

**“Here Comes the 24/7 World:
What We Can Learn from Television”**
by Gary Edgerton, Communication and Theatre Arts

**FIVE GENERAL OBSERVATIONS
from the HISTORY OF TELEVISION
to CONSIDER in RELATION to the RECENT
EMERGENCE and DEVELOPMENT of the INTERNET**

- 1st PREDICTIONS ABOUT THE GROWTH OF THE INTERNET, WHAT IT WILL BECOME, AND HOW PEOPLE WILL USE IT OVER THE LONG RUN ARE NO MORE LIKELY TO COME TO PASS THAN SIMILAR PREDICTIONS MADE DURING THE EARLY YEARS OF TELEVISION**



- 2nd THE COMING OF TELEVISION WAS PROFOUNDLY INFLUENCED BY THE HISTORY AND DEVELOPMENT OF THE ELECTRONIC MEDIA THAT PRECEDED IT—SO TOO WITH THE INTERNET**

- 3rd BOTH TELEVISION AND THE INTERNET HAVE DEVELOPED INTO INTEGRAL AND TAKEN-FOR-GRANTED PARTS OF THE ENVIRONMENT IN WHICH WE LIVE**

4th BOTH TELEVISION AND THE INTERNET ARE GLOBAL IN CONTEXT AND CULTURAL INFLUENCE

5th BOTH TELEVISION AND THE INTERNET CHALLENGE ACCEPTED NOTIONS OF WHAT IT MEANS TO BE LITERATE IN THE 21st CENTURY

TELEVISION in AMERICA 2005

- 110,200,000 Households (or 99% of the Population)
- Each Households Keeps the TV Set on 8 Hours and 11 Minutes a Day on Average
- The Average American Watches Television 4 Hours and 12 Minutes a Day

AMERICANS ARE MEDIACENTRIC (Media Consumption is the Number #1 Daily Activity in 2005)

For the 75,700,000 or 68.7% of U.S. Households
That Have Internet Access, Average Media Use
Per Person Per Day Breaks Down as Follows:

- Television—240.9 minutes
- Computer Use (Web Browsing, E-Mail, Software Interactions)—186 minutes
- Radio—80 minutes
- Music (including MP3 Players)—65.1 minutes
- Telephones (including cell phones)—42.2 minutes
- Print (other than newspapers)—32.8 minutes
- All Video (DVD and VCR)—32.6 minutes
- Newspapers—12.2 minutes
- Game Consoles—11.6 minutes

THE COMMUNICATION REVOLUTION IS GLOBAL

- In 1962, There was 1 Television Set for Every 20 Human Beings; in 2005, There is 1 for Every 4 and this Growth Continues
- In 1998, There were 175 Million Internet Hosts (Networked Computers) Worldwide; in 2005, There are 800 Million and Rising