



“Rich” Media Content: review of the media landscape

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Rich Media Content

- 15,000-13,000 BC

Lascaux, France - first images with narration



Lascaux caves

- circa 3500 BC

Mesopotamia: first music examples on pottery



Mesopotamia

- circa 3000 BC

China: fire used to project silhouettes

- circa 540 BC

Greece (Attica) Thespis introduces "the actor figure"





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- 1435

Leon Battista Alberti writes Della Pictura (On Painting) with rules on perspective



Alberti

- 1455

Johann Gutenberg invented the moveable type printing press and published his first Bible





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- **1702**

London: The Daily Courant was born, the first daily paper

- **1771**

England: first "coverage" of the sitting in Parliament

- **1791**

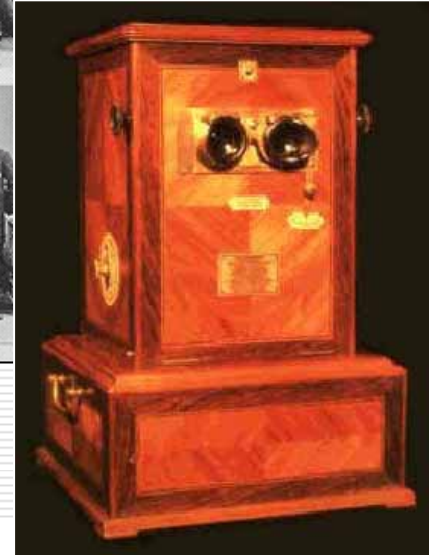
The First Amendment right of free speech and the press





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- Telegraph
- Daguerreotype
- Stereoscope
- Telephone
- First TransAtlantic telegraphic transmission
- Six newspapers in the USA joined forces to form the Associated Press

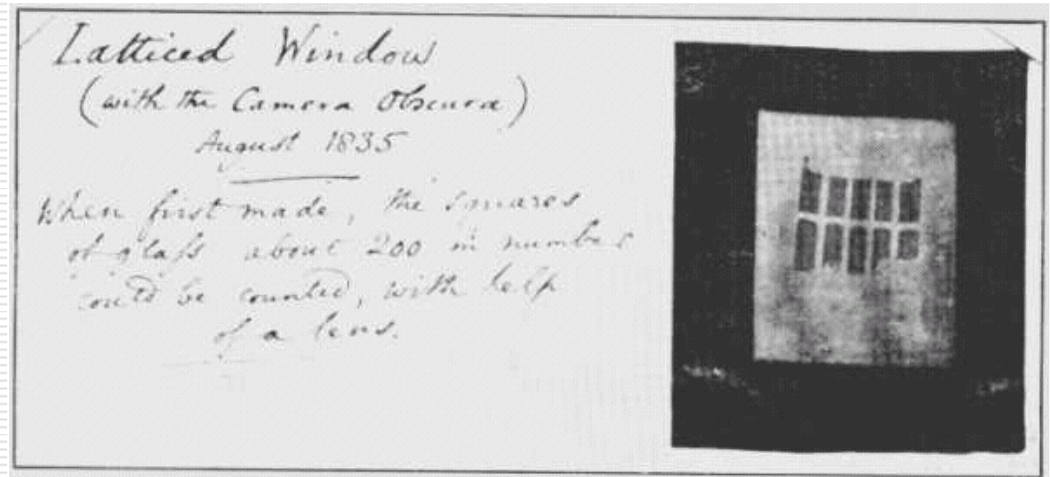




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Talbot



- 1835 -William H.F. Talbot obtained is first 'photogenic drawing' (photography) 1835: a view from his window at Lacock Abbey.

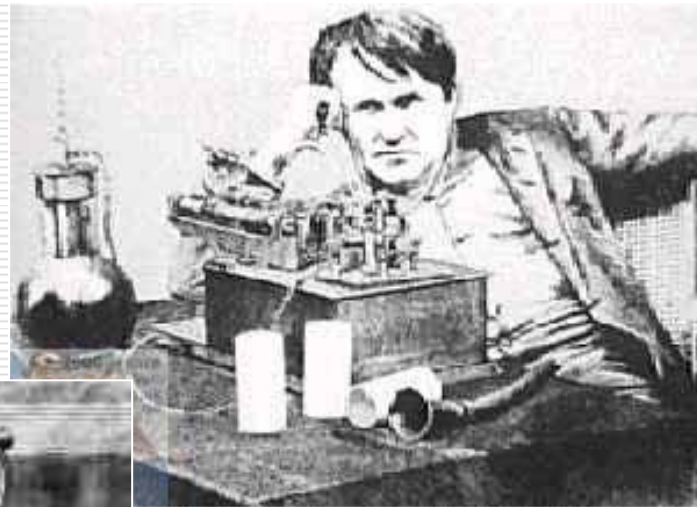




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- 1877

Thomas Alva Edison invented a device, he called a Phonograph. Edison's machine played cylinders rather than discs and had two needles: one for recording and one for playback.



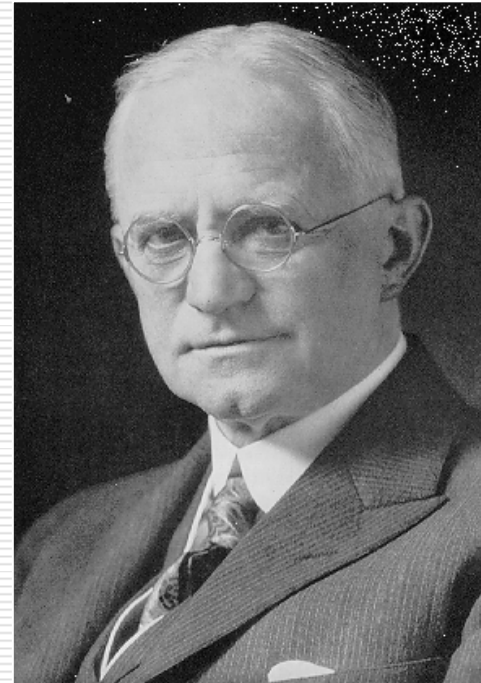
Thomas Alva Edison





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- 1881 — Frederic E. Ives, in America, invents the halftone photoengraving process, making it possible to reproduce photographic and other images in the same operation as printing text.
- 1888 - Introduction of pocket cameras using dry plate or roll film, in particular George Eastman's Kodak.



George Eastman

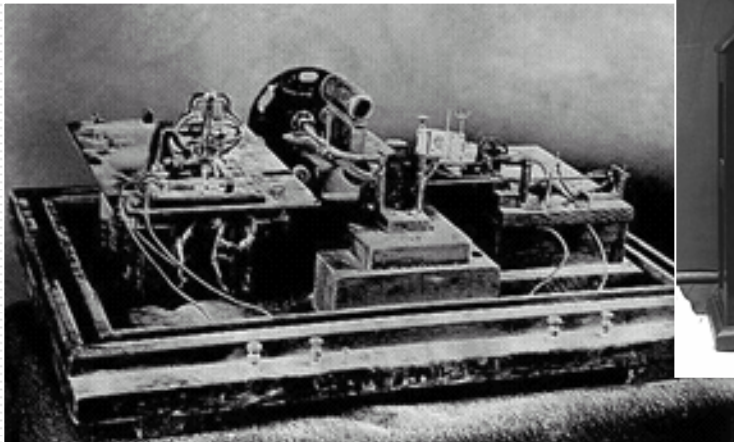




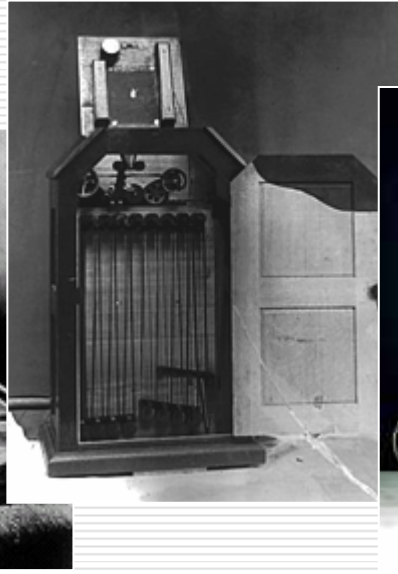
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- 1888 - Edison invented a device which would "do for the eye what the phonograph does for the ear" -- record and reproduce objects in motion. He called the invention a "Kinetoscope" using the Greek words "kineto" meaning "movement" and "scopos" meaning "to watch."

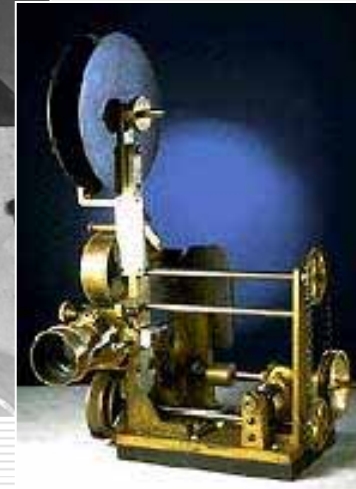
Kinetograph



Kinetoscope



Vitascope





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- 1900 - The famous BROWNIE Camera was introduced. It sold for \$1 and used film that sold for 15 cents a roll. For the first time, the hobby of photography was within the financial reach of virtually everyone.





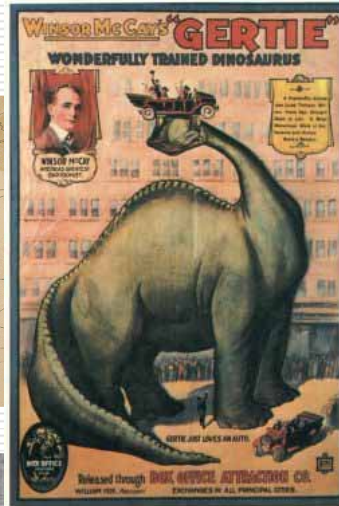
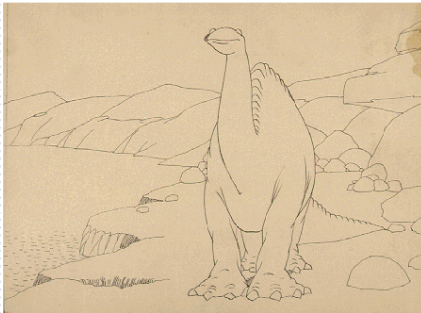
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The Great Train Robbery (1903), directed and photographed by Edwin S. Porter - a former Thomas Edison cameraman. It was a primitive one-reeler action picture, about 10 minutes long, with 14 scenes. It was the most popular and commercially successful film of the pre-nickelodeon era, and established the notion that film could be a commercially-viable medium





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- 1914 - On 22 February, 1914, Winsor McCay presented an animated masterpiece to the public during his vaudeville act in Chicago. In this dramatic premier the animator interacted with an on-screen dinosaur, Gertie, projected behind him on the stage.





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- 1919 saw the debut of *The Cabinet of Dr. Caligari*, Robert Weine's one-of-a-kind thriller that features fantastical, heavily stylized sets, antirealist acting, and evocative subjective camerawork.

Set painted on fabric and costumes made by expressionist group *Der Sturm*

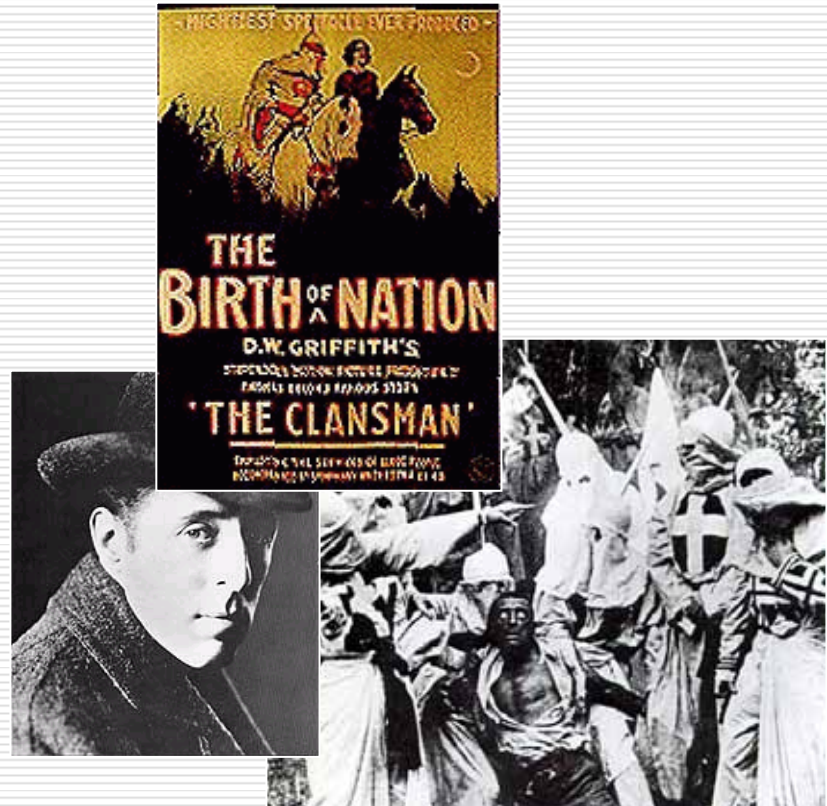




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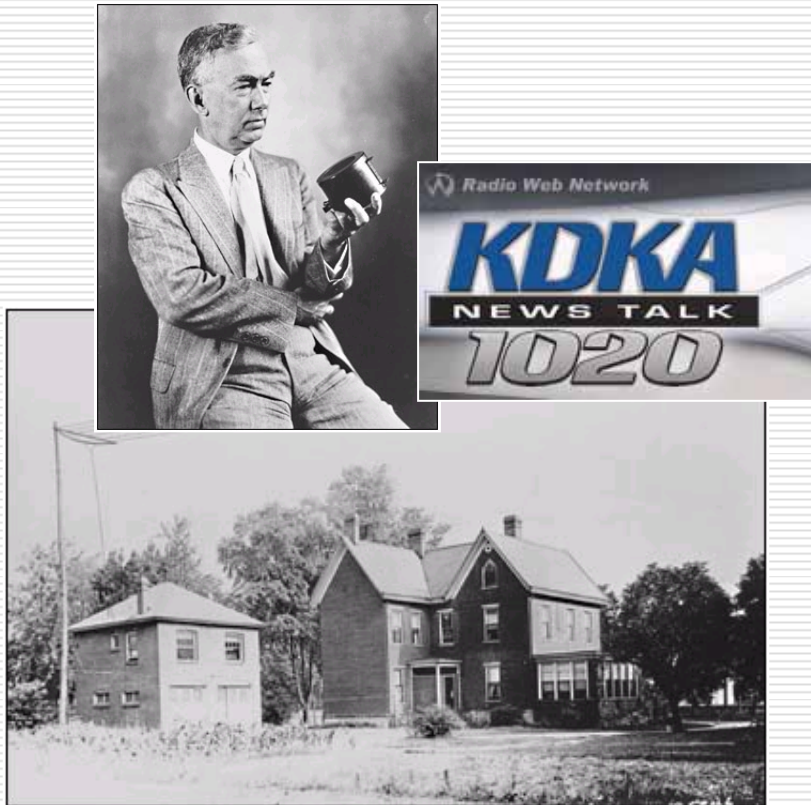
- 1915 1915 - *The Birth of a Nation* by David Wark Griffith. It deserves its place in film history for the way it changed the language of cinema.

Griffith invented what today is called the flashback, though he called it the "switchback"; parallel editing, he utilized camera angles and distance, close-ups, etc.





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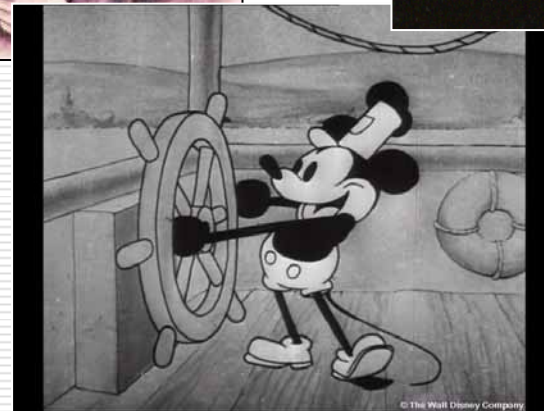
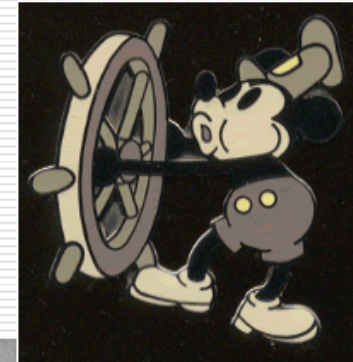
- 1920 - In a Pittsburgh garage, Frank Conrad started KDKA Broadcasting considered the world's first commercial radio station. KDKA also claims to be the first radio station broadcasting on a regular schedule. KDKA is still broadcasting on the 1020AM frequency.





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- *Steamboat Willie*, released on 18 November, 1928 is an animated cartoon featuring Mickey Mouse. Though it was not the first cartoon *produced* to feature Mickey, it was the first cartoon *released* with him in it. As such, it is widely recognized as the "first" Mickey Mouse cartoon, and represents his debut to the world.





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- ***The War of the Worlds***, a radio adaptation by Orson Welles based upon H. G. Wells' classic novel, was performed by Mercury Theatre on the Air as a Halloween special on 30 October, 1938. The live broadcast reportedly frightened many listeners into believing that an actual Martian invasion was in progress.





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- 1940 - Dorothy Kunhardt publishes "Pat the Bunny" the first interactive book

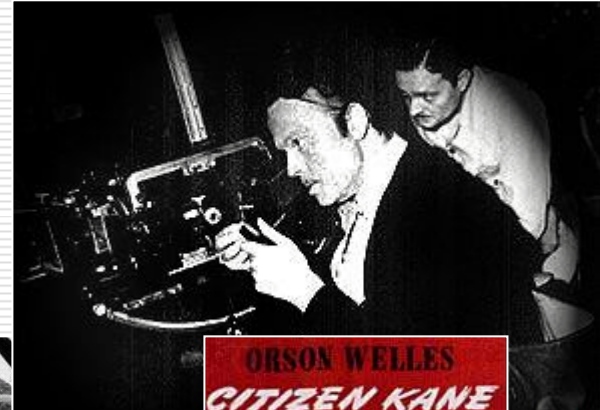
The interactive elements of the book, bunny's fur, daddy's scratchy beard, smelling the flowers, looking in a mirror, peek-a-boo blanket, reading a miniature book, poking your finger through a die cut of mummy's ring and waving bye-bye have been the keys to its success.





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- In 1941 Orson Welles debuts with his masterpiece, *Citizen Kane* probably the world's most famous and highly-rated film with its many remarkable scenes and performances, cinematic and narrative techniques and experimental innovations (in photography, editing, and sound).





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 **BULOVA**

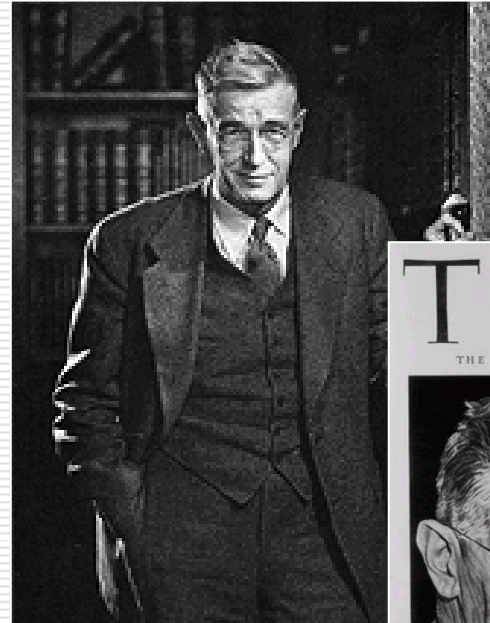
- 1941 - NBC starts regular broadcasting and Bulova airs the first television commercial: a simple picture of a clock and a map of the United States, with a voice-over proclaiming, "America runs on Bulova time". The 20-second spot costs \$9.





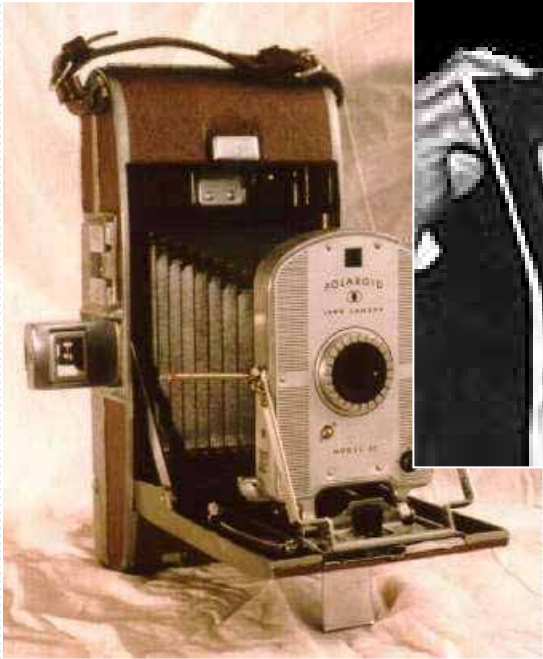
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Vannevar Bush's essay "*As We May Think*" predicted many kinds of technology invented after its publication, including hypertext, personal computers, the Internet, the World Wide Web, speech recognition, and online encyclopaedias such as Wikipedia: "Wholly new forms of encyclopaedias will appear, ready-made with a mesh of associative trails running through them, ready to be dropped into the memex and there amplified."





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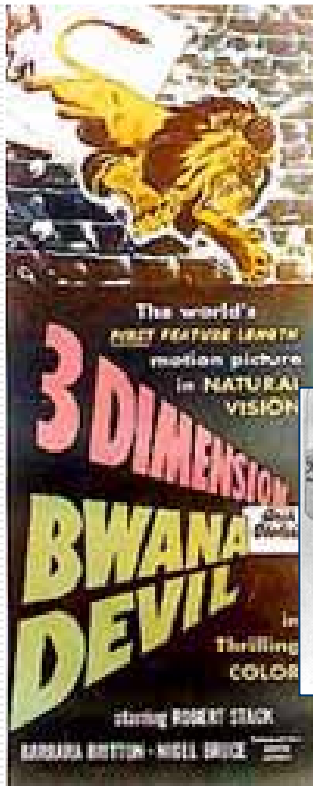
- 1947 - Edwin Herbert Land invented inexpensive filters for polarizing light and the instant Polaroid camera was born.





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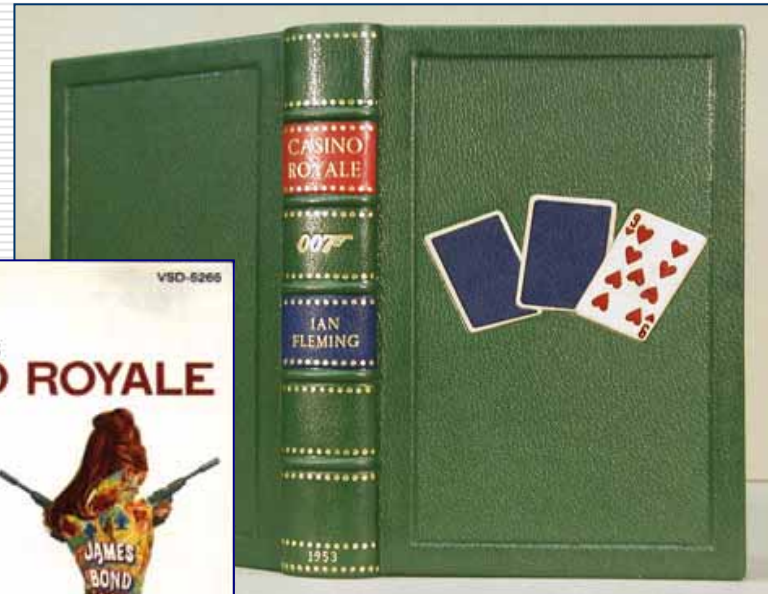
- 1952 The first full-length colour 3-D movie *Bwana Devil* with a technique called Natural Vision)





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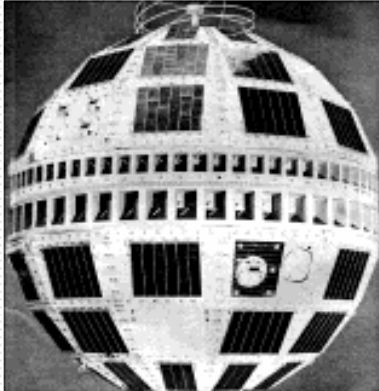
- Casino Royale is the first James Bond novel by author Ian Fleming. In 1962 James Bond debuts in cinemas.





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- The first Picturephone test system built in 1956: it transmitted only one image every two seconds.



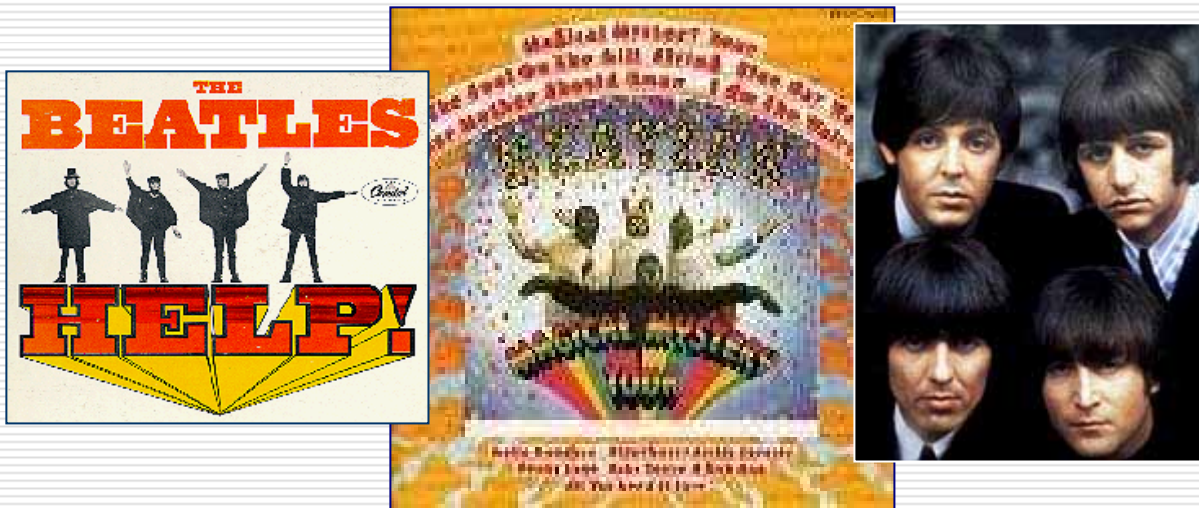
- 10 July 1962 NASA sent into orbit the first commercial communications satellite, Telstar1, owned by AT&T





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- The Beatles and Richard Lester revolutionized music with *Help* and *Magical Mystery Tour*: first music videos





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- In 1968 Nicholas Negroponte founded MIT's Architecture Machine Group, a combination of laboratory and think tank that studied new approaches to the human-computer interface. In 1985, Negroponte piloted MIT's Media Lab into existence. It developed into the pre-eminent computer science laboratory for new media and a high-tech playground for investigating the human-computer interface.





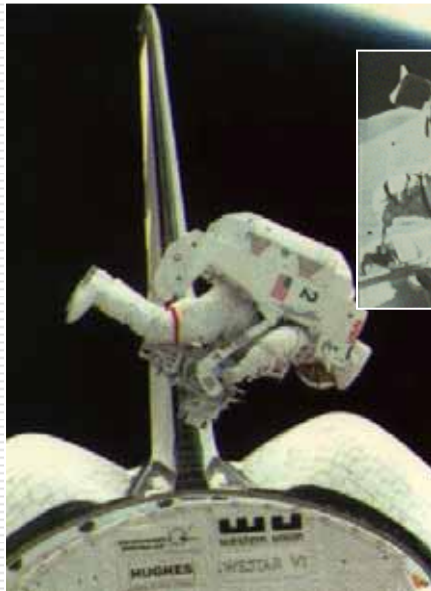
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- Stanley Kubrick's *2001, A Space Odyssey* is an influential 1968 science fiction film based on Arthur C. Clarke's science fiction novel





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1969 – Man is on the moon.
Technical innovations as
small laser disks (compact
disks prototypes,) cordless
tools, small solar panels
and liquid crystals.





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July 2000

1. WILL SMELL-O-VISION REPLACE TELEVISION?
2. WILL WE STILL DRIVE OUR CARS (OR WILL OUR CARS DRIVE US)?
3. WHAT WILL OUR CARS LOOK LIKE?
4. WILL I STILL BE ADDICTED TO VIDEO GAMES?
5. WILL MY PC BE SMARTER THAN I AM?
6. WILL WE PLUG CHIPS INTO OUR BRAINS?
7. WILL ROBOTS RISE UP AND DEMAND THEIR RIGHTS?
8. WILL EVERYTHING BE DIGITAL?
9. WILL WE STILL TURN PAGES?
10. WILL WE CLOSE THE BOOK ON BOOKS?
11. WHAT WILL REPLACE THE INTERNET?
12. WILL CYBERCRIMINALS RUN THE WORLD?
13. WILL MICROSOFT AOL OWN EVERYTHING?

