

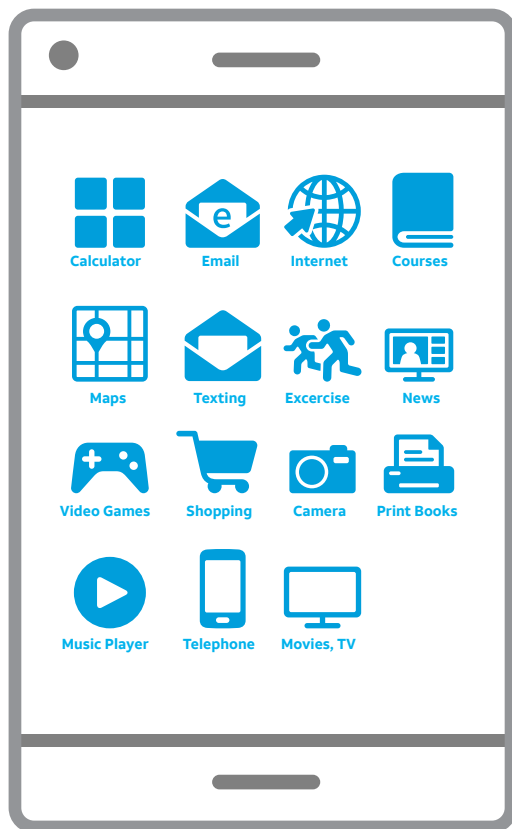
# How Technology Convergence is Changing Entertainment

Technology innovation does not happen on a singular path. Technology is constantly advancing due to innovators simultaneously focusing on different efforts.

Technology convergence is when different forms of technologies exist in a single device, sharing resources and interacting, creating new technologies and convenience.

The greatest existing example of technology convergence is the smartphones, which combines the functionality of a telephone, a camera, a music player, and a digital personal assistant (among many other things) into one device.

## Convergent Technology



Also coming out of convergence are services, such as:

- **Video on demand:** Think streaming services
- **Location-based services:** Being able to determine where the nearest ATM is located.
- **Fixed-mobile convergence:** Services that do not depend on their location.

In the last few years technology convergence has drastically changed how we consume entertainment. Instead of “just TV” we now can stream video over any web access technology. New shows can be longer or shorter and consumers can react and interact via social media with others watching the shows and also with the celebrities themselves.

At the AT&T sponsored SHAPE event, John Stankey, CEO of the AT&T Entertainment Group, AT&T Services Inc. led a panel on “[How Direct-to-Consumer Technology Is Transforming Celebrity](#)” to cover these issues.

Consumers can now watch content when we want, how we want, and where we want.

Within technology convergence is digital convergence, advancing technology to enable consumers to find and consume content virtually anywhere, everywhere, and anytime. AT&T is a leader in digital convergence.

Learn more about technology convergence [here](#)

