

Korrekturhinweise

The future of TV

0	1	2	3	4	5	6	7	8
C	D	B	A	C	B	A	B	D

Begründungen

0

The speaker says: "But it's happening all around the world because these days TV is competing with YouTube, Netflix, Amazon, computer games and the usual tablets and devices found in many homes. A generation is turning away from traditional TV. That has huge implications for the broadcast industry." Concerning conventional television, younger people are therefore gradually losing interest.

1

The speaker says: "It's a service known as 'over the top', or OTT, because it bypasses traditional TV broadcasters known in the industry as linear TV." Mr Klimmer's business therefore helps his clients to avoid conventional TV services.

2

Christoph Klimmer says: "[...] if you look at the numbers, we can, for example, see that the global revenue generated by OTT services are projected to double between 2015 and 2021. The OTT revenue grows three times faster compared to traditional linear TV." The profits made from the new technology have therefore been increasing significantly.

3

The interviewer asks: "And do you notice a change in the kind of content offered through the services that you develop, compared to, say, traditional linear TV?" Christoph Klimmer answers: "There is certainly a change." The interviewer therefore wants to know whether there are differences in what is shown.

4

Christoph Klimmer says: "I think this is why, for example, the bigger players such as Netflix have such a strong focus on TV shows instead of movies, for example, or other formats, because TV shows trigger, you know, this binge-watching phenomenon." The most popular TV formats therefore make the viewers watch several episodes in a row.

5

Christoph Klimmer says: "So I think, in this regard the uptake of streaming services actually played an integral role for what we today call 'the golden age of TV drama', with shows such as *Breaking Bad* or *Game of Thrones*." Mr Klimmer therefore believes that the new technology has caused the success of well-known series.

6

Christoph Klimmer says: "So they have now launched their own direct-to-consumer subscription service on the back of our platform actually, and that allows them to address a different, younger demographic, with content that would never make it on Indian TV." Using the new technology, the Indian TV maker can therefore target other age groups.

7

The interviewer says: “So they can target a more narrow niche audience, you’re saying.” Christoph Klimmer says: “Exactly, because the cost to actually launch such a service is compared to a linear TV station, it’s marginal, right? So they can be much more flexible in addressing niches that they deem relevant for their business. They can target new audiences.” Smaller viewer groups can therefore be addressed because of low production expenses.

8

The interviewer asks: “So it sounds like your service, the technology has opened this kind of medium to much more experimentation when it comes to content. Is that what you’re finding?” Christoph Klimmer answers: “That is true. I can only confirm that. It’s easier for companies to distribute the content that they either produce themselves or maybe license in.” Thanks to Klimmer’s business, TV companies can therefore try out new things to show.