

- Summary:

This document deals with several opinions about “how TV gets in our lives and became essential”

The title of the document is “TV shrinks to fit” this means how TV evolve, how it grows to stay in our lives.

First, this document from the New York Times presents how TV was seen in the 1970, how it was an evolution in people’s lives.

Then it explain that TV have been democratized and that a lot of people watch it several hours a day.

Then it presents some persons who dislike TV and think it’s unnecessary in a room. For example a sophomore called Abigail McFee, who said seeing a TV in a dorm room is just a waste of space”

Then the document present viewing habits who evolve with the current digital progress.

Live-tweeting shows, streaming services, make TV habits changes.

The document explain that we are in a consumption society, and some of us need TV to live. It’s a daily habit.

- Commentary:

Let’s get back a few years ago, to watch a movie, your options were to buy the DVD, or to rent it at a DVD store.

But right now, this kind of stores are almost all closed, because of new technologies.

In this commentary, I will present our new kind of movies and series consumption.

Then I will explain why movie and series industry is really impacted by illegal download

Finally, I will tell about the future of movies and series consumption.

Since few years, we watch television from another source than the classic TV antenna, by internet.

This service propose us several channels (even international) and video-on-demand,

This let us choose the program we want when we want, where we want.

For example the platform Netflix (who just appears in France in September 2014) let the user choose his device (tablet, phone, laptop, tv) to watch series and movie, without any limitation and for few euros/month.

This tool is really flexible and this is a revolution in the tv world who everything is programmed.

But it's not the only consumption pattern of series and movies.

A lot of internet traffic is caused by illegal series and movies download.

A tons of websites let people easily access to the same content you can find on paying platform, even more content.

This illegal download is increasing each year, because of the law which isn't as restrictive and faster as the technologic evolution.

Well the fact is when a series episode is being broadcast in USA, immediately after, you can find the episode on illegal download websites. And several international translator are making their best to produce good quality subtitle.

People who download these illegal contents are not going to buy the series and this is definitively a lost client for movie/series producer.

Well to change habits we need more and more platform like Netflix, and reduce subscribe prices, maybe financed by states to encourage people to get in legality and to leave illegal download.

This will probably help TV series and movie producers to make more benefits and to produce best quality programs.

This is the future of media consumption and this will reduce illegal internet traffic.