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Evolving Trends in Television Consumption

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Television is an extremely popular platform for entertainment. Since its creation in the early 1920's it had become increasingly more popular. Given this popularity there has been not only an increase in consumption but also an increase in the technologies used. This paper will attempt to answer the question; how has television consumption changed and, what are the main mechanisms behind this? Firstly, the origins of television will be discussed focusing on the early and differing production methods adopted in both the UK and the USA. Early views and consumption habits will be analysed in order to grasp early opinions on this medium of entertainment. Then existing technologies that have had a significant impact will be evaluated including the VHS, DVD and the recent innovation of Online streaming. In order to effectively analyse this a more detailed look into Netflix and its original content will then be discussed to show how this platform is changing consumption and television itself. Finally the role of the internet will be discussed focusing on the theory of social TV, the spoiler effect and the role of online communities with regards to television consumption.