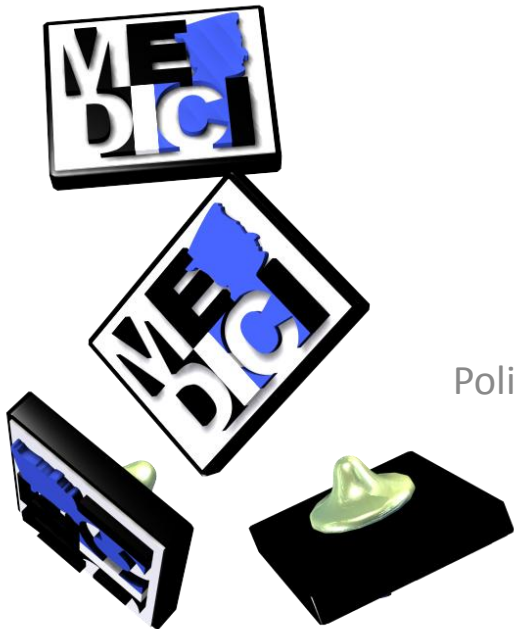


The forth screen



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**UN GAID
Flagship
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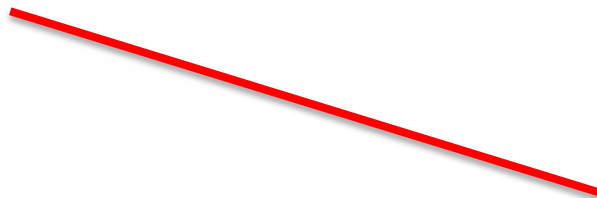
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WSA
WORLD SUMMIT AWARD
MOBILE
CONTENT



WORLD SUMMIT YOUTH AWARD

eContent Award Italy
premio per il miglior contenuto in formato digitale

2010





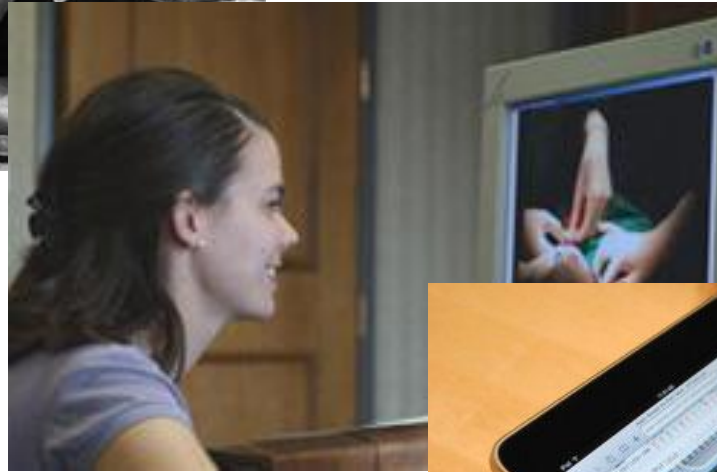
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The forth screen

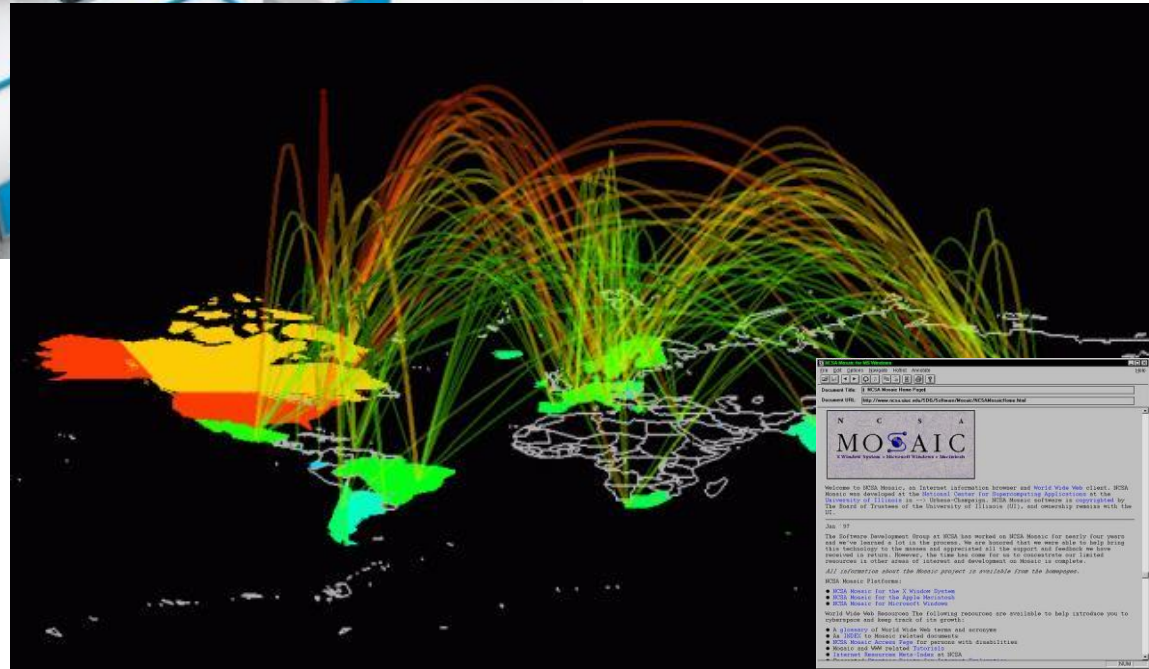
(Prof Peter Bruck)



1. Movie screen
2. Television screen
3. Personal computer screen
4. Mobile screen



IT (r)evolution



“Soft” (r)evolution

- From stand alone to ubiquitous always on
- The info/service “sphere”
- From top down info/services to bottom up
- From “stand alone” users to communities
- From “lack of content” to user generated content
-

15 minutes of fame (Andy Warhol)



Andy Warhol coined the phrase "15 minutes of fame". "Celebrities" in the 21st century can now be famous simply by being in the right place at the right time.

The Social Web did the rest
Flickr, Myspace, YouTube, FaceBook, , etc



Session 9 - some key points

- Telecom and Broadcaster: Between Collaboration and Competition
- Digital Content Platform: The Key Point in Competition
- Future of Copy Protection Models after the Music Case
- Telecom Players in the TV business: Risk or/and Opportunity?
- Future of Advertising in Delivering Digital Content Services
- Rise of Social Media, Threat to the TV?

YouTube & Facebook addiction

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SESSION 9 - FUTURE VIDEO DELIVERY: COMPETITION AND COOPERATION
BETWEEN BROADCASTERS, TELCOS AND INTERNET PLAYERS

RISE OF SOCIAL MEDIA THREAT TO THE TV

The forth screen

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Abstract

Some authors¹ refer to the "forth screen" as the last link of a chain started with the movie screen, the television screen, the personal computer screen and more recently the "mobile" screen.

Is there any competition among different screens? Is there anyone of them in danger? Are their services and functionalities overlapped or duplicated? Who is killing who?

This paper will explore the future of the fourth screen starting from the birth of web 2.0 and follow