

**INDUSTRIES
NEWTECH**

BROADCAST 2026

THEORY



The Broadcast industry has been undergoing major upheavals. Over the Air has almost completely given way to Cable. Cable has almost completely given way to Streaming services.

The internet has paved the way for the Streaming Services to eat away the market share, as there are many perceived advantages to the consumer (No time constraints, Binge watching, Limitless Library etc...) as well as the advantages to the providers - (Less regulation, Automated Systems, Layered Subscriptions).

Smarter TVs are available. They will learn more about the viewing patterns and pass that data back to the Streaming Services who in turn, will filter data through AI and create seamless targeted advertising.

Perhaps the Medicare Advantage providers will know when we have signed up, and stop ramming useless Ads at us for months at a time! They can save the Advertising cost and we can be targeted for what we really think we need.

Broadcast TV still has its advantages...

Live News is the most obvious, but anything that is 'Taped' is more efficiently handled by streaming services.

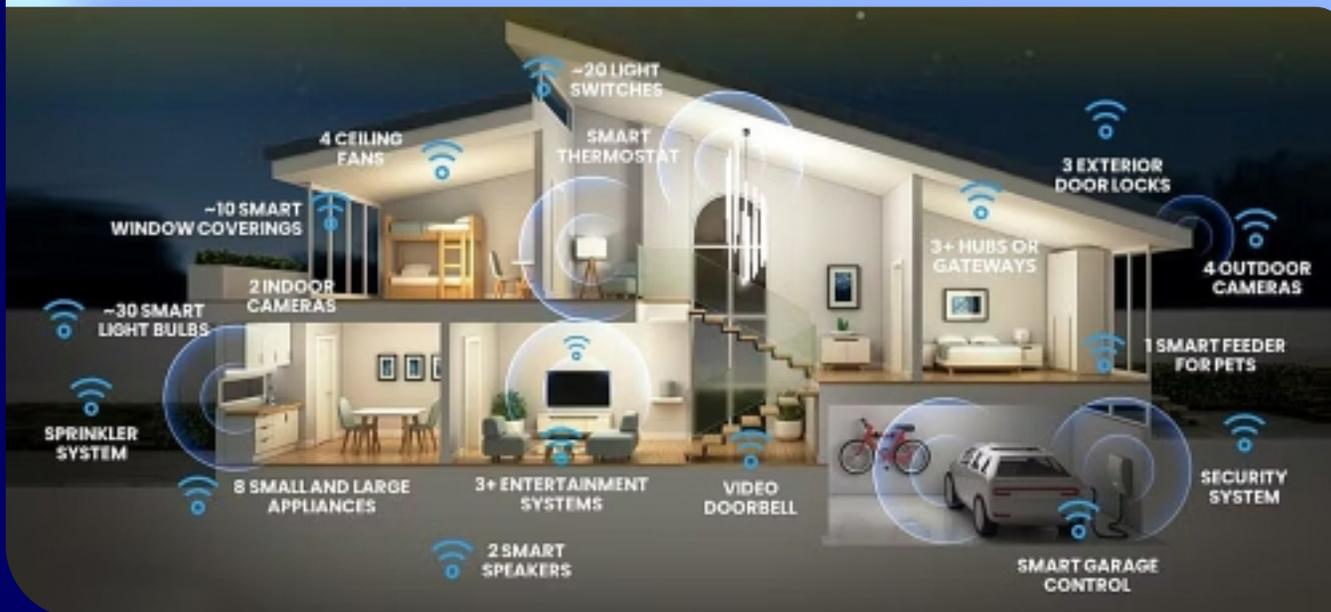
Home equipment is set to change, to further reflect the shakeup in the industry.

Because Television sets are now mainly Internet delivery systems, it is likely that they will incorporate the functions of the 'Home Computer' that can 'process' as well as deliver. With the various inputs we have that include, Alexa, Siri, Google, Roku and Co-Pilot to name a few there will be less need for the traditional remote control and more reliance on advanced voice recognition to interact with the new breed of AI smart TVs.

The advanced use of Picture in Picture or 'Windows' will allow user specific data to be available on top of streaming data, so that traditional computer based productivity can run alongside 'entertainment' TV.

Re-imagining the TV is not hard - it can do so much more already, but as yet the integration is patchy, inconsistent and proprietary. This will change.

I'm watching a Food Ad on TV, use my FridgeLink to check that I have enough eggs to make the recipe, add more eggs and cheese to my Shopping Cart, check my security cameras, send a pic of that red cardinal to my Instagram and dictate an email reply that just flashed on screen. No keyboard, no mouse, just voice control.



Add to the mix:

- Uninterruptible Power Supply
- Auxiliary Battery System
- Vehicle Battery Re-Charging
- Outdoor Lighting
- Weather Station