

# A TV That Tweets

## Everything That Is Being Watched

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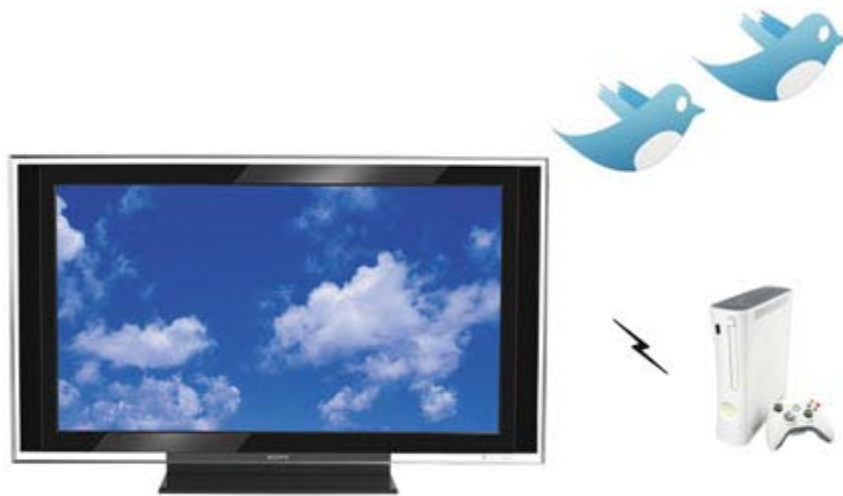


Imagine that your TV was connected to the Internet and could generate a Twitter Tweet of what you were watching on your TV. What if it could also Tweet the name of every DVD movie you were watching? Would you feel your privacy was being violated? Would you allow it if there were some restrictions on what was transmitted? Recently, at least one streaming music site enabled itself to tweet every song that a user was listening to. Though it may sound like more useless tweets and a major waster of bandwidth, apparently some people like to share this sort of information with others. This sort of activity can, however, provide some useful information to businesses providing media services



Suppose that for every TV/cable channel you paused on for more than one second your TV sent out a Twitter Tweet with the channel information and a time/date stamp. Imagine now that the TV was able to detect if someone was in the room watching as well as the volume of the TV. In the diagram above, it is shown that the TV can detect who is actually in the room by the detection of all the cell phones in the room. This information could also be sent out as a Tweet. As a user changes the volume of the set when commercials come on or as they change the channel as commercials come on, this information would also be collected and transmitted as a Tweet. Hundreds of millions of new Tweets would be transmitted daily and there would be opportunities for someone to data mine the contents of all those Tweets.

## A TV That Tweets High Scores From Video Games



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I suppose we have to ask ourselves - Is this really what we want technology to do to our lives? The media companies would love it. They would quickly learn what shows are actually be watched, what commercials are actually being watched, and it would create an opportunity to create advertisements targeted to the actual audience watching a show. Just as iTunes Genius can algorithmically attempt to understand what sort of music you like to listen to, new applications at media companies would be able to determine what shows the users like to watch and which advertisements are left running and which tempt the user to change the channel. Such technologies will have the ability to create immediate feedback to service providers but it will also add to the mountain of personal information being collected about our daily habits, likes, and dislikes.

It may sound harmless, but consider another example. Your TV is turned on daily to MSNBC's Rachel Maddows show. Someone will farm your TV's tweets telling the world that you watch the show and you will likely have a label of being politically far to the left attached to you in some mega-database in the cloud. Likewise, if you watch Fox News daily, you will likely be labeled someone with views to the right. And if your TV is tuned to HLN daily you may be labeled someone which does not care about world events outside

of tabloid news. You may not care, but what if your employer or future employer can simply check out your position on world views by the click of a mouse? It could have major impacts on your life and your career. Such technology is going to be encroaching on our lives before we know it and we all need to consider if we are going to embrace it, accept it, or reject it.

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