



A feast for the eyes
Canada's high
quality programming

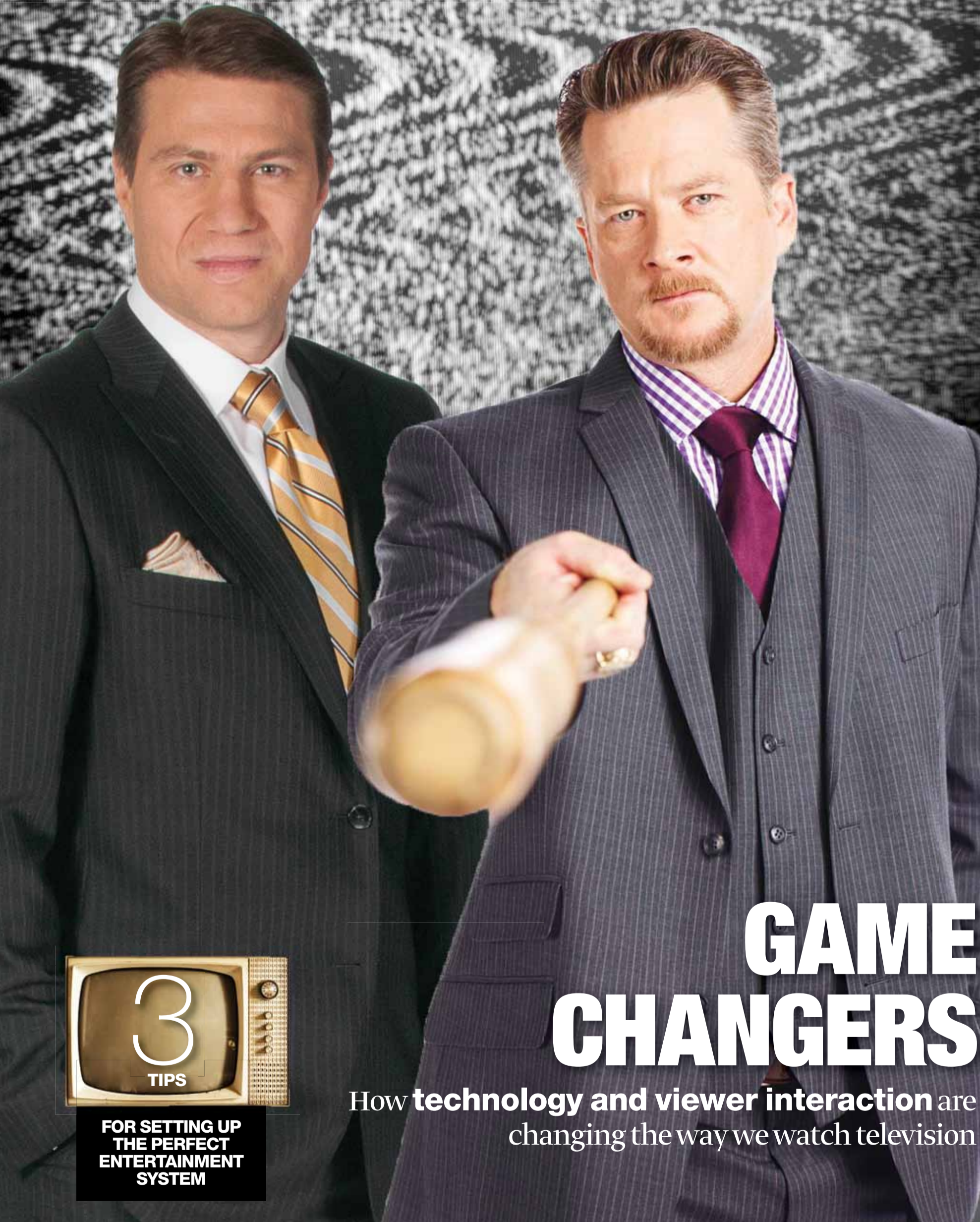


Tube timeline
TV's long and
storied history

**MEDIA
PLANET**

August 2011

EVOLUTION OF TELEVISION



GAME CHANGERS

How **technology and viewer interaction** are
changing the way we watch television



**FOR SETTING UP
THE PERFECT
ENTERTAINMENT
SYSTEM**

PHOTO: ROGERS SPORTSNET



SMART TV

TV, entertainment and social networking all in one?

Yep. Take a look inside to see how.

SAMSUNG

CHALLENGES

TIP
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ASSESS YOUR
HABITS BEFORE
PICKING YOUR
GADGETS



WE RECOMMEND



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Editor's picks
The newest tech toys for your TV set up.

"Tune into the latest accessories for your entertainment system."

TV anytime, anywhere p. 2
Your viewing experience isn't limited to the living room.

The analog switch p. 7
Will you be affected?

Today's TV enthusiast isn't just on the outside looking in. **Through rapidly changing technology and increasingly popular social media initiatives**, viewers are unprecedentedly connected to their media—and are choosier than ever about their entertainment systems.

Create your ultimate entertainment experience

Your home entertainment centre can be a gathering place for several or a place of zen for one, and no matter what someone else has in their home, your setup should always be unique to you.

But what do you need to know and do to make that happen? Well, for starters, you need to figure out what it is you actually want to do in your entertainment space. Are you mainly a TV watcher? A movie buff? A gaming aficionado? All of the above and more?

Getting a good sense of what your habits are likely to be will help you understand what you need in including the necessary components. Between an HDTV, cable or satellite box, game consoles, media players, Blu-ray players, stereo systems, surround sound and any other gizmos that fit in, the inevitable outcome is a sort of organized chaos that is manageable, but still begs to be streamlined.

Saving space

If you're living in a smaller space,

like a condo, apartment or townhouse, consider mounting your flat-panel TV on the wall to save valuable space and reduce clutter. By taking the TV off an entertainment unit or stand, you open up valuable space on the top level for whatever components you want to hook up.

After doing an inventory of what you'll be hooking up, decide what you want to do about the visibility of all those wires and cables. You don't have to drill holes to hide them, as there are some neat wire storage solutions available that might fit perfectly for you.

Watching the web

Most entertainment devices, including some TVs, have some level of Internet connectivity. You can make use of their Wi-Fi capabilities, but if you're looking to stream high-definition content from the likes of Netflix or from a laptop, you're always better off with a wired connection. But how do you do that if the router is far away from your entertainment space?

Use something called a HomePlug or Powerline adapter. These work by routing your Inter-



Ted Kritsonis
Technology Blogger

MY BEST TIPS

Know your space

- Always take measurements of your space before shopping.
- Drill holes to run wires only if you're absolutely sure you need or want to.
- Contrary to what you might think, music doesn't sound better in 5.1 surround.
- If you want to be able to watch TV remotely on your smartphone or iPad, consider buying a Slingbox.
- A media player (Boxee Box, WD TV Live Hub, Asus O!Play) is a worthwhile investment.

net connection through the power grid in your home, so it won't matter if the router is two floors up from your man cave, for instance. This setup also works great when you have an external hard drive or network attached storage (NAS) device connected to your router with all your video, music and photos stored on it. Using a game console or dedicated media player box, you can stream that content over to your big screen on demand. Alternatively, you can just plug in an external hard drive directly to the media player and watch without any need for Internet access.

Awesome audio

As for audio, a surround sound system adds a layer of depth that is hard to match otherwise. But be prepared to spend some money on a decent system, and avoid the "Home Theatre in-a-box" products retailers sell because they're of poor quality.

Your home entertainment centre can be a fun experiment in design and functionality, so enjoy the process and then lean back and take it all in when all is said and done.

TV—anytime, anywhere

The marriage between the Internet and the television was an inevitable one.

On one hand, you've got an online medium with limitless content and interactive opportunities, while mounted to your wall is a big, wide-screen and high-definition display capable of delivering so much more than what's on TV.

And so it's no surprise your next TV will likely be a "smart TV," which is sometimes referred to as "IPTV" or simply "Internet TV."

Get wired

Essentially, many new HDTVs offer Internet connectivity—via integrated Wi-Fi (to join your wireless network) or a wired Ethernet jack—allowing you to access online and on-demand content from the comfort of your favourite chair or couch. This includes video streaming services (like YouTube or Netflix), social networking destinations (Facebook, Twitter), "cloud"-based photo galleries (Flickr, Picasa, etc.), personalized radio services or customized news, local weather, sports scores, stock quotes and other information.

With some smart TVs, there's a full web browser, Skype video call-

ing (with optional camera accessory) and video games.

The future is now

Depending on the television manufacturer, there are already hundreds of applications ("apps")—just like your smartphone or tablet—to arrange on your television screen.

Many users enjoy multitasking, such as watching a hockey game on two-thirds of the screen, while reading tweets on a smaller side panel. Or you might do a Google or Bing search to look up something you saw on a TV show—in a picture-in-picture view.

Easy upgrades

If you're happy with your existing television, you can add Internet connectivity with a number of small and relatively affordable media boxes, including Apple TV, Boxee Box, LG Smart TV Upgrader or an online-enabled Blu-ray player or video game console.

TV to go

Another major television trend is happening in the reverse—the ability to watch your favourite TV content on virtually any device, wherever life takes you.

Stuck at the office but want to catch your favourite show? Chan-



ces are the TV networks you watch on your television stream video on their website, too. Or your TV provider might offer services like Rogers On Demand or Bell TV Online, which lets you watch select programming online.

Come on, get appy

Apps for smartphones and tablets can also stream video that starts and stops when you want. All the major Canadian TV providers and networks offer downloadable apps so you can tune in wherever and whenever, plus there's Netflix (eight dollars a month) and other video services, too.

Finally, products like the Slingbox, when plugged into your cable

or satellite box (and high-speed Internet connection) can "sling" your television shows to you anywhere in the world. All you need is software installed on your laptop, or the Slingbox app for smartphones and tablets, to watch your local TV shows, access video saved to a PVR (Personal Video Recorder) or change channels as if you were in front of your boob tube at home.

This fusion between the Internet and television isn't a trend—it's here for good—and it opens up a world of content, control and interactivity for television fans.

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If it weren't for Philo T. Farnsworth, inventor of television, we'd still be eating frozen radio dinners.
—Johnny Carson



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INSPIRATION



1. Anna Silk of Showcase's *Lost Girl*.
2. The cast of Global's *Combat Hospital*.
3. Katie Holmes and Greg Kinnear in History Television's biopic *The Kennedys*.
4. The cast of Global's prime time police thriller *Rookie Blue*.

PHOTOS: SHAW MEDIA

With international eyeballs increasingly glued to the screen, **Canadian programming is becoming renowned for pushing the envelope**, both for its quality and for the interactive opportunities presented to viewers.

A growing confidence in Canadian content

HOW WE MADE IT

Next year, Canadian television will celebrate 60 years. In the just-over-half-a-century since Canadians first began broadcasting picture and sound over the airwaves, it has drastically evolved taking the steps necessary to remain competitive in the international community and engage fans at home.

As the Internet creeps its way into every facet of daily life, pundits are quick to point out the collapse of television and a move towards web-based downloading and streaming.

Christine Shipton, vice-president of original content for Shaw Media, doesn't buy into that philosophy.

"From original content perspective, we're focusing on the television—where the bulk of eyeballs and revenue is," she says. "There are some loyal fans that like to stream (shows) over the Internet, but it's still about developing and commissioning great shows."

That's not to say the interactive components don't play a large role in the show, according to Claire Freeland, director of development and production for Rogers Media Television.

"It's always part of the conversation," says Freeland. "A lot of projects we have are converging projects, they're not just on the air they have a digital offering as well."

She points to *Murdoch Mysteries*, a Canadian-produced detective show set in turn-of-the-century Toronto.

Freeland says the television show is a prime candidate for the interactive portion, featuring extended episodes and other online content.

"The fans want more and it's a good opportunity to do it," says Freeland.

That interactivity is playing a larger role in television.

The lost experience

Programs like *Lost*, the ABC drama about a group of plane crash survivors on a mysterious island really pushed the envelope when it came to offering interactive components.

The Internet buzzed with everything from online exclusive webisodes, to video games and forums discussing the show, helping to boost viewership and participation in the show.

Shipton says creative risks are part of the industry.

"You could imagine listening to that idea in the boardroom—what a risky, risky yes that was (by the network execs)," says Shipton, noting that even though it was

TUNE IN

Show times and days

■ **Rookie Blue:** Thursday, 10p.m. ET, Global.

■ **Lost Girl:** Sunday, 9 p.m. ET, Showcase

■ **The Kennedys:** Monday, 9 p.m. ET, Global

■ **Combat Hospital:** Tuesday, 10p.m. ET, Global

expensive, it paid off in the end with its popularity.

The Shaw Media exec says that creative risk is what has helped Canadian content evolve to the quality it is.

"The sophistication of our production community, it's gotten so much better partly because there's been more money put into the shows," says Shipton.

Going international

Some shows such as *Murdoch Mysteries*, *Flashpoint* and *Rookie Blue* have seen success in the United States and in some cases have received syndication abroad.

"Look at the presence of Canadian programming now. We certainly have the Americans contacting us," says Freeland. "People are interested in the Canadian presence and the Canadian voice."

Fear of American influence has always helped to shape Canadian programming and in many cases the regulations and restrictions that governed it.

"Projects like *Combat Hospital* and *Rookie Blue* are a testament to how our indigenous programming is competing with the international community," adds Freeland.

But the partnership with the United States started with independent Canadian writers keen eye for finding new ways to bring reality to the television sets.

"Five to six years ago that wall started to crumble with the factual and lifestyle programs," says Shipton.

She points out that the growth of specialty TV over the last few years both in the States and in Canada has boosted the industry has helped keep revenue flowing.

"They've gained this confidence that they can play in this marketplace," says Shipton of Canadian producers.

Freeman points to another recent coup by the Canadian programming industry—the development of Canada's *Got Talent*.

The program will follow the same format as its American counterpart.

As part of its interactive component, those trying out will post their videos to Youtube and will ultimately be chosen based on those videos.

"That just says how important the interactive part is," says Freeland.

INSPIRATION

TIP
2
PICK AN ONLINE OPTION FOR COVERAGE IF YOU'RE ALWAYS ON THE GO



GAME CHANGERS
Former Toronto Blue Jays catcher Greg Zaun, left and former Maple Leafs forward Nick Kypreos lend their analysis to Rogers Sportsnet.
PHOTO: ROGERS SPORTSNET



DON'T MISS!

A celebration of Canadian programming

This year marks the 26th annual Gemini Awards, awarding the best of Canadian TV. Tune in September 7th at 8 p.m. to catch the honours.

Best Comedy Program or Series:

- 22 Minutes, CBC
- Call Me Fitz, HBO Canada
- Good Dog, The Movie Network/Movie Central
- Halifax Comedy Fest 2010, CBC
- Living in Your Car, The Movie Network/Movie Central
- Rick Mercer Report, CBC

Best Dramatic Series

- The Borgias, Bravo!/CTV
- Endgame, Showcase
- Flashpoint, CTV
- Skins, The Movie Network/Movie Central
- The Tudors, CBC

Best Dramatic Mini-Series or TV Movie

- Fakers, The Movie Network/Movie Central
- The Kennedys, History Channel
- My Babysitter's A Vampire, Teletoon
- The Pillars of the Earth, The Movie Network/Movie Central
- Sleepyhead, The Movie Network/Movie Central

Best Lifestyle/Practical Information Series

- Anna & Kristina's Grocery Bag, W Network
- Chuck's Day Off, Food Network
- Design DNA, HGTV
- Pitchin' In, Food Network Canada
- Til Debt Do Us Part, HGTV/Slice

Best Reality Program or Series

- All for Nothing?, W Network
- Best.Trip.Ever., Discovery Channel
- CheF*OFF, Food Network Canada
- Conviction Kitchen, CityTV
- Dragons' Den, CBC

Best Sports Feature Segment

- FIFA World Cup Soccer—South Africa, CBC
- Grey Cup Pre-Game, TSN
- SportsCentre: Jay Triano and Terry Fox Feature, TSN
- Vancouver 2010 Olympic Winter Games Anniversary Special, CTV/TSN

Best Sports Reporting

- HNIC on CBC—Heritage Classic, CBC
- FIFA World Cup Soccer—South Africa, CBC
- NHL GM Meetings—Concussions, TSN

IT'S A WHOLE NEW BALL GAME

Sport broadcasting is looking at a bright (and potentially odd) future, if Scott Moore, president of broadcasting for Rogers Media, predicts correctly.

When asked how the industry will evolve over the next few years, the award-winning producer jokes about watching the game through “a holograph projected from an implant in your head.”

Granted, if he's serious he doesn't let on, but it wouldn't be the first time people scoffed at his forward thinking.

In 2007, while at a conference addressing the future of sports broadcasting Moore said people would soon be watching the game on mobile devices.

“Sport's sites still didn't use video back then,” says Moore.

Naturally, the crowd didn't buy into the idea.

Today, you'd be hard-pressed to find a smart phone or mobile device without the capability to stream games live.

Living in real time

“Sports media will evolve the way all media is evolving—the consumer is in charge,” says Moore, who is a 20-years veteran of the industry.

Although most broadcasting shares similarities, Moore says the increasing role of the Internet doesn't seem to be encroaching on sports the same way it's effecting dramas and lifestyle television.

“Most drama's you don't have to



ON THE GO
Mobile devices such as smartphones and tablets create portable opportunities for streaming sports coverage.

watch live,” says Moore noting that although an increasing number of people are finding ways to download programming to their mobile devices and computers—“sports don't tend to be that portable and insensitive to time.”

He says the future is in bolstering the interactive side via the web and using it to connect fans.

“Smart programmers will try to find ways to integrate mobile devices and Internet in a way that will help the fans to interact and enhance the live games,” says Moore.

He notes we might see more online channels cropping up that focus on the more obscure sports.

“Maybe there will be specialty

streams or a pay-per-view system,” he says.

But when all is said in done, the bandwidth is devoted to the programming that is most in demand.

“There has to be enough people to make it worth the cost of putting it up on the satellite.”

The next big thing

“It's always the dream of the sports promoter to find the next popular show,” Moore says. “But, at the end of the day, in Canada, it's going to be the top three sports—with hockey obviously being first.”

He points out that over the past few years market demand has bounced around— extreme sports and (on the

other side of the spectrum) poker and darts have had good runs but have begun to recede.

Rogers's Sportsnet, recently purchased the soccer and rugby channel Setanta—which Moore says will hopefully capitalize on the “ex-pat” sports.

The rest is in the air

“I'd love to tell you where sports programming is going to be in the future but I can't,” says Moore before adding “If you find the person who does—send them my way and I'll either hire them or call them a liar.”

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COURTESY OF ACADEMY OF CANADIAN CINEMA & TELEVISION
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HEADER

TIP

3

IF YOU'RE
LOOKING TO
STREAMLINE
YOUR SCREEN
TIME,
CONSIDER AN
INTERNET/TV
CONNECTION



The TV Timeline



■ Canada's television history begins before the first Canadian broadcast even takes place. Replacing the radio as the format of family entertainment, between 1946 and 1952 thousands of units were installed into Canadian homes. These units, large numbers appearing in pockets of British Columbia and Southern/Southwestern Ontario, had the ability to pick up signals from US markets due to the close proximity.

■ On September 6, 1952, the first Canadian television broadcasts signed on the air as CBFT, in Montreal, and CBLT, in Toronto. These stations, a part of the CBC, were soon joined by CKSO, in Sudbury, in October of 1953, which was the CBC's first privately owned subsidiary station. On July 1, 1958, the CBC's signal was extended to reach from coast to coast.

■ On July 1, 1966, Canada got its first glimpse of colour television broadcasting. Even though colour signals had been available since the mid 1950's from the nearby US markets, both the English and French speaking communities saw the first colour broadcasts at 12:01 am that morning. Full time colour transmissions became available in 1974.

■ The idea of high definition television began to take flight in Japan in the late 1960's. With the Japan Broadcasting corporation wanting to create a new standard in television, they had engineers set out to create a tv set that would have the ability to create over twice as many pixels as the standard set. Japanese company Panasonic created a prototype in 1974 that would be the first step towards the televisions you see on store shelves today.

■ At the present time, consumers looking at purchasing a television have an abundance of choices. From screen type, with options like plasma, LED and LCD, to 3D technology, to the emergence of IP or smart televisions to the market, it definitely is an exciting time to watch TV. What does the future of television hold? In the not so distant future, your average consumer may have the option to buy a 3D television that does not require lenses; what the next big trend will be can be anyone's guess.

From humble beginnings of colourless figures moving about a bulky box, **television has transfixed humankind for decades.** The future—and the third dimension—is now upon us.

THE ERA OF ENTERTAINMENT

It's been 85 years since Idaho farm boy Philo Taylor Farnsworth successfully demonstrated the first "moving pictures" transmission.

Little did the humble inventor of television know we'd still be staring at the fruits of his labour well into the 21st century.

Available commercially as early as the late 1920s, but not widely available in Canada until the late '40s and early '50s, television has evolved significantly over the decades—from black-and-white to colour broadcasting in 1966 to an explosion in cable channels in the '80s to digital television quality in the '90s.

The digital revolution

HDTV, or high-definition television, is a subset of the digital television revolution, paving the way for the big and flat televisions we have mounted on our walls today. HDTV broadcasts also deliver widescreen presentation—with a 16:9 aspect ratio, like a movie theatre, opposed to a boxy 4:3 aspect ratio—as deliver multi-channel audio, too.

And it doesn't look like the innovation is about to stop anytime soon. In fact, we're witnessing two major developments as you read this. One you're likely aware of but perhaps

are waiting for more content—and that's 3DTV—and the other is internet-connected televisions, sometimes referred to as "smart TVs" or the less sexy "IPTV."

A whole new dimension

3DTV televisions aim to reproduce the movie theatre experience in the home. In case you haven't yet experienced a 3D film, the sense of depth is truly remarkable. Characters and objects also appear to float, pop or stretch right out of the screen.

It's not for everyone, of course, plus many don't want to wear special glasses for the effect, but with prices not much more than a regular HDTV, you might consider a 3D-ready television whenever it's time for an upgrade. That, and many more movies, TV shows, sports and video games are offered in 3D, plus there are many 3D cameras and camcorders on the market, too.

Online, any time

The marriage between the Internet and TV is even more exciting as it delivers a ton of online and interactive content to your big-screen television. This includes on-demand video, like YouTube and Netflix, online photo sharing services, customized radio streams, Facebook and Twitter, and many other "apps" (or



"widgets") you can place on your screen that all offer information or media with a push of a button.

These televisions have integrated Wi-Fi to join your wireless network, or can get online via a USB dongle or wired Ethernet jack.

"Internet-connected TVs open up a whole new area of possibilities for busy consumers who want the ability to instantly connect with loved

ones and information," says David Vitale, senior marketing manager for Samsung Electronics Canada. "The technology virtually connects users in the comfort of their homes to programming, on-demand content, social networking sites, and even video calling all from a single beautiful screen for increased convenience."

Samsung's Smart TV is probably

the most ambitious out of all of the television manufacturers, with more than 100 apps so far, including many exclusives, as well as offering a search engine, full browser, Skype calling, interactive games and other compelling features.

EDITOR'S PICKS

TRICK OUT YOUR TV



1



2

SMARTEN UP



3



4



5

Tune in to the latest accessories for your entertainment system

- **1. LOGITECH HARMONY ONE ADVANCED UNIVERSAL REMOTE:** Talk about multi-use! One touch of this remote controls a full colour touch screen with up to 15 different devices. www.logitech.com.
- **2. SAMSUNG SMART BLU-RAY PLAYER HOME ENTERTAINMENT SYSTEM:** Flanked by elegant tower design, this provides an eye-popping visual experience with vivid video and complete surround sound. www.samsung.ca.
- **3. SAMSUNG SMART TV SERIES :** Superslim design, featuring a rich, realistic texture in full HD image. Turn 2D TV into a 3D masterpiece with smart capabilities that will bring life to any living room. www.samsung.ca.
- **4. BOXEE BY D-LINK:** Watch shows from your favourite network on demand, enjoy movies from the web and access all your own videos, songs and photos all from your TV. www.dlink.ca.
- **5. POWERLINE BY DLINK:** Take your wireless connection to the next level. This handy device allows you to create a network through existing electrical lines already in place in your home.

Your home: a hub of media activity

When did houses become computers?

Consider the ethernet cables crawling along the baseboards, from home office to the kids' room where the iMac sits; the router perched next to the television—an endless stream of videos, downloads and online gaming passing back and forth through it's humming body. Can technology keep up?

"This year is really kind of a game changer," says Lou Reda, vice president and general manager of the consumer division of Taiwan-based technology company D-Link. "If you look at the

number of I.P.(Internet Protocol) devices running in your home today it's tripled or quadrupled."

Neighbourhood traffic

Needless to say, the modern home is a hub of wireless activity. "The number of competing networks in any given neighbourhood continue to grow over time," says Reda, who adds that you don't have to venture far to see the abandonment of the physical medium in the name of media based around Internet connectivity.

"It's getting harder and harder to rent a video," says Reda. "I know in my neighbourhood both

Blockbuster and Rogers Video have closed."

Reda says models such as Netflix are becoming the norm for providing videos, which he says is one of the key drivers in the quest for higher-end solutions for stronger wireless signals.

He points out that on average 60 percent of the network traffic in a home is video-based.

"As we get into these new challenges and try to expand the bandwidth in our homes, the technology obviously evolves," says Reda.

One of those solutions is the use of dual-band routers.

"Traditionally most routers

have a 2.4 gigahertz signal," says Reda. However, many other signal-transmitting devices also run on 2.4 including your phone and—surprisingly enough—your microwave.

Dual band routers provide a 2.4 Hz signal and a 5 GHz signal, which is a channel with less interference since it is less "widely used."

Some of the higher-end routers will recognize what device is drawing the most power and prioritize its signal distribution.

But the technology isn't all wireless-based, some consumers are looking for that extra "oomph"—wireless or not.

Reda says a product called Powerline, which sends Internet signals through electrical wire, is gaining popularity in residences where there is a centralized electrical panel.

"It's a quick and easy way of making connections through an electrical adapter to Ethernet or T.V.," says Reda. "It's a more stable connection."

Like it or not, the future is coming—it's just a question of how you connect to it.

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DON'T MISS!

The analog switch: Will you be affected?

In a time when television technology is constantly changing, evolving and moving forward, the CRTC is taking a big step forward with signal transmissions.

On August 31st, 2011, many Canadian local television stations will convert all of their analog over-the-air broadcasting to digital over-the-

air broadcasting. This change over will not affect many viewers who receive their programming through a paid for service, have a digital television or have already purchased a digital to analog converter. Those viewers who utilize an outdoor antenna or "rabbit ears" may be affected.

Why the switch?

There are several reasons for this change—it's a step forward for both the private television viewer as well as the public. Digital signals will boast the viewing experience for everyone affected. With better picture quality and better sound, viewers who formally used the analog signal will now be able to get a more advanced experience. Digital signals also take up less airwave space;

the freed up space and be used for purposes such as advanced wireless and public safety services, such as those used by police and fire departments.

Who's affected?

The switch from analog to digital will mean some of your favourite local channels will simply move to another analog channel. While some

may choose to discontinue broadcasting in your area. With some of the channels already broadcasting a large portion of their content online, you can consult their websites to see if this could be the alternative for you.

DAVE JACOBS
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Connect all your Devices.

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TV. Entertainment. Social networking.
All connected to one TV.



There are a million reasons why Samsung Smart TV is so, well, smart. It keeps you connected, up-to-date and informed on everything from the latest movies and programs, to your friends' status' and current events. But most of all, it fits into your life – in every room in your home.



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