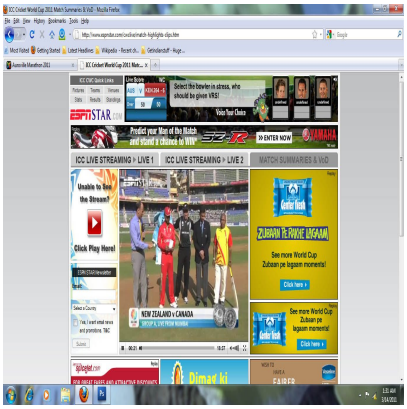


Technology beats itsâ?? own record

Description

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Live streaming â?? a new and upcoming trend

Video streaming is overtaking television sets, today we can watch live matches online unlike earlier.

I remember my grandfather listening to the radio for live broadcast of the India versus Pakistan match when I was 6 year old intriguing boy, then television was inaccessible due to the thousands which my grandfather had but refused to pay because of the undermining publicity TV had among the villagers. Innocence of the village didnâ??t last too long, the tech wave hit all across India and didnâ??t spare my village too. In 1995 about 45% of the village population started watching live cricket in their houses and my house had a stature of a mini stadium which emitted a lot of noise during nights, which kept me awake on some nights.

2011 World cup fever is gripping people fast and many are involved in the prediction game of who will take the cup home. The role of TV is still above any other medium but the upcoming 3G revolution is powerful enough to turn this upside down. The symptoms are already visible. People are using live streaming on their laptops and desktops to watch live cricket uninterruptedly. The generation gap will take time to resolve the discrepancies we have on how to use of technology efficiently but the up-coming 3G innovation will sweep aside the existing conventions and bring in new norms into the broadcasting spectrum. It wonâ??t take long years for our generation to bridge the gap because the technology of modern era is cost effective. You can get a 3G enabled handset for less than 3000 rupees. This is not the end or beginning of the high-end technology because it is updated in every split second and it is like Michael Schumacher beating his own record

Dileep. P

1st yr. M.A Mass Communication

Category

1. Tech Savvy

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admin

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