



DIGITAL CONTENT & THE MEDIA OF THE FUTURE

Information Society
Knowledge society
.....
digital natives

Availability of quality digital content and services is a must . . .

What about media in the future... is there any sign or clue that may help in predicting future media?

Is there in our future an ultimate media?

Content & Services in digital format

The recipe is composed by a balanced cocktail due to:

- Content / Service
- Aims
- Target audience
- Format
- Media
- Channels & Devices
- Interaction design
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- Market models



Digital Content / Services

Dante Symphonie
visual concert

- Plain text
- Graphic images using overlapped characters
- Formatted text
- Still images
- Movies and animations
- Hypertext
- HyperMedia
- Virtual reality
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- SMS emoticons



Content/Services Generators

We already entered the “digital native” era, content and services may be :

- “professional” content & services
 - or
 - “UGC” user generated content & services
- Internet lowered the threshold to access mass communication
 - web 2.0 lowered the threshold to be an author.

Everyone is an author: blogs, video clips, images



Technological tools

We have enough hi tech tools or at least more than the one we are able to positively use:

- Single users may enjoy:
 - Tools like dreamweaver and flash are enabling technologies they unleashed creativity
- Communities and groups may use:
 - Tools like: wikies, twitter, youtube, facebook, etc



Collaborative products, services enabled by emerging technologies: wikipedia, google, iPhone apps, etc

The perceived added value is one of the key points




Different aims

- Communicate
- Promote
- Provide a service
- Transfer knowledge
- Train
- Inform
- Entertain
-



additional aspects

- Target audience
 - Youth, aging people, employees, etc
- Format
 - Proper format (eg. News, Adv, educational, etc)
- Media
 - Text ,audio, audio/video, etc.
- Channels & Devices
 - Wired broadband, wireless broadband, Internet television, podcasting, etc
- Interaction design
-
- Market models





Basic technology v/s high technology

- SMS (writing, segmentation, signs, emoticons, ... and timing may activate imagination...)



;-) :-) :-(



- Adventures (immersivity due to imagination)

“you are in a dark room, there are two doors in front of you, there is a table on the left with a big key on top...”,

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“You are in a dark swamp. Obvious outputs: north, south, east, west, up. In addition you can see some cypresses, a demon who smells of mud, flaming swamp gas, floating blobs of oily sludge, and fleas.”
(from Adventureland by Adam, 1979).

