

The TV industry in 10 years and us

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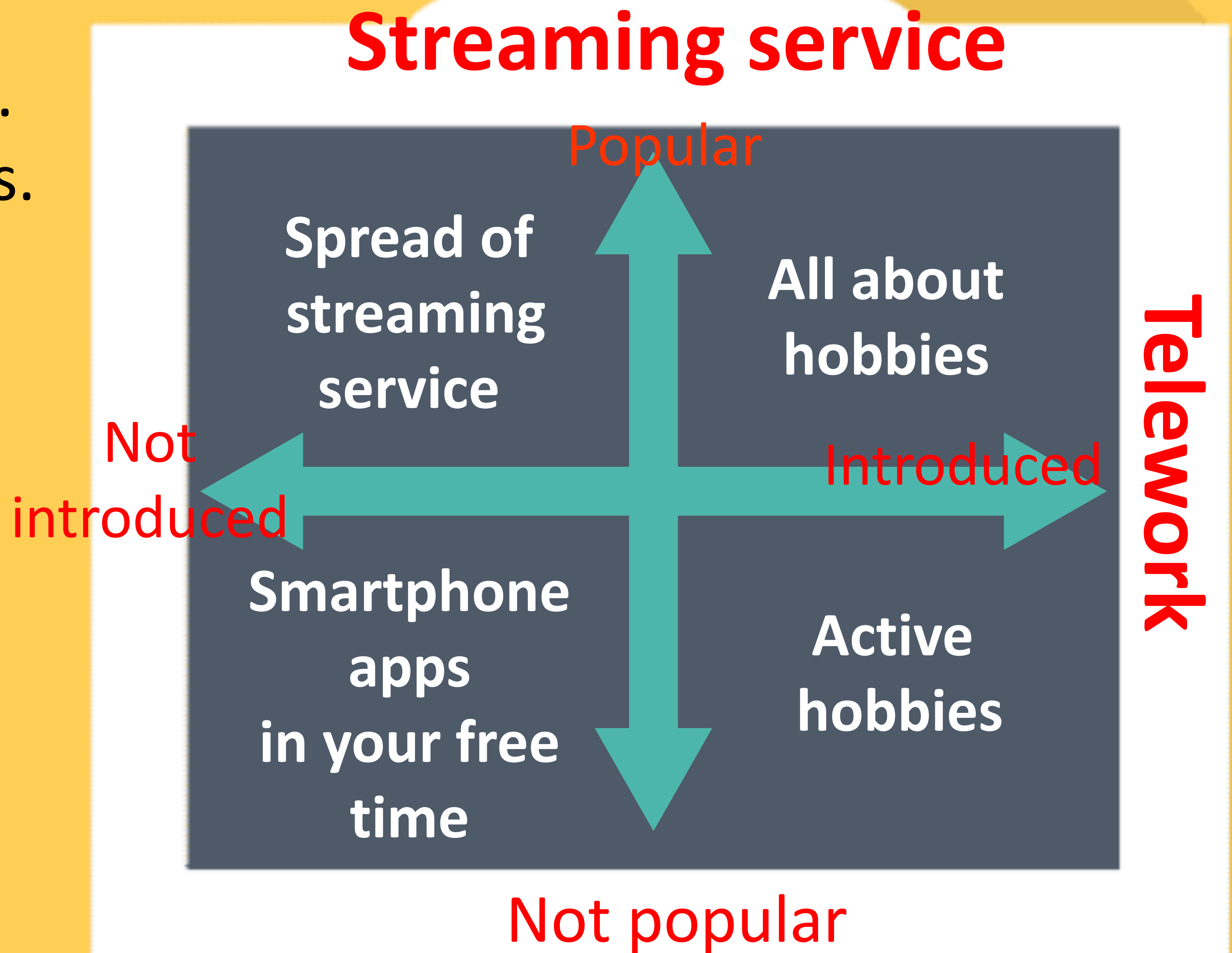
1 Theme

Nowadays, TV has a great impact on our family lives. And it effects our lifestyles. Therefore, TV industry's future is worth predicting for us by using scenario planning.

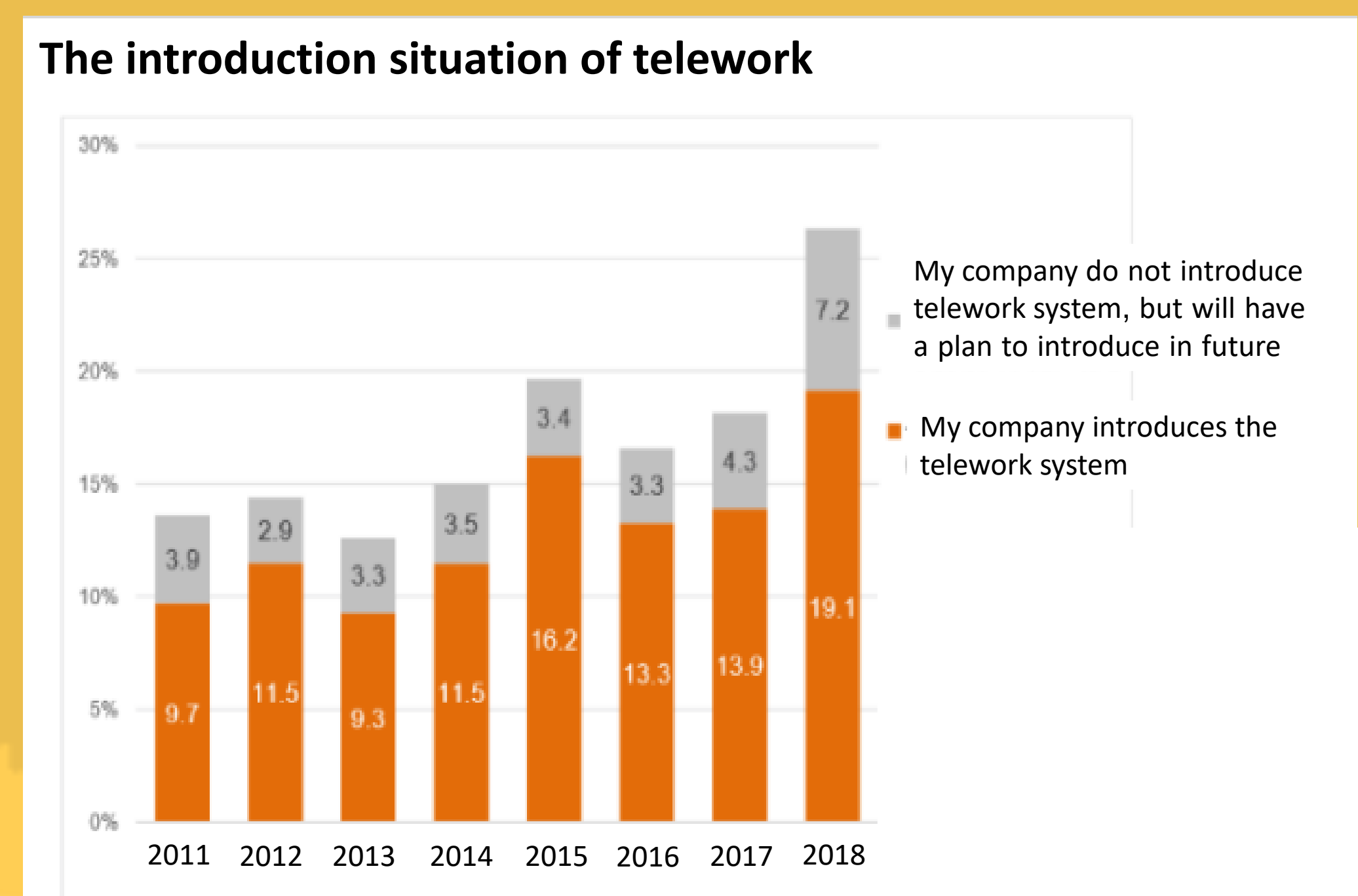
2 Axis

(Vertical Axis)

Whether the penetration rate of video streaming services exceeds 60%



(Horizontal Axis)
 Whether the penetration rate of introduction of telework exceeds 50%



3 Quadrants

<1st quadrant>

All about hobbies
 ⇒ provide information for individual hobbies

<2nd quadrant>

Spread of streaming services
 ⇒ cooperate with streaming services

<3rd quadrant>

Smartphone apps in your free time
 ⇒ TV programs for elderly people

<4th quadrant>

Active hobbies
 ⇒ TV programs which are inoffensive