

## INTERNET AND TELEVISION COMES TOGETHER AS ONE



These days, there seems to be absolutely no barriers or fence between televisions, computers, laptops, phones, and tablets. With such advances being made with technology and so many different options being made available to the consumer, each of these electronic devices seem to go along with one another, as they are all beginning to do just about the same thing. People will now have the opportunity to use their Internet on the brand new television sets. And, laptops, smartphones, and tablets are all already used for accessing the internet, listening to music, watching movies and videos, and much more. Basically, people will have Internet and television, no matter where they are at, no matter where they go. Many entrepreneurs are working on a way to create something special for the Internet, a way for advertisers to target specific audiences directly as a means of making more sales and receiving more profit. When a commercial is featured during a television show, that commercial is viewed by thousands and millions of viewers but is not necessarily targeted toward specific people, who would particular take a liking to the brand. However, with Internet, advertisements can be targeted toward specific groups based on their preferences and the things they like and use. For example, a woman on Facebook may have her marital status listed as engaged. Many of the advertisements that would be targeted toward her would have to do with wedding dresses, bridal arrangements, flowers, and different things that have to do with a wedding. This is just one of many ways advertisers will be able to target consumers with specific advertisements. With these new television, which are being called Internet Televisions or Smart Televisions, Wi-Fi signals will be available, allowing the individual to connect their television with the Internet and use the Internet as they normally would. Through their television, the consumer will able to browse the Internet using the specific browser of their choice and watch all of the television shows he/ or she wants to see. However, many consumers are not quite sure about the whole Internet-only video for their television. Advancements still need to be made before many people will go along with this decision, especially since television shows are typically available online but usually hours or even days after the show has actually aired on television. In the meantime, some consumers are cutting cords with one Cable Company to go with satellite television instead. Only a small fraction of consumers are making the switch to relying on Internet-only video for their television. With that said, there are many people who watch video and shows on the Internet. However, these same people are not quite prepared to give up their cable television just yet, at least not until more advances are made.