1:00-1:30 **Welcome and introduction to CFP**
   Andy Lippman, MIT Media Lab

1:30-2:15 **Keynote address: The Future of Digital Media**
   Scott Dinsdale, Sony Music Entertainment

2:15-3:00 **Redefining Television**
   William Uricchio, Director, MIT Comparative Media Studies Program

3:00-3:15 Break

3:15-4:00 **Television Reloaded**
   Charlie Fine, MIT Sloan School of Management

4:00-4:45 **After the Triple Play: Future Opportunities for Operators**
   Dave Clark, MIT CSAIL
The CFP Approach

• CFP is about breadth and argument
• Functions through working groups
• Emphasis on value chain dynamics in a context of social and technical disruption
• Today television both because of importance *and* because it is a metaphor

Make the players into a team: Fine
Institutional cracks

- Out of scale
- Monocultures
- Opaque
- Blurred mission
- Presumed continuity

Solution: Invert each bit
Television Stability?

- 1884: Nipkow Disk, used through WWII
- 1900: Perksyi: "Television"
- 1904: Television: Hugo Gernsback
- 1920: Zworykin, Westinghouse
- 1923: Iconoscope, version 1
- 1928: Farnsworth, image dissector
- 1929: Baird broadcasts, Alexandra Palace
- 1935: Berlin Olympics
- 1939: NY World's Fair; image iconoscope
- 1940's: Dumont FSS TV
- 1943: Orthicon
- 1941-46: US broadcasts
- 1949: CATV
- 1950: CBS Color
- 1953: NTSC color
- 1955: Ampex videotape
- 1958: Videogame, Brookhaven
- 1962: Phonevision, PayTV
- 1962: Spacewar, MIT
- 1965: Sony 1/2 helical tape, $3000
- 1969: RCA selectavision player
- 1972: HBO
- 1975: Satellite HBO, PONG (Atari)
- 1975: Betamax
- 1976: Teletext, BBC, WTBS (name from MIT in 1979)
- 1977: CUBE
- 1978: Videodisc
- 1980: Addressable Converter
- 1991: MPEG
Ad revenue

- Internet is 17 percent of overall ad revenue (TV, radio, newspapers, consumer magazines.) Up from 8 percent in 2005 (AP, 8 April, 2010)
- Google 2009 = $23Billion (Annual report)
- Network TV down 9.9%; all TV down 9%
- Spanish Language cable up 32.2%
Television Viewing

- The typical American continues to increase his/her media time, watching each week almost 35 hrs of TV, 2 hrs of timeshifted TV, 22 minutes of online video and 4 minutes of mobile video, while also spending 4 hours on the internet.

- In addition, Americans now spend 35% more time using the Internet and TV simultaneously than they were a year ago – now spending up to 3.5 hours each month surfing the Internet and watching TV at the same time.”

Neilsen, Q4, 2009
Television Viewing: Nature

- Average video length viewed is 2 1/2 minutes long. (10 minute limit except for partners) (Chad Hurley, 2006)
- 6 Million pictures on Flickr; 300,000 “I ate this.” Nikon, Olympus, Sony and Fuji have “cuisine” settings. (NYTimes, 4/6/10)
- Image tagging is a new story, Von Ahn
Television Imaging Technology

- Headlight to spotlight converter
- Data in the image/optical networking
- Blur insertion/NPR/Range
- BiDi Screen
- Imperceptible structured light
- 3D/non-3D
- Bokode

Media.mit.edu/~Raskar
Television Viewing: past 3D

- Multiple feeds – multiple views
- Holographic television

Bove, 2010
Interpreting the day

• It’s about stories
• It’s about light
• It’s about opportunity
The CityCar project is a revolutionary, conceptually designed and prototyped by Smart Cities, is designed to meet the essential needs of a city powered by clean, renewable energy. The CityCar is designed to be convenient, comfortable, and efficient, offering a clean and affordable alternative to traditional gas-powered vehicles.

**EXPLORING PROJECTS, PEOPLE, EVENTS RELATED TO CITYCAR**

**THE FUTURE OF TRANSPORTATION**

**CITYCAR**

**PLAY DEMO**

**SAVE FOR LATER**

**OTHER RELATED WORK**

**Konbit**

**CARRAGAN**

**EUGS ELOFT**
Design Ecology
David Small
Annie Chang, Richard The, Jeffrey Warren

Information Ecology
Henry Holtzman
David Carli, Lian Drost, Matt Hirsch, John Kadner, Reed Marks

MORE About
We have become reliant on digital information for communication, commerce, and entertainment. This information is stored on servers, shared through Internet connections, and transmitted over the airwaves. Consequently, we should have access to this information at any time and place that we find convenient.

FEATURED PROJECT
ConstantCrit
ConstantCrit encourages MediaLab researchers to post their work on the Internet and engage in discourse through an online critique and collaboration system.

Tangible Media
Hiroyuki Ishii
Leonardo Bonanni, Keywon Chung, Sean Fittner, Jean-Baptiste Lalancette, Zhiyi Li, Daniel Leibinger, Colin Yuanyue, Xue Xia

Viral Communications
Andrew Lippman
Suresh Keshaviah, Faiwong Lee, David Shen, Grace Xiao, Polychroni Papamatzopoulos

Touch displays provided by Samsung Electronics Co., Ltd.
Design Ecology
David Smail
Agnes Chang, Richard Tri, Jeffrey Warren

Information Ecology
Henry Holtzman
David Luef, Greg Abbott, Scott Huick, John Redner, Peter Martin

Tangible Media
Hiroshi Ishii
Leonardo Boscovich, Kaywen Chang, Sean Follmer, Jean-Baptiste Lahaure, Jinha Lee, Daniel Leithinger, Colin Vaucher, Xiao Xiang

FEATURED PROJECT
Beyond - Collapsible Tools and Gestures for Computational Design

Beyond is an interface for design where users can directly manipulate digital media with physically reconstructable tools and natural hand gestures. When pushed onto the screen, these tools can physically collapse and project themselves onto the screen, letting users pan and zoom as if they are inserting tools into the digital space behind the screen. Our aim is to make the digital 3-D design process more intuitive and more accessible to general users by extending physical affordances and inherent senses of 3-D space beyond the computer screen.

Viral Communications
Andrew Lippman
Borja Huidobro, Heidi Hong Lee, David Shen, Grace Woo, Polychrome (poster design)

Touch displays provided by Samsung Electronics Co., Ltd.