

## Entertainment with Broadband <sup>1/2</sup>

### Music

Broadband Internet users can download their favourite music and play it on their computer or on a dedicated MP3 player. Purchasing music online is extremely convenient not to mention flexible, as music can be accessed at all times. The benefits include that before buying, the music can be sampled from the comfort of your own home. Also taking the time to search for rare songs is made easy by using online databases to help locate songs /artists without knowing specific details.

Having all day online access means that you can listen to worldwide radios, webs broadcasts or listen to streaming CD quality music while you surf the net.

### Movies

Broadband's high bandwidth allows viewers to have a library of movies at hand and to download full feature films for their PCs or via a video cable to a television. They can purchase and download digital versions of most movies.

### Television

With broadband you can enjoy quality television from around the world. It also allows user interaction. For example with some sports events such as Wimbledon, the viewer is allowed to watch the event via a camera that can be aimed and zoomed in directly from their PC. Up to date reporting and information, such as the weather forecast, is available twenty-four hours per day.

Television companies can benefit from Broadband technology. It allows them to rapidly and conveniently transfer huge data files between location shoots and the production company, and internationally as well.

### Games

Broadband greatly improves the online gaming environment. Multi-users connected to the Internet can play the same game simultaneously with greater ease than before as the high speed quickens the response time and narrows down the delays that often occur.

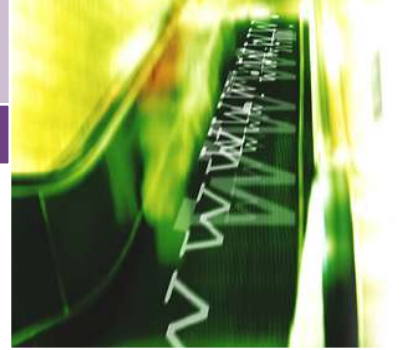
Probably the most exciting method of gaming at the moment is Microsoft's Xbox or Sony's PlayStation 2 networked environment. Both products enable access to a community of gamers that allow play against real opponents, at any time of day, and from anywhere worldwide. In certain games additional devices such as the USB headset allows conversation between fellow players to exchange strategies and so forth.

### Newspapers

All the major newspapers have an online version that contain the latest news and also a database of past articles. Most of these newspapers can also be purchased in any country but the chances are that they will be a day behind. The Internet and in particular Broadband, provides the fastest way to read the daily news when away from home and you can also keep a up-to-the-minute track of the local job market etc.

### Online Events

With high-speed Internet access you can enjoy live, online events such as concerts and sporting tournaments from your computer. There are an abundance of chat rooms featuring experts to give advice and support on issues such as health to relationships, as well as regular contests and competitions.



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### Tourism

The Internet is a global tool that can be used to promote tourism and travel. It allows people to check out places in a way that a brochure cannot by offering elements of interactivity. Many famous museums and art galleries have virtual online tour sections on their websites. These tours can be sophisticated presentations, allowing 360 degree panorama shots and interaction through "zoom in" features and "click for further information" hotspots.

Complete holidays can be arranged online from the comfort of your home. Flights and hotels can be booked, cars can be rented and because with Broadband there is a fixed low-cost for the service, time can be taken to shop around to benefit from alternative offers. In fact, most low-cost airlines offer cheaper flights to people who book online. The flight schedules and prices are instantly available on screen and you can now change your own pre-booked details.

