



Checklist: How Digital Technology Has Changed Television

- Content Creation and Production
 - Use of high-definition (HD) and 4K cameras
 - Integration of CGI and special effects
 - Virtual production and green screen technology
 - Drone filming and innovative camera techniques
- Content Distribution
 - Streaming services (e.g., Netflix, Hulu, Amazon Prime)
 - Video-on-demand (VOD) platforms
 - Digital rentals and purchases (e.g., iTunes, Google Play)
 - OTT (over-the-top) services
- Content Consumption
 - Smart TVs and connected devices (e.g., Roku, Apple TV)
 - Mobile viewing (smartphones, tablets)
 - Binge-watching culture
 - Personalized viewing experiences (recommendation algorithms)
- Advertising
 - Targeted and personalized ads
 - Programmatic advertising
 - Interactive ads and branded content
 - Reduced reliance on traditional commercial breaks
- Audience Engagement
 - Social media integration
 - Second-screen experiences (e.g., companion apps)
 - Live-tweeting and real-time audience interaction
 - Fan communities and user-generated content
- Data Analytics and Metrics

- Advanced audience measurement tools
- Real-time viewership data
- Behavioral tracking and viewer preferences
- Data-driven content creation

- Accessibility
 - Improved subtitles and closed captioning
 - Audio descriptions for the visually impaired
 - Multi-language support and dubbing
 - Enhanced user interfaces for ease of navigation

- Regulation and Copyright
 - Digital rights management (DRM)
 - Anti-piracy measures
 - Licensing and distribution rights
 - Content rating and age restrictions