The Future Now
Case for the Media Future Week 2013

Who are we?
The client and contact for this case is the HU from the project The Future Now.

The Future Now is a collaboration between eight Universities of Applied Sciences and various parties in the creative media industry. The Future Now focuses on the media sector. The media sector is a diverse sector comprising publishers, broadcasters, manufacturers, service companies, web agencies, marketing, distribution, graphic arts companies et cetera. Chosen was the combination of Media & ICT because the ICT component is impossible to ignore in what media product whatsoever. The media sector alone, with a turnover of nearly € 10 billion (Cross Media Monitor, 2010), accounted for 43% of sales of the Top Sector Creative Industries. Through its integration with other parts of the creative sector (arts & culture, creative business services), the media sector has a strong multiplier effect for the entire creative sector (Van 't Orientals, Wermuth, Van Schie & Huizer, 2011.)

The project The Future Now helps entrepreneurs in the creative industries to develop new robust services in the next two years to ensure higher sales and greater continuity in a turbulent environment. The project The Future Now helps companies to participate on the basis of robust business models that are future-proof instead of making ad-hoc decisions. The Future Now is a collaboration between many parties from education and business. In the attachment you will find all information about the participants and further background to the project.

What is our big question?
The Future Now (TFN) is a two year project that focuses on the question of how to develop successful media services and what is needed for that. Questions we try to answer for players in the media world are: What technology can I trust? Am I missing opportunities? What do my customers do in three years? How do I stay relevant as a broadcaster or production company? We have combined these questions together in one central question:
How can media companies anticipate the rapidly changing (cross) media technologies and social trends regarding media use to secure their own business impact in the future?

From these questions we develop several projects and programs, of which participation in the Media Future Week is one. For more background information on TFN we refer you to the complete project plan from TFN and www.mediafuturenow.nl For the Media Future Week we have a specific question that we want to see answered by you.

Question
Developments in the field of media production, consumption and distribution tumble over each other. You can get an idea about the future of TV by scanning all trends, new initiatives and technological developments. This begins and ends with the consumer. The viewer ultimately decides what is successful.

Five years ago, the iPhone just hit the market, the iPad did not exist. Electronic Programming Guides for the consumer market were in its infancy. Twitter and Facebook were at the beginning of the rise of social media. Five years is an eternity in the technology industry.

Five years ago we watched largely the same type of programs as now. There were game shows, soap operas, movies, sports and news. The news was at half past eight on the commercial broadcasters and at 8pm at the Publieke Omroep. De Wereld Draait Door had been there for two years already but only became really popular only five years ago.

Technology today is more integrated into our daily lives. In many households people are watching TV through a second screen (laptop, phone or tablet). We can quickly and easily create audio and video with this extra screens ourselves. We do so in large numbers and we share this user generated content more and more through channels like Youtube, SoundCloud and Vimeo. Also catch-up-TV is becoming more popular. Uitzendinggemist, HBO Go and the like are developments that are underway. Youtube and Vimeo also offer more and more professional content that takes away playtime from the TV.

These trends in a nutshell show that something changes. But which way will it end up in the living room? How will the battle for viewers attention (and the remote) develop in the coming years? We ask you to ten years to look ahead. What would be possible? What is relevant media in 2023 according to you? Which service is important? The main question we ask as follows by:
If you look ten years ahead to see what services will be needed then. What should a media company have ready in two years, to be prepared for the business in ten years?

Sub-questions:
- Knowing that there are now many more viewing moments and there will be even more because of mobile devices and ubiquitous high-speed mobile networks (train, along the line, in the classroom), how will we handle all these different "viewing devices" in one space (from large screens to the wall to spot cheap pads lying around, and from mobile phones to "Google Glass" style, very personal devices).
- What is a strategy to continue to operate in the market as a content company. Should they counterbalance the abundance of User Generated Content or embrace this? What added value can they keep or even develop new value by using new technology? Are there any new formats conceivable?
- What changes in the living room and what does this mean for media use of the viewers? What is your vision of the social aspect of "a TV evening"? Will that still exist then (or now!)? What do you think is happening and what do you want to happen?

To deliver
At the end of the Media Future Week we like to see:
- A detailed business model for the new service.
- At least one scenario of how a media evening takes place in the living room in ten years. Take into account that there are multiple media consumers. Children

watch TV differently than parents, students watch together differently than a family etc.

Participants in The Future Now

Universities of Applied Sciences

- Hogeschool Utrecht (HU), lectoraat Crossmedia Business (secretary)
- Saxion Hogescholen, lectoraat Media Technologie Design
- Hogeschool Inholland, lectoraat Media & Entertainment
- Noordelijke Hogeschool Leeuwarden (NHL), lectoraat Serious Gaming
- NHTV, lectoraat Digital Media Concepts
- Hogeschool van Amsterdam (HvA), lectoraat Crossmedia
- Hogeschool van Arnhem en Nijmegen
- Fontys Hogescholen, lectoraat Trendwatching

Participation from the business

- Beemway is a European Internet company that distributes and analyzes social media campaigns.
- Fanminds helps companies to focus on their fans. To build genuine relationships between customer and brand.
- NDC Media Group is a multimedia company that gathers news and information, and selects, produces and distributes it.
- TriMM is an agency that specializes in the use of multimedia and all that it takes. Internet sites and web applications, but also a custom CMS or a DVD.
- Present Media is a team of online strategists who show their customers how social interaction between individuals, communities and organizations offer great opportunities.
- The Widget Company is engaged in connected TV, 2nd TV screens and other apps and have since early September set up a Connected Living Lab in collaboration with Samsung, LG and Sony.
- Starting Point is a young developer that engages digital media for branding and new business.
- InCT is a B2B publisher that offers cross-media platforms in the field of publishing and especially the Innovation in publishing.
- Rife Studios is a game development studio that develops innovative game concepts.
- Cooler Media wants to make the world better through creative communication and concepts aimed at creating loyalty with customers and increase brand awareness.
- iMMovator Cross Media Network is a center of expertise and a network that focuses on strengthening the cross-media sector with an emphasis on innovation and economic efficiency.
- Novay is a research and consultancy organization that realises ICT driven innovations in business and government.
- Utrecht University Centre for Television in Transition, TViT short, is a research initiative of television and media scholars That develops, co-ordinates, carries out, and publishes Promotes the study of television in transition from its early beginnings on.