

Neon Dawn

This is a reworking of a client's blog post. On the left you have the "Before" text and on the right you have the "After" text. Our task here was to make the original text clearer and more entertaining for the client's target market.

Before

In one of the past meetings, someone said to me, "with all due respect to the power of online, TV is still king... Or do you think otherwise?"

I do actually think otherwise. Comparing TV and online is like comparing a car with a train rail network, or like comparing poker with the whole video gaming industry.

TV is not a platform, but rather a device. Online, on the other hand is a platform. There's no TV versus Online; they are not comparable. However, there's TV versus mobile, tablet, PC, radio, magazine, newspaper, billboard and such.

Today, Sony and Samsung and other large electro-producers are gradually pushing TV from the cliff and into the depths of online valley. TV is gradually getting out of its traditional analog platform and catching up with mobile and PC to maintain its position as the king, the main source of family entertainment.

So, for future reference, next time you see me and want to discuss something other than the weather, let's compare magazines on tablets versus magazine on print. I'm willing to bet that can be a more lasting discussion than TV vs. online. And oh yeah! On a last note, Happy Birthday ██████████

After

In a recent meeting someone said to me: "with all due respect to the power of the Internet, TV is still king... Or do you think otherwise?"

I have to say that I'm in the "otherwise" camp. I don't see the TV versus Internet debate as a comparison of like versus like. It would be similar to comparing a car with a railway network or a game of poker with the entire video gaming industry.

TV is a device, an electronic window onto the world but not a platform. The Internet, on the other hand, is a platform and that's why they are not comparable. Yes, you can compare TV versus mobile, PC, radio, print and outdoor media but it cannot be directly compared to the Internet.

The big TV manufacturers, who are anything but fools, have realised that TV must evolve if it is to survive the digital revolution. By evolve I mean work with the dreaded Internet platform, not against it. A visit to any TV store will show many models that now incorporate so called smart features and clearly state they are Internet ready. TV has become an essential part of the digital entertainment mix by becoming part of the Internet platform.

So, for future reference, next time you see me remember that I'm up for a stimulating debate concerning the changing world of marketing, the way the digital world is changing media consumption or anything else but the defunct debate concerning TV versus Internet.

Finally, Happy Birthday to ██████████, one of the co-founders of

██████████.