

WITH EFFICIENT TECHNO.

usherwife2010

Watching netflix on lunch #happytweet



ngmeaghen

What's the consensus on #Netflix for Always jealous of my co-worker who MadMen on her iPhone everyday whl

Humans expect good personalized content as well as efficient platforms. Easy technology = HAPPINESS

newer Man, Jeff

#Netflix!

SHARE AKA CURATION

Season 5 Disc 3

BACK TO THE COUCH!

THE NURUN LAB EXPLORES THE CONNECTED FUTURE OF TELEVISION

family guy during

st watched Family

-BED

-AT WORK

-LUNCH BREAK

ix on lunch w my y good!

-WITH FRIENDS

ing ghost sode 18. It's what I before bed.

Netflix available on all Android Froyo/Gingerbread

phones and tabs. Time 2 watch movies or tv during lunch hr! #android #netflix

buffalocentric

Netflix on my phone = entertainm

And easy technology is high quality & anywhere



regularguy

@YDRChrisOtto @Jamie_Burkhardt Exactly, Chris.

Netflix is part of my lunch entertainment at work so the streaming plan is awesome for me

nurun

VanAllenPlexico

THE QUEST FOR SEAMLESSNESS

FOR SIX DECADES NOW, TELEVISION'S EVOLUTION HAS BEEN ANIMATED BY PARADOXICAL FORCES: WHEN USING THEIR DEVICES, PEOPLE NEGOTIATE DESIRES FOR MORE CONTENT ALL THE WHILE EXPECTING SIMILAR LEVELS OF SEAMLESSNESS, THE POWER TO ZAP AND THE POWER NOT TO CHOOSE.

Television's mass media story starts somewhere in the early 1950s after the tech pioneers had solved the main engineering problems for good reception. Over the decade TV became a household object as a plugged device projecting sequences of programs and advertisements into still space. At home, in coffee houses, the television projected time-based images with pre-determined schedules followed in communion by thousands of people. Watching tele-

Based on the radio's model, the 1950s television was characterized by its simplicity: an on/off button is enough in times and spaces where there is only one channel. But as the amount of viewers increased, so did the diversity of the expectations in content and consequently the amount of channels offered. With this surge of possibilities new buttons appeared on the set to change channels (more practical than the radio's tuner that needs to be turned to find the correct frequencies).

One day the infra-red remote control arrives on the market and the television viewer finds the early comfort of simple usability again: he can remain seated while flicking through a diversity of channels... at least till channel surfing compulsively through satellite TV becomes a reality.

As the century progresses, communication, travel, commodities, change and more generally, time accelerates and an endless thirst for new content that is never



One of the first wireless remote control by Zenith in the 60's

vision created events in the now as well as for the next day (something coined the 'water-cooler' effect – where everyone at the office gathers around the water-cooler to talk about last night show).



More and more devices are connected to television sets. Now internet enters the game

quenched continues to progress. Appears cheaper television sets that can adorn every room of your home. Then the VCR, and rapidly “source” buttons on remote controls ... And DVD readers... And cable boxes... And Blue Ray readers... And the trillions of possible channels from satellites. Before we know it, the TV viewer is drowning in endless options, a sea

simple usage seems to simply have disappeared.

And then one day internet appears continuing – depending on the angle you want to take – the increasing individualistic or personalized service TV can offer. Obviously the internet is a door and platform to access to infinite content. Hypertextual at

The geekiest among us create situations to visualise content on their television set from their computer, while for most youngsters watching television often means lying in bed, watching a computer screen while stalking friends on *Facebook* with a tablet in one hand and texting from a cellphone in the other. It’s multitasking, but it’s also just a new way of watching television.

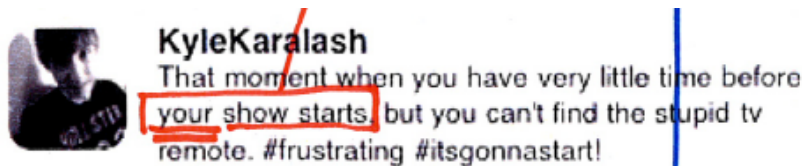
TV VIEWERS WIN IN CONTENT WHAT THEY LOSE IN SIMPLICITY. TO WATCH DIFFERENT CONTENT ONE MUST LEAVE THE COMFORT OF SITTING IN THE COACH

of abstruse remote controls covered with countless esoteric plastic bumps. In parallel, television becomes less social and the chances of two co-workers having the same TV night shrinks. Furthermore with the democratisation of home video sets, and later the generalisation of photo cam-

first, and progressively more visual and video-based with sites such as *YouTube*. The peer to peer explodes, offering easy access to huge amounts of illegal yet high-quality content. But legal ones appear on the market as well with VOD, *Netflix*, *Hulu*, and sites and apps that replay

It feels like chaos and many understand this as the end of TV. But it’s not, and today’s bustling scene of new Connected TV models is the latest in a history of personalisation that started in 1956 with the invention of the remote control.

What’s next ? ■



eras, the everyday person can be a time-based image producer in his or her own right. Going back to a

some channels’ old televised content.



A New Television : New devices, new players, new tools, new behaviours, new frustrations, new desires... It’s not about the TV set, it’s about a special moment we always called watching TV

NEW DEVICES

FOR A LONG TIME, THE MAIN DEVICE ASSOCIATED WITH THE WORLD OF TELEVISION WAS THE TV SET. TODAY TV SETS BECOME CONNECTED AND VIDEO CAN BE WATCHED ON ANY SCREEN. TELEVISION'S LANDSCAPE IS GROWING FAST.

Increasingly more devices can play video, and bring new sources of video content into one's home. First with mobiles, then with tablets, TV is now potentially everywhere. So how can such a surge of technology in and around TV—shattering devices and content—remain an asset for the consumer without being a puzzle?

Open devices remain too complicated, and closed ones not consumer-oriented enough

With the Google TV (only available in the US) a future where entertainment is integrated and seamless is in sight. As it is open and powerful, it unleashes your content: taking online video to the sofa, along with your personal photos and music, favourite websites and an open selection of apps. Hopefully, it will bring in a new deal among the traditionally closed circuit tools currently available on the market of connected TVs. Additionally, Google provides guidelines for developers to convert their websites into 10-foot UI interfaces, clearly a proof that the web is bound to enter television. But because of a non user-friendly interface, Google TV requires geek talent to be used, navigate and enjoy.

Apple TV is a responsive device, providing streamed content in an effective manner, be it from *YouTube* or your PC. However, the absence of a browser is a major issue, preventing users from navigating freely to watch any video available on the web. Requiring rentals to watch qualitative videos the viewer can feel trapped, and the lack of a proper interface to navigate within personal data

doesn't make it an alternative either. To synchronize content on *iTunes* a PC is required—a reliable and yet impractical way to manage a TV session.

Gathering personal and streamed content, media extenders such as *Boxee Box* could solve some consumer usage issues. *Boxee Box* is a good example of a tool, among hundreds of other contenders, that brings computer-based and stored content to your TV: movies and TV programs streamed from the Internet, apps and a web browser. It is designed to help you

rediscover your own media collection but also new favourites by pulling recommendations from your *Facebook* and *Twitter* friends. Telecom and cable companies such as *Comcast* in the US, *Free* in France and *Vidéotron* in Québec try to offer such services to their clients with their own boxes.

New smart TV sets integrate connectivity without additional devices

In Europe, several initiatives are gathering channels and manufac-

BOXES AND CONNECTED TV SETS HOPE TO SPEED ADOPTION. NEW ECONOMY DEVICE MAKERS, TV SET MAKERS AND ACCESS PROVIDERS HAVE STARTED THE RACE TO BECOME THE MAIN POINT OF ENTRY TO SMART TV CONTENT.



"HbbTV" is a pan-European initiative meant to deliver IP entertainment to TVs.

turers hoping to attract the mass market before pure players such as *Google* do. Hybrid Broadcast Broadband TV (*HbbTV*) hopes to accelerate adoption by harmonising the delivery of entertainment through connected TVs. New services from entertainment providers will be available directly on the TV set: video on demand, catch-up TV, interactive advertising, personalisation, social networking and program-related services such as Electronic Programme Guides. *YouView*, the UK hybrid TV platform, plans to give public service broadcasters (PSBs) high-profile places for both channels & search queries. ■

THE THIN BORDER
BETWEEN THE LIVING
ROOM TV SCREEN AND
OTHER DEVICES IS
ABOUT TO VANISH.
WILL THE NEW
DEVICES IMPACT THE
COUCH POTATOE'S
SACRED TV RITUAL ?



PIONEER CUSTOMERS MANAGE TO CONNECT THEIR TV

A LOT OF SOLUTIONS ALREADY ALLOW CUSTOMERS TO
CONNECT THEIR LIVING ROOM TV SET TO THE WEB

Devices used to stream video from Netflix or Hulu according to
US Netflix and Hulu Users (% of respondents)

	Netflix	Hulu
Directly on computer	42%	89%
Connecting computer to TV	14%	20%
Wii	25%	3%
PS3	13%	3%
Roku box	5%	3%
Xbox Live	12%	2%
Internet-connected Blu-ray player	11%	2%
Internet-enabled TV	6%	2%
On mobile phone	3%	2%
On iPad	3%	1%
Google TV	1%	1%
Apple TV	1%	1%
Tivo with Netflix access	2%	0%

Source: The Nielsen company as cited in company blog, July 27, 2011
reported by eMarketer

When it comes to connecting the living room TV set to the web, adoption is hindered by poorly designed dedicated solutions. Laptops and their easy to use interface, or mobiles with their anywhere anytime specificity are simpler ways to watch TV on a screen. It is a question of context: people use the most convenient device when and where they're watching. PC screens are people's preferred interface for online video viewing, because they have nothing to

plug; and game consoles also have a significant browsing potential because by design they are linked to the TV. In order to get the best of both worlds—watching on large screens and browsing—some people go over the hassle of connecting their laptops to their TVs. In any case pioneer consumers will divert from connected TVs' technological limitations because manually connecting a TV remains the best way to reach comfortably what matters most: content. ■



osomoto killarae

dear ipad, why aren't you connecting to wi-fi? I just want to watch TV, a movie, or read a book...

NEW TOOLS

A LOT OF COMPANIES ARE LOOKING FOR THE VIDEO GRAAL, TRYING TO FILL THE GAP BETWEEN THEORETICAL SEAMLESSNESS AND REAL SERVICE.

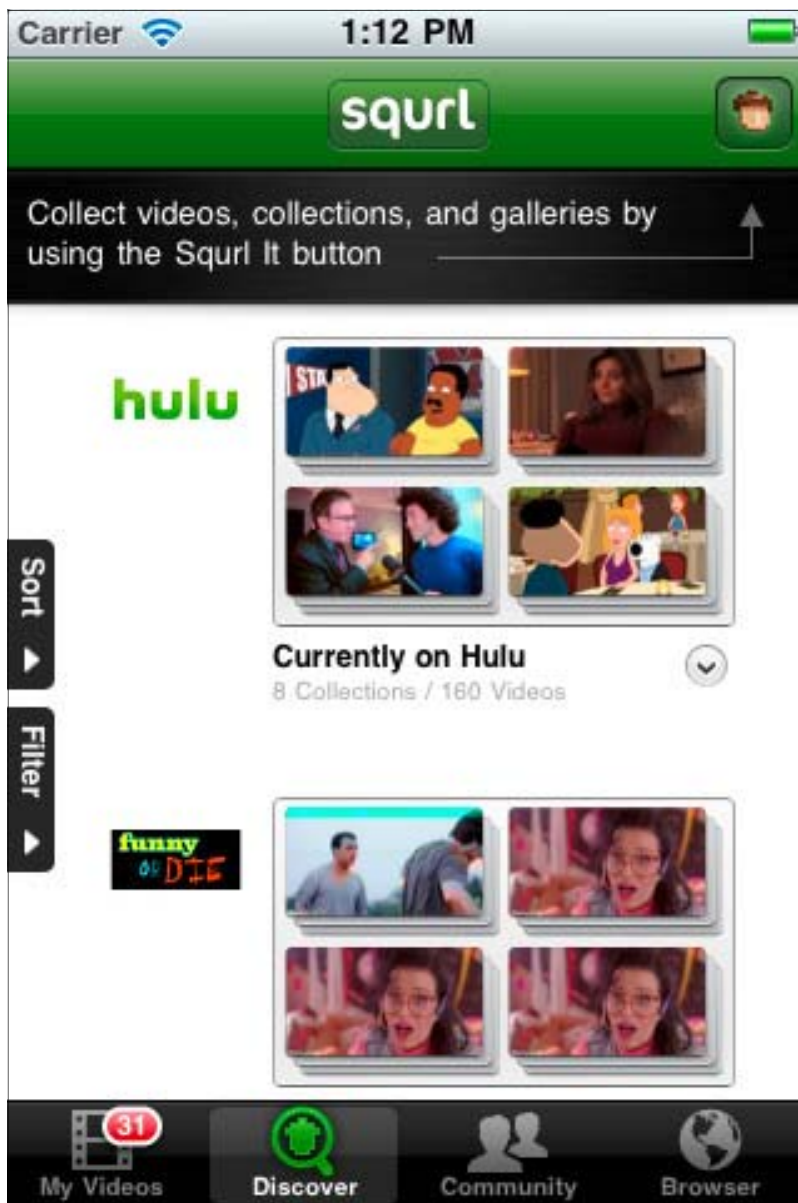
A few years ago, a French start-up, *Wizzgo*, frightened the market when it proposed a virtual VCR that allowed people to virtually record anything that played on TV to download it afterwards. The company lost in court against the French channels, but its large adoption in just a few weeks showed they were tapping on an unfulfilled need by the traditional channels. Their model challenged the “normal” usage of a standard TV set (the ability to watch programs on any screen) but also urged the broadcasters to launch catch-up solutions as pioneer customers were hungry for change.



Among the tools, open source universal players like *Videolan* (VLC) or *Plex* on Macintosh, have had an important role in massively deploying solutions to watch seamlessly any content on computers. Thanks to these types of players, that cancelled the difficult task of finding the right “codec” (video compression format), linking the computer to the TV screen directly or wirelessly has proved to be an efficient solution to watch movies on TV sets.

On *Facebook* and *Twitter*, shared videos can easily be spotted and watched on applications or websites like *Flipboard* or *paper.li*.

A new service, *Squrl*, offers an interesting solution to flag videos so as to place them in a queue and watch them later in the program. With this type of format it becomes worth connecting your collected videos to your TV set to relax in your sofa and watch everything you didn't have time to appreciate during your work day.



"*Squrl* has entirely changed the nature of tv by filling in those rare moments when I let myself get carried away by the flow of images channel surfing collapsed on my sofa. How? Because instead of having to watch programs broadcasted by channels I'm absolutely uninterested in, I can be suggested more interesting and entertaining content." *NICOLAS GUT, BLOGGER*

This relatively new approach to viewing content is putting the old models (channels and telecom companies) for legal, copyright, process and bandwidth reasons at risk. Older models are rooted in

access boxes, like *Freebox* in France, which is a blu-ray player, a hard disk, a VCR and offers an "inside your home" streaming solution for all available channels.

IF ONE SUMS UP WHAT NETFLIX, HULU, YOUTUBE OR SQRRL PROPOSE, IT BECOMES OBVIOUS THAT NEW TELEVISION IS MADE POSSIBLE BY THE CLOUD. STEP BY STEP, NEW TOOLS MAKE TV WATCHING FROM ANY SOURCE A SIMPLER EXPERIENCE. HOW COULD A TOOL WHICH GATHER ALL INNOVATION IN ONE PLACE BE UNDERSTANDABLE ENOUGH TO STAY SEAMLESS ?

TV programs with qualitative flows of images under clear copyright deals. Today they try to provide a more integrated qualitative television experience with their

Some companies like *VidZapper* or *Sezmi* propose solutions to a broadcaster's new key issue : provide correct quality streams over IP, live and on-demand to any

Sezmi provides a completely converged anywhere, anytime entertainment service



existing or coming device. Quite probably HTML5 is going to become the universal solution for providing cloud-based video content. This will take time, the main issues regarding quality and bandwidth still need to be solved to offer an optimal TV watching experience. But the work is in progress... ■



The Freebox interface experience is the same on most devices (here on the iPad)

NEW PROVIDERS

PEER TO PEER TECHNOLOGY ENABLED THE DOWNLOAD OF CONTENT THAT, FROM A CUSTOMER'S POINT OF VIEW, HAD BEEN ABSURDLY UNAVAILABLE IN THE PAST. THIS NEW USAGE PUSHED LEGAL NEW PLAYERS TO ENTER THE GAME.



The rise of new digital players created a strong disruption in the traditional TV offer and this came at a cost for more than one company. Either death or evolution.

Pure players' new deal

Blockbuster, once the leader in video rentals, had filed for bankruptcy and closed its stores in Canada when it couldn't counter the revolution of home entertainment posed by *Netflix Inc.* Since, *Blockbuster* launched the *Blockbuster Movie Pass*, a monthly \$10 entertainment package to get streamed videos. Traditional actors of the TV world have had to reconsider their offer and make the effort to focus again on the consumers' ways of accessing content.

Traditional players test new offers

VOD or catch up TV: new consumer habits helped traditional content providers and broadcasters develop improved tools and offers. In France in 2010, 2,3 million people had already watched a program using an on-demand platform and over the whole year, an average of 18 programs per person was watched. Like many channels worldwide, today France's first private channel offers a multi-device programming service which includes free catch-up TV that gives access to more than 80 hours, 7 days after live broadcast, bonus videos and fee-based video on demand. In the USA, *Comcast* proposes to watch movies still in theatres from home. The only fail in this attempt is a pricing policy discon-

nected from the consumer's perceived value (\$60 a movie).

Consumer-focused OTT offers

Free offers derived from P2P habits were developed first, and lead the way for new business models. Based on *comScore's* latest media analysis (July 2011) July was a record month for online video consumption with an estimated average of 18.5 hours of online video viewing (US). With over 3 billion viewing sessions and almost 160 million unique viewers, *Google* sites (*YouTube* in the forefront) are leading. *Hulu*—an ad-supported on-demand streaming services of TV shows, movies, webisodes and other new media—came in 9th place in terms of viewers, but was 2nd in terms of minutes per viewer, demonstrat-

ing that people are ready to watch ads to get their videos for free.

In the fight to provide customers with interesting content and smart, convenient ways of getting it, initiatives are endless. Among them, *Google* is currently said to

port from *The Diffusion Group*. *Netflix* tries to be available on every possible device or platform, recently including *Facebook*, which, till then, was concentrating its video strategy on its members' content. ■

MOST NEW COMERS TO THE CONTENT DELIVERING GAME ARE PROPOSING THEIR OFFER ON ALL AVAILABLE DEVICES. THE SEARCH FOR TECHNICAL UNIVERSALITY, EASED BY THE CLOUD, IS THE NEW PARADIGM.

have invested more than \$100 million to put together a number of free online *YouTube* channels featuring original and unique programming. Other players, such as *Netflix*, have developed pay offers that reached 22.8 million subscribers (Q1 2011 US market), up 63% from the year before, turning the service into the #1 membership-based entertainment company. The tendency of *Netflix* users to downgrade their pay-TV service has doubled in the past 12 months, according to a new re-




Netfix streaming ubiquitous on game consoles, Blu-ray, Internet-TVs, laptops, tablets, and mobile

In this presentation to investors, Netflix insists on ubiquity

WEB USER GENERATED TV PROGRAMS

PEOPLE STARTED USING THE WEB TO GET THEIR FAVORITE CONTENT... IN TURN, THE WEB IS NOW INFLUENCING WHAT'S IN THE TV.



Twitter used to be a sounding board for what happening on in TV and what people enjoyed watching. When displaying hashtags or tweets on screen, the microblogging platform would go wild with reactions. But the interaction is true the other way around as well : *Twit TV* is a TV program entirely based on Current Trending Topics on *Twitter*. The idea is to watch videos that are buzzing on the internet and the quick change of Trending topics allows the "channel" to have a constantly renewed loop of videos. ■

CHOICE & ACCESSIBILITY

People commit to TV without programs in mind → hoping to find through zapping
- expectations
- the hunt

TimeRituals

People are sad about 'missing' out,
People still abide to programming



Daveyk14

@JonnyOneill frustrating! Working away, have Internet access but no tv. Score Centre commentary will not suffice



JWells24

are you kidding me? my tv wont tune into ABC so Im missing Modern Family! And Hulu is not allowing me to watch last nights Glee! so annoyed

People will commit time to TV viewing without a program in mind...

anGirlwildly

once school started I barley get to watch tv cuz I live so much hw. I'm missing x factor right now. annoyed

amekRayza

is frustrating when u just want to sit back, rest n watch tv after a long day, thr is fucking nothing on but reruns!! Fuck lah @astroonline



KyleKaralash

That moment when you have very little time before your show starts, but you can't find the stupid tv remote. #frustrating #itsgonnastart!



lewisedgeworth

TV can be so frustrating with nothing to watch..



ItsBanny_9

WTF nothings on TV #annoyed

TIME FOR TV w. ~~nothing~~ on TV

NOT INTUITIVE

difficulty making sense of remotes

RemotePro

POOR DESIGN



HaileyKyroua

If you can't work just don't fucking



thigpensrevel

Watching my father and/or the cable frustrating thing is



IndoDream

Ugh! My TV is so how to stop a 10" "airway is b



hyruleprinces

Typing letters on to throw this thing



ekatjo

Can't figure out h remote and it's fr



BethanyBatm

the frustrating tha e pro

... But they still expect to find something "good"...

find it. Tweet us t

difficultly finding

→ difficulty typing

DESIGN

↓
difficulty finding
program

blems

GN - NOT INTUITIVE
DESIGN

the tv don't ask me how to work it,
watch tv #annoyed

er attempt to work the remote
guide on the TV is about the most
in the entire world.

frustrating! Does a
80p from turning of
locked"?

the Wii remote is frustrating. I want
g at the television.

difficulty typing letters

ow to program this universal
ustrating grrrrr

an
at no one else in this house can use
perly apart from me.

ngs more frustrating than knowing
is on TV & not being able to
he links! @thomasaroberts

ing programs

→ People hate

⊗ Spam (not of interest "shit")

⊗ people interfering w/ TV (w/ joy of
watching where & when they want)

Independence And Techno

techno needs to help people create situations
on THEIR terms.



GingeFC

Why am I getting so annoyed by the Fox Soccer
twitter account spamming us with shit about a stupid
fucking reality TV show?

→ not targetted
advertiser = 😞



piscesj_87

Don't you hate when people like to ask you 50
million questions while you trying to watch tv just shut
up...annoyed!/:)



carlaarmstrong

hate people talking over the tv, gets me proper
annoyed

NO INTERFERENCE



JSerrailier

Was deeply annoyed about having to leave twitter to
go watch TV downstairs, then I remember I bought a
laptop. #Joy

♥ INDEPENDENCE



theastrotower

So annoyed that I have to wait 8 freaking days to
catch up on this season's tv eps. Will be behind all
season. Screw you, Hulu.

FEELING LEFT
OUT?



NatPatat

Remote vpn connection but no way to acces my
emails. I want 2 back to typewriters, less frustrating



syamee123

eating dinner on the
new HD TV. #likeab

... Because people expect technology to
enable them to create/
curate situations easily
under their own terms.

JOY = NEW TECHNOLOG

NEW HABITS

TELEVISION IS CONTINUING ITS PROGRESSIVE INFILTRATION IN EVERYDAY LIFE WITH MORE DEVICES ON WHICH TO WATCH CONTENT, MORE CONTENT TO WATCH AND PEOPLE WATCHING MORE OF IT. BUT THIS OVERALL QUANTITATIVE INCREASE OF TELEVISION VIEWING IS MARKED BY EVOLUTIONS IN HABITS AROUND ITS CONSUMPTION TOO.



For this sprint's research we asked a number of Nu-runners to conduct mini-interviews with people on their television habits (in ethnographic work, interviewed individuals are called "informants") We compiled these Chinese, European and North American testimonials and drew short ethnographic conclusions.

Passive hearing, passive viewing...

There are many ways to experience TV. For example both in France and in China, female informants talked about their habit of using their TV like a radio: a background sound when friends are over for an "aperitif" (drink) or when they are busy cleaning up their home. But in these cases,

like in the more traditional way of watching TV—sitting down facing a screen—the television is a major leisure-time activity meant to provide an imaginative space to leave everyday routines behind. As one of our Montreal informants said "watching television takes me away from my little life; it makes me un-bored." While the content can change, visualising television must be experienced in a passive state, one that helps decompress. Television content and the television experience should enable people to explore different realities without too much effort.

... but always with a sense of active control: "oh ya, that's right, I was emailing while watching *Dexter*"

If passiveness is a key component to a successful TV session, passiveness can not feel like a lack of control or as missing out. Today these feelings are countered by new technologies that enable its users to feel like they are exercising more control and access more rapidly any type of content.

Yesterday's average couch potato, hence, has become more active in the sense that his or her TV view-



SimonHova Simon Hova

I have an hour long commute and only 40 minutes of TV shows stored on my phone. [#FirstWorldProblems](#)

19 Sep





bitterberries

#PanAm was so perfect last night! excited for next weeeeeek!!

ing from a couch is accompanied by a flow of chosen content: using portable tablets, checking cell-phones while watching television is common. Texting while watching a movie, or stalking friends while watching *Lost* is rarely qualified as multitasking by informants; it's just watching television.

According to a recent Nielsen survey, watching TV is the most common activity while interacting with other devices: 70% of tablet users and 68% of smartphone owners use their devices while watching television.

Entertaining myself anywhere right now and just like I want it

The explosion of portable screens has meant that television content is not constrained to a television set plugged in a physical space. Today people catch-up on the shows they have missed while commuting on tablets, watch the latest DiCaprio during their lunch break at their work desktop and expect their smartphones to deliver high quality live streaming of soccer games at weddings. According to a recent study in the UK, among *iPad* owners 87% watch *YouTube*, 74% watch catch-up TV, 52% watch *iTunes* videos and 38% watch live TV on their device.

TODAY WATCHING TELEVISION IS BEING PART OF A RITUAL THAT YOU CAN IGNORE, APPROPRIATE OR CURATE. EVEN IF THIS MEANS IT IS DIFFERENT FROM THE RITUAL IT USED TO BE, TELEVISION REMAINS A PASSIVE DECOMPRESSING TIME, OR ELSE IT IS NO LONGER CONSIDERED TELEVISION.

This disintegration of spatial constraints implies more and more often the individualisation of TV watching. The smaller the screen and more spontaneous the viewing, the less people will be involved in it. People determine their own viewing terms and conditions: they record and upload their shows to watch them anytime and at their own rhythm (skipping ads and "boring parts").

Nonetheless this individualism does not mean that people have stopped sharing their TV experiences, quite the contrary.



ND_Chick Kimberly McGuire

Lunch Break = Treadmill - I love working out while watching movies on **Netflix!** Today's show... The Fighter!!! #fatbegrone

28 Sep

Television viewing's success is rooted in its ritualistic qualities

A ritual is defined as a set of coded actions that form a strategy of control over a community as well as a mean for this community to appropriate the correct shared set of values. With television the ritual is both the act of viewing and the content being watched.

In the past television relied on very clear reassuring ritualistic behaviours: it brought people together physically as well as virtu-

ally at imposed times, during which people adopted a limited number of stories (there were few channels) and, combined, this created an obvious collective sense of self. (Some even argue that the increasing presence of television and the decrease of religion within society is no coincidence at all). And still today many love the idea of a calendar: a Parisian informant mentioned "I like to know that every Tuesday on channel 6 there will be *Desperate Housewives*." This feeling is echoed on *Twitter* (see above) and a large number of our informants talk about the morning show as part of their daily morning ritual—on their *iPad* while putting makeup on or while preparing breakfast.

Humans are social beings and hence, rituals are important in television's success, they give people things to talk about. It's the water-cooler effect: talking about Rachel and Ross around the water-cooler with office colleagues after the episode in which they broke up for the 6th time.

If these rituals still exist, they are evolving. Today technology allows people you know (or yourself) to curate your schedule, rather than a random producer: the ritual is now rooted in the freedom of deciding when, where, what and who you will connect to through the TV ritual. For example a female Montrealer in her 50s told us: "Well, we [her and her husband] were always missing *The Tudors* so we decided to watch it together every Sunday afternoon on *Tou.tv* (a free VOD channel)."

Today's ritual enables the viewer to be an active participant in its making. ■

RecommendRequest

Autocurati



SocialMichelleR

A friend's recommendation trumps an algorithmic recommendation #FB @netflix

FRIENDS > COMPUTER



ryanbateman

HA netflix has never gotten a recommendation right for me, happy to see FB integration for some old fashion friend recommendations. #fb



StevenKlavier

I need a Netflix recommendation



jonkear

Thanks for the recommendation netflix, but the poltergeist is not like family guy...

④ People expect and want quick recommendations. They want "objective" or friendly sources...

nterCampy

one wanna make a netflix recommendation cant anything good on there to watch.

BAD COMPUTER RECOMMENDATIONS



taylor28

breaking bad is probably my new favorite show. thank you netflix for the recommendation much better than your last, Barney's Christmas.



jefffrandsen

need a new Netflix show recommendation...



shwinlowbeats

I hate daytime television

PEOPLE WANT HUMAN RECOMMENDATIONS



micksquill

Since I'm once again out of Breaking Bad episodes I



MissBWinn

Breaking Bad on looking for some recommendation



cuppojoe

Netflix Recomm Daniels is brilliant



theonlyMaur

That 70s show o

HUMANS



...luckily ② humans are social beings that like to share or show off or "self-curate" their id.

evil99
ave lun

Camb
about n



hollieannbell

I love having the Guy at lunch :) #



PrettGirlRock

Been watching friend for two day



matthew7921

@Zak_Bagans I adventures on N do on lunch betw

HIGH EXPECTATIONS: Anywhere AND ANYTIME WITH EFFICIENT TECHNO.

Netflix #nowplaying .. If you're
thing to watch, this is my

Foundation: The Answer Man, Jeff
t.

o
n my lunch break! #Netflix!

LIKE TO SHARE AKA
- AUTO CURATION -

ch with #Dexter Season 5 Disc 3 :)

ridge
Netflix: watching family guy during

Netflix app. I just watched Family

fb
**NETFLIX: -BED
-AT WORK
-LUNCH BREAK
-WITH FRIENDS**

Wrecked on Netflix on lunch w my
ys now; its pretty good!

can't quit watching ghost
Netflix. I'm on episode 18. It's what I
een jobs and before bed.



usherwife2010

Watching netflix on lunch #happytweet



ngmeaghen

What's the consensus on #Netflix for
Always jealous of my co-worker who
MadMen on her iPhone everyday whi

Humans^③ expect
good personalized
content as well
as efficient
platforms. Easy
technology =
HAPPINESS



chadwickmontg

Instead of being on my lunch break at work, I'd
rather be on my couch in my pajamas smoking a
blunt watching tv on netflix. True story!



aammliitty

well since netflix is being fuzzy I will play
#TaylorTrivia while i eat my lunch!! #dontjudgeme

→ BAD TECHNO = SHAME



H3y_Jud3

Amazing episode of doctor who on my lunch at work.
iPhone+Netflix App= happiness

GOOD TECHNO =



JeremyAtVerizon

Netflix avail on all Android Froyo/Gingerbread
phones and tabs. Time 2 watch movies or tv during
lunch hr! #android #netflix



buffalocentric

Netflix on my phone = entertainment

And easy technology
is high quality &
anywhere



regularguy

@YDRChrisOtto @Jamie_Burkhart Exactly, Chris.
Netflix is part of my lunch entertainment at work so
the streaming plan is awesome for me



VanAllenPlexico

NEW DESIRES, NEW FRUSTRATIONS

TODAY'S TV IS FILLED WITH PARADOXES, AND ITS INCREASING POSSIBLE FORMS AND CONTEXTS HAS MEANT THAT OUR INFORMANTS' DESIRES AND FRUSTRATIONS TOWARDS IT ARE TAKING MORE AND MORE SHAPES AS WELL.

Probably the greatest of all paradoxes is: that the more channels there are, the less choice there is. Choice plays a fundamental role and is an essential value to our social structure. In a sense technological evolutions are based on people's *belief* that the more options they have the better the result. Hence, since its creation, TV has constantly evolved by responding to this one fundamental belief turned desire: TV viewers want the most content to possibly choose from. Today there are millions of channels to be potentially seen a minute; and yet, our informants will complain about how poor television content is, how frustrating it is to not find anything "good" to watch, etc... Basically television and its emphasis on choice has meant that while the possibility of exercising control over millions of visuals is attractive, if not a fundamental aspect of experiencing television, it isn't satisfying or practical, it's frustrating and can ruin a perfectly good television evening.

"La television c'est du junk food" (TV is junk food) versus "我爱新技术" (I love new technology)

All of our informants in one way or another consume television content, whether it is 6 hours a day via a television set without cable or on a laptop in bed with illegally downloaded shows.

Certainly because of their restricted national television, our Chinese informants are more driven to downloading illegal international content, buying satellite TV with programs like *MTV* or *Discovery*, and streaming channels from Taiwan or the States. In China television is perceived as a window on rest of the world's values and trends:

our informants expressed an eagerness for shows on Westerners' adaptation in China and vice versa and American advertisements.



hyruleprincess

Typing letters on the Wii remote is frustrating. I want to throw this thing at the television.

difficultly typing letters

When discussing television with our Chinese interviewees there's a pronounced sense of ease, in particular relative to our North American and French informants. The following juxtaposition of quotes is eloquent on the matter: while a Shanghai man said that "satellite television has many interesting programs, because Chinese national television is so boring and useless," a female Canadian expressed at length her fear of becoming enslaved by TV if her family got cable.

ducing himself was: "and I don't watch television." But turns out that, although he doesn't consider any of the following activities as television watching, everyday he views concentrated

amounts of news produced by a TV channel on his computer "to know what's going on" ("but it's just like reading the news in a newspaper") and downloads television series (*Skins*, and other teen shows) that he watches often. He differentiates TV set and TV content watching because "unlike when watching television on a set, which is made to forget yourself, watching television content via other devices, like computers, keep you active."



SocialMichelleR

A friend's recommendation trumps an algorithmic recommendation #FB @netflix

FRIENDS > COMPUTER



ryanbateman

HA netflix has never gotten a recommendation right for me, happy to see FB integration for some old fashion friend recommendations. #f8

Relative to the Chinese, European and North American informants tend to describe their TV habits and tools in terms of a love/hate relationship. For example the first thing one of our male Montreal informants said after intro-

A need for control: "I hate advertisements of course," versus "I hate ads with some exceptions"

One thing all of our informants internationally agree on however, is how



much they hate ads. By nature advertising is a platform companies use to influence viewers that, as we have seen, value choice and like to think of themselves as decision makers and independent thinkers. Ads, more than simply small moments of promotional

with or beings they have chosen and respect. Before one could only rely on a TV network's choice of programs, whereas today it is possible to rely on a personal network's opinions. This doesn't mean that the traditional model is completely outdated, it just

"I HATE PEOPLE TALKING OVER MOVIES"

"I LIKE HIGH QUALITY SCREENS FOR MOVIES"

"I LOVE WATCHING 'THAT 70S SHOW' WITH LUNCH AT WORK"

"I HATE THE LIGHT THAT EMANATES FROM MY SCREEN, IT WAKES UP MY GIRLFRIEND"

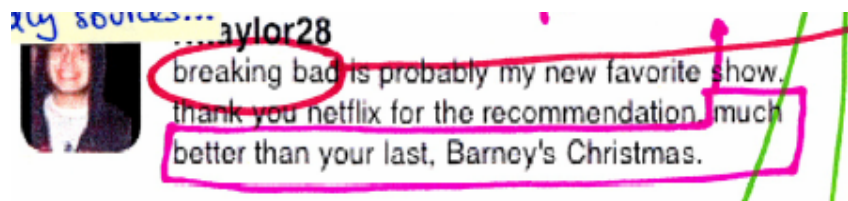
"I LIKE THE NEWS WHILE COMMUTING"

"SOMETIMES I HATE WATCHING MOVIES WITH MY ROOMMATES"

videos, are rooted in notions of power, autonomy and freedom. Today the explosion of choice within all of our media sources has meant that users expect to exercise control and play a bigger role in what they see (many viewers use other devices like smart phones, or switch to a new web window to avoid watching ads). While these same users know ads are a necessary part of the entertainment game they also do not feel like they can be influenced by them: they would rather an ad that considers reciprocity in its approach than influencing. For example a Chinese informant mentioned watching foreign ads as an aspect he particularly enjoys when watching television. Why does he love them? Because in exchange of his viewing he learns about what is being done in Taiwan which is something he values: there's a reciprocity.

This need for reciprocity is also present in people's relation to non-advertising based content. TV viewers want content from reliable sources, sources that know them and with whom they have an established relationship with: either friends they have a reciprocal relation

means that people are also striving for reciprocal relations when looking for suggestions and guidance.



Material matters: "I hate cables," "I hate losing the remote control"

People hate when things demand an intense amount of skill or effort to work (perhaps because it reflects their lack of control and prevents them from accessing choice); and yet today the remote control has too many buttons, the cables take too much room and interesting television requires too many plug-ins. During an experiment done by the ad agency, *Hill Holliday* (mashable.com/2011/01/31/connected-device-experiment/), four families exchanged their satellite TV for smart televisions. The result was that all households wanted their satellite back: there was too many cables,

things didn't feel natural, and most of all they hated the wait. It wasn't the smart TVs' concept they hated, rather it was the effort it required to function and its slowness...

... "I hate buffering"

People do not want technology to require patience. From technology they expect speed and ease. Any wait is terribly frustrating and our informants' biggest fear is the potential for streaming to be slow. In a similar vein, people do not want technology to require tolerance and the quality of an image that is too low can ruin a perfectly good viewing. Basically humans expect high quality, rapid and personalized content through efficient and easy platforms.

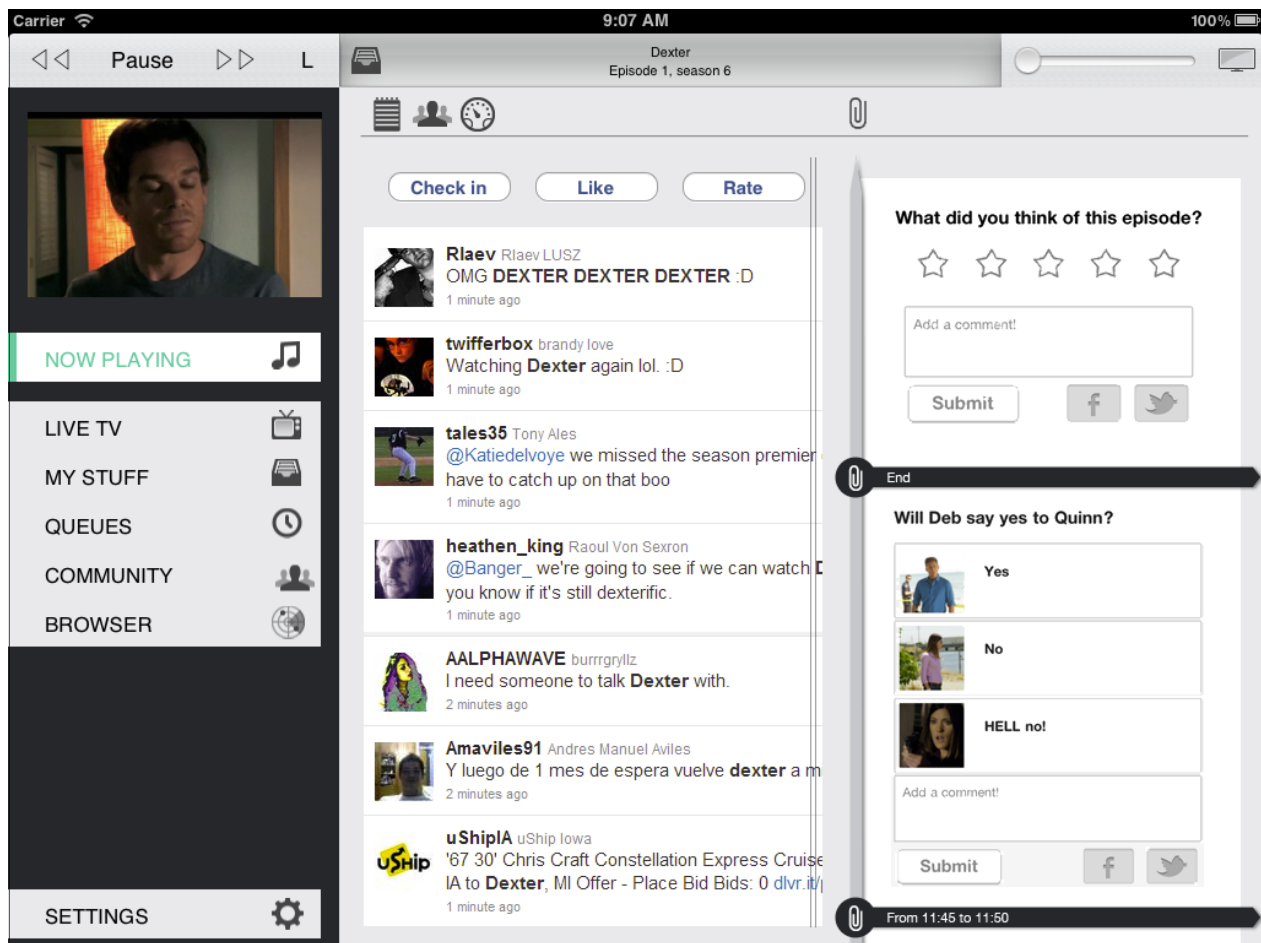
There are as many ways of watching video content as there are humans.

Technology does everything to quench these diverse desires, sometimes even encourages them, however there is one clear repetitive trend: the smaller the screen the smaller the crowd, and the larger the screen the more communal the viewing. This means that soccer games, except for rare occasions (one of our French male informants men-

tioned a soccer game viewing during a wedding that gathered large crowds around his *iPhone*), ideally will be watched on large high definition screens (3D TV was created for the last World Cup); while for *Youtube* videos small gatherings in front smaller screens like tablets or smart phones are more likely. This generally means that large screens with cable or satellite are found in communal spaces such as living rooms near kitchens, while laptops or tablets are dispersingly used by smaller in more intimate ways (often solo) around the house—bed room, bathroom. From the former people enjoy the communal sharing aspect and from the latter the control. ■

A PROTOTYPE FOR THE NEAR FUTURE

WE WANTED A PROTOTYPE THAT WOULD HELP BRING EASINESS TO THE TV EXPERIENCE, FORESHADOWING WHAT COULD BE IN THE PIPELINE OF THE IPTV ACTORS. TO ACHIEVE THIS, WE LISTED ALL THE REALITIES THAT BREAK THE SEAMLESS EXPERIENCE, AS PEOPLE EXPRESS THEM. WE IMAGINED SOLUTIONS FOR EACH OF THEM. BACK TO THE COUCH!



For a real life demonstration of this prototype, contact nurun.lab@nurun.com

Connected TV needs to be as simple as the original TV set to gain everyday usage. Think of the iPad's on and off button: customers love devices that work instantly.

Just switch on the TV ...

Today there is a general consensus that watching the content you want on TV—be it live, streamed or stored—requires a certain level of expertise and patience: first to

WHAT IS THE MAIN DIFFERENCE BETWEEN A TV SET AND A COMPUTER? YOU TURN IT ON, AND IT PLAYS

connect the devices and then to pick and choose the content. The easy instantaneity of just turning the TV on and watching broadcasts has been lost and needs to be found again. After having done some field research, the Lab concluded that most humans are perfectly comfortable with not deciding a thing while viewing TV. In our prototype hence, we included “Instant Smart Launch” which enables the viewer to switch his or her TV and get, based on watching history, a stream of content straight away. Importantly, however, the feeling of gaining control is important so the option of zipping through endless amounts of cable channels will remain available.

... and choose your screen

Any screen is now a potential TV. To envision real future usages, the technologies involved in our prototype must make watching any content on any screen simple, and switching from one screen to another seamless. The cloud and html 5 technologies promise to free TV content and offer more spontaneous and independent viewing experiences.

IT IS HARD TO CHOOSE BETWEEN A LOT OF GOOD CONTENT, EVEN MORE SO WHEN THE FLOW NEVER STOPS. BROWSING, ZAPPING AND CHOICE HAVE TO BE OVERSIMPLIFIED TO FIGHT THE FEELING OF MISSING SOMETHING.

Curation: let people I trust choose for me

One of the key success factors of social media platforms is content curation – seeing and reading what people we know, either as friends or as experts, use to curate their own statuses. Generally this data is more valuable for us than anyone else’s content. Curated content need to find its way into TV and create a long tail of thematic mini-channels. Our proto-

type will display the latest videos shared by one’s *Facebook* or *Twitter* networks, for them to be watched one by one or all in a row.

My content on TV

Time-based media content (home videos, forgotten downloaded movies, etc...) is often lost in some PC-connected storage device. More by lack of accessibility than by lack of interest, users don’t think of it as an option for their evening television sessions. From this, the Lab came up with an automated push feature of personal editorialized content based on special dates and events. This will give forgotten personal content a renewed interest and visibility.

Pick & choose your advertising

To avoid advertising slots that break TV’s flow, people have developed strategies to avoid such disruptions with VOD or Facebooking during ads. We believe advertisements are bound to become increasingly more personalized without being intrusive or based on personal data. A good strategy at targeting better ads

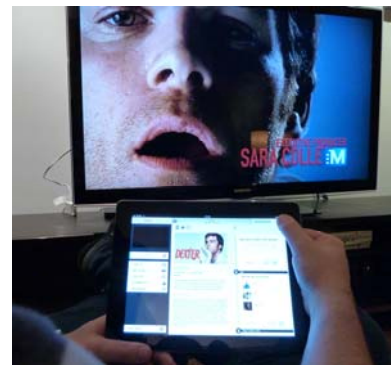
and engaging viewers more than traditional televised publicity is having them choose the business category of their ad. This will give them a better feeling of control. In our prototype on-demand content sponsored by ads will be preceded by a selection screen on which the viewer can choose the category of his or her ad.

Social watching 2.0

Thanks to new technologies today

THE INCREASING AMOUNT OF INDIVIDUAL VIDEO WATCHING RITUALS DOES NOT MEAN THAT ITS SOCIAL DIMENSION HAS DISAPPEARED.

there are many different ways of watching TV: alone, with a friend, with a team, with foreigners, as a background sound, with intense curiosity, or as a time filler and in your living room, in a pub, or while commuting. Because of the variety of content available and viewing sources, the TV watching ritual evolved from a collective event into an individualistic moment. Social media resources and other sharing platforms are ways to bring the collective dimension of the TV watching ritual back (without its painful elements like waiting, imposed times...). Their use is integrated directly in the prototype to stay fluid.



Watch later button

We spend our days receiving content we are too busy to watch or to fully enjoy at the moment of its reception. In our prototype, a “Watch Later” button in the user’s web browser or mail box will generate a playlist that can be browsed or played automatically later. ■

WITH EFFICIENT TECHNO.

aying .. If you're
this is my

answer Man Jeff

ak! #Netflix!

**SHARE AKA
CURATION**

Season 5 Disc 3 :)

family guy during

ust watched Family

X: -BED

-AT WORK

-LUNCH BREAK

flix on lunch w my
ty good!

-WITH FRIENDS

ning ghost

isode 18. It's what I
before bed.



usherwife2010

Watching netflix on lunch #happytweet



ngmeaghen

What's the consensus on #Netflix for
Always jealous of my co-worker who
MadMen on her iphone everyday whi

Humans^③ expect
good personaliz
content as well
as efficient
platforms. Easy
technology =
HAPPINESS



chadwickmontg

Instead of being on my lunch break at work, I
rather be on my couch in my pajamas smoking a
blunt watching tv on netflix. True story!



aammilitty

well since netflix is being fuzzy I will play
#TaylorTrivia while i eat my lunch!! #dontjudgeme

→ BAD TECHND = SHAR



H3y_Jud3

Amazing episode of doctor who on my lunch at work.
iPhone+Netflix App= happiness.

GOOD TECHND :



JeremyAtVerizon

Netflix avail on all Android Froyo/Gingerbread
phones and tabs. Time 2 watch movies or tv during
lunch hr! #android #netflix



buffalocentric

Netflix on my phone = entertainm

And easy technol
is high quality &
anywhere
④



regularguy

@YDRChrisOtto @Jamie_Burkhart Exactly, Chris.
Netflix is part of my lunch entertainment at work so
the streaming plan is awesome for me



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nurun