

Chapter 41 Let's Do It Again!

Television and the Internet had evolved along two independent paths. The former emerged from its black-and-white roots to color; from over-the-air broadcast to cable, satellite, and fiber optics; from analog waves to digital bit streams; from the digital SDTV content explosion to the spectacular pictures of HDTV; and from one-way broadcast to the convenience of on-demand video and time-shifted viewing.

The Internet grew out of its 1960s US government and research university origins. It morphed from the ARPANET and packet switching to internetworking and the World Wide Web; from supercomputers and telecom switches to IP routers, personal computers, and search engines; from dial-up narrowband copper phone wires to broadband over cable and DSL (digital subscriber line); and from fixed, wired locations to the freedom of wireless.

As television migrated to digital and as the Internet moved toward broadband, it was inevitable that the two distinct worlds would collide, with digital video as the common thread. The two markets would continue evolving separately while also beginning to intersect, a fertile and synergistic double-helix of content and distribution.