

The end of Broadcast Programming

Welcome to the next century. The changes in entertainment are vast and sweeping, and almost all of those changes focus on a move from scheduled programming to on-demand entertainment.

How many of you record television shows to watch at alternate times, or really to fast forward through the commercials?

And how many of you have used an on-demand service like Comcast on-demand or NetFlix on-line?

Those are the future. Waiting for a television station to get around to picking a time slot and showing the next episode of your favorite show is really a twentieth century notion. We live in the world of immediate gratification, and our desire to be entertained has progressed to match that world.

Back in the nineteenth century if you wanted entertainment, you would have to see if a play was being performed at the nearby theater, or maybe get some friends together and perform a scene or some music. As time went on we got movie theaters, and then television, which was operated in the same manner, with play schedules and show times.

The Internet has changed entertainment like it has so many other things. With the changes in high speed connections and the rise of services like Netflix and Blockbuster subscription you can now watch what ever show you want right now, just as long as you have a subscription to their library.

With this change, the need for programmed television is rapidly dwindling. The viewers are all moving to on-demand and the advertisers that support broadcast television are following suit.

Where will this lead us?

To a land where you buy bandwidth from your ISP, and subscribe to the video sources that you want. Whether that is local news, or Netflix, or Hulu, or some alternative video station. And you will use your remote on your television to navigate their site and choose the show you want to watch right now, and just click play.

What is worth broadcasting?

News, sporting events, inaugurations and other unique events are timely and will most likely remain in the realm of broadcast. Broadcast is not going to vanish completely, and certainly not over night. With special events, news, and sports there to provide demand, broadcast will still be with us for years to come.

What will disappear then?

Broadcast shows will go away. Why put up with the hassle of making sure you can catch a show when you can get it on demand or record it and watch at your leisure?