trendone
NILS MÜLLER COMMUNICATIONS

FUTURE ENTERTAINMENT
THE CONVERGENCE OF FILM AND GAMING

BEST CASE

BASE CASE

WORST CASE

LEAN BACK | MOVE FORWARD | JUMP IN | ADD ON

2002
Gaming 1.0
Mobile Games
Mobile TV
Gaming 2.0
In-Game Ad-vertising starts
First E-Sports broadcasted

2005
Entertainment All in One
3D films hit IMAX-cinema
Cinegaming
War of Next-Generation DVDs
Narrative Games
HDTV over broadband
Gaming 3.0
Virtual superstar with personality
Cinematic Games
Next Generation Disks combine films and games
Hollywood directors sign game-production deals
Conservative ad-industry blocks investments in In-Game-Advertising

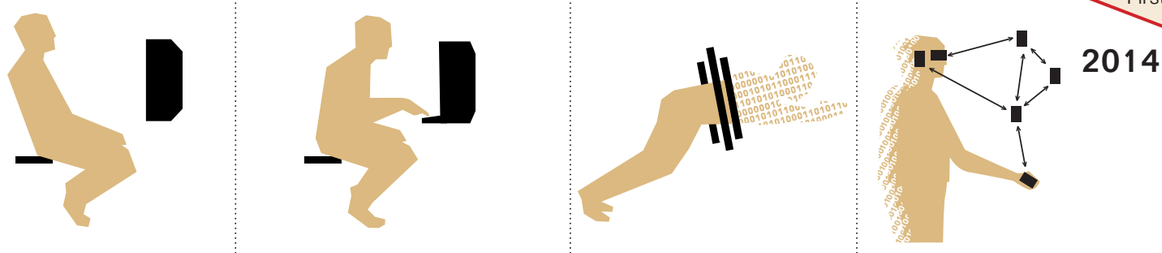
2008
360° 3D Cinema
Holographic Home Entertainment
Virtual dynamic content syndicate
„Minority Report" style air displays
Collaborative consume of individual content
One Engine for films and games
Me in my personal Film
Me in my personal Game
Vitual currency leads to first real financial crisis
Audience gets used to violence

2011
Cinemas gain extra revenue by allowing internet attendance
Simple voice command interface for home appliances
Fullbody Wii
Active contact lens
Self destructing DVDs used for video hiring
First game-star casted
Gaming the movie
Global broadband internet
Daily Machinima TV Soap
First pre-conviction based on entertainment-habbits
First action man toys engaged in war games over networks
E-Gaming prohibited

2014
Gameplay gets Oscar for Best Film
Alternate Reality Film
Augmented Reality at sports grounds to enhance spectatos experience
Photorealistic animated film / virtual stars
Holo Entertainment Deck
Virtual and real world can`t be different any more
TV quality video screens built into clothes
Multiperspective films / dynamic stories
Individual films / games
Artificial Intelligence Game broadcasted on &TV
Avatar cosmetic surgery
Digital x-ray glasses
Emotionally reponsive toys
Emotional overload
Robots physically and mentally stronger than humans
First game-virus
Addiction to online games is seen as a national problem

2017
Virtual character gets Oscar for Best Actor
Audio / Video implant
Argumented Reality standarts in metropols
Holo Twin acts in real life
Bot becomes CEO of a major
Full direct brain link
Supercomputer as fast as human brain
First lifetrailer
New 3D cinema concept
Active virtual skin
Artificial brain
Video tattoos
Global mobile broadband internet
80 percent of all entertainment contant is AI-produced
Highest earning celebrity is synthetic
30 percent of all celebrities are synthetic
Last human produced film and game released
Remote-controle device built into pets
Thought recognition
Orgasm by email
Creation of The Matrix
First marriage avatar / human
First divorce due to virtual affair with computer game charkter
First bot gets human

2020
„Running Man" style TV-shows using androids



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