf Nyíri (ed.), *Mobile Studies: Paradigms and Perspectives*, Vienna: Passagen Verlag, 2007; "Beyond the Two Cultures Myth", in Kristóf Nyíri (ed.), *Integration and Ubiquity: Towards a Philosophy of Telecommunications Convergence*, Vienna: Passagen Verlag, 2008; "Social Networking on 3 Screens: A Transition Story", in Kristóf Nyíri (ed.), *Engagement and Exposure: Mobile Communication and the Ethics of Social Networking*, Vienna: Passagen Verlag, 2009. E-mail: istvan.maradi@t-email.hu.

