

INTERNET TV

Texas A&M AgriLife Extension Service on AgSmart.tv

August 2013

What is Internet TV?

Internet TV (also known as Internet Television or Online TV) is the digital distribution of television via the Internet. In the past, creating your own TV channel or buying airtime was very expensive and time-consuming. It was also tightly controlled by a few market leaders. Today, Internet TV allows any content publisher to create a TV channel quickly and at low cost. Consumers are able to watch this content on their big-screen TVs instead of having to squint at YouTube videos on their laptops, phones or tablets.

How does Internet TV work?

Internet video content is streamed on-demand from the cloud, over the Internet and to connected devices such as Internet-ready TVs, game consoles such as Microsoft Xbox, Roku, Apple TV and Google TV.

Targeted Internet TV Content

Today, the majority of content is made up of TV shows and movies downloaded from well-known sources such as Netflix, Amazon, HuluPlus and the major news networks. In the last couple of years, the consumption of targeted or niche content has increased dramatically. These types of "channels" base their content around a specific type of audience and subject matter. Some of these channels include: TWiT - This Week in Technology, DogTV, blip.tv, AllRecipes.com, TED Talks and more. Online learning and education will also be supplemented using Internet TV.

38% of U.S. Homes have a TV connected to the Internet.

- Leichtman Research Group (April 2012)

"The number of consumers reporting that the TV is their primary screen for viewing paid and free video streamed from the Web has risen from 33 percent to 45 percent. During the same period, consumers who used a PC as the primary screen for viewing over-the-top (OTT) streamed-video content declined from 48 percent to 31 percent." - The NPD Group (September 2012)



In December 2012, Texas A&M AgriLife Extension started streaming Internet TV content from AgSmart.tv to consumers using Roku. The initial channel sub-categories include: AgriLife Today, Animal Science, Dinner Tonight!, 4-H & Youth, Water and Wildlife & Fisheries.

For more information, please contact:
Trey Rice - tgrice@ag.tamu.edu

AgSmart.tv
It's a good life!

