

# Internet replaces regular television

By Ilona de Vries, De Volkskrant, November 10th, 2010

The screenshot shows the homepage of tvtutti.nl. At the top is a blue header with the logo 'tvtutti.nl'. Below the header is a navigation bar with tabs for 'Alle', 'Nieuws', 'Informatief', 'Entertainment', 'Serie', 'Spel', 'Sport', 'Kids', and 'Muziek'. A 'meer' dropdown menu is visible on the right. The main content area is a grid of 12 program tiles. Each tile contains a thumbnail image, a title, and a date. To the right of each tile are two buttons: a plus sign (+) and a minus sign (-). The programs shown are: 'Boer zoekt Vrouw' (+7), 'De Wereld Draait Door (DWDD)' (+6), 'Popstars' (+5), 'Zembla' (+4), 'Vrije geluiden' (+4), 'Man blijft hond' (+3), 'Andere tijden' (+3), 'Goede Tijden, Slechte Tijden' (+2), 'Holland Sport' (+2), 'SBS 6 Sport' (+1), 'Huisje Doompje Beestje' (0), and 'Koekeloere' (0).

[www.tvtutti.nl](http://www.tvtutti.nl)

**If it is up to Jens Borghardt, founder of tvtutti.nl, everybody will watch tv programs on the internet via regular television sets. “Clearly a new movement has started”.**

Jens Borghardt came home with a new LCD TV and a computer. Borghardt: “I thought: ‘now I can use the internet on my new tv set’. But I couldn’t find anything to watch. So I created, while being agitated, something myself. This ‘amateur creation’ resulted in kijkdirect.nl\*, an international website containing 600 television channels.. Since then he is active in internet television. ‘Graduated in Business studies nowadays I am an almost fulltime entrepreneur nowadays.’

**In october the successor of kijkdirect came: tvtutti.nl The 600 (foreign) channels made way for Dutch tv programs. What is the difference with websites like uitzendinggemist.nl?\***

‘On uitzendinggemist you have to think first: what have I missed and what do I want to see? If you have figured that out you have to go looking for it. I am too lazy to do so. That’s why tvtutti.nl has a system where visitors can sort their favorite programs using the ‘plus’ and ‘minus’ symbols. As soon as a tv network puts a new tv episode of your favorite program online, it will be shown on your personal tv homepage directly. Another difference: viewing suggestions. Also an idea of my business partner Martin Klerx and me.’

**What is the purpose of tvtutti.nl?**

‘To zap through tv programs you really like. Now on the pc but in the future on the regular tv.’

**What’s wrong with traditional television?**

'That somebody else decides when I can watch which program. The line between people watching and the tv makers can be much more direct, thanks to the internet.

**How come the networks did not come up with this idea themselves?**

I don't dare speculating. The public networks are very active with other innovations, like mobile applications. Sometimes somebody from the outside is needed.

**How can people get internet on their regular tv set?**

Some television manufacturers realized this possibility, but then you still get only access to a few websites and you can still not watch what you want to see. It is developing. A solution would be a browser on your tv, providing access to the internet. Then you can put the cable in the television and decide what you want to see yourself via the internet.

**Ideal for young people...**

Yes, young people want to decide when and what to watch for themselves. Clearly a new movement has started: the distribution changes, the device stays the same. Only when 'live' is an issue, like with the news, people will watch television the traditional way.

**So soon everybody will watch television programs via the internet?**

I am not saying it will be next year but watching tv is heading into that direction. As soon as people can lay back on the couch and watch internet tv. It is for a fact nicer to watch missed tv series on the television than on the computer.

\* In Germany: glotzdirekt.de, france: regarddirect.fr, Spain: teledirecto.es, et cetera

\*\* Largest tv on demand site, runned by the Dutch public television network

[http://www.volkskrant.nl/multimedia/article1314296.ece/Internet\\_vervangt\\_traditionele\\_televisie](http://www.volkskrant.nl/multimedia/article1314296.ece/Internet_vervangt_traditionele_televisie)  
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