

# Television's Evolution: Tracing the Transition from Analog Signals to Digital Streaming

**Nassima IDRISSE**, PhD candidate in Information and Communication Sciences

nassima.idrissi@um5r.ac.ma

Mohammed V University – Rabat – Morocco (LT2C)

University of Strasbourg - France (LISEC)

## Abstract

The evolution of television, a cornerstone of modern communication, has undergone transformative changes since its inception (Noll, 1999). From its earliest experimental broadcasts to the era of high-definition screens and on-demand streaming, television has continually adapted to technological innovations and shifting cultural landscapes (Lotz, 2018). What began as a novel concept has grown into a pervasive and influential medium that not only entertains but also informs, educates, and shapes our collective understanding of the world (Gerbarg, 2008).

This evolution, driven by pioneering technological advancements, has not only revolutionized the viewing experience but has also played a pivotal role in reflecting and influencing societal values, political discourse, and global connectivity (Spigel & Olsson, 2004). It is a journey that not only looks back on the past but also anticipates the exciting possibilities and challenges of television's future (Lotz, 2017). as it continues to shape the way we communicate and interact with our rapidly changing world.

In this context, our study provides a comprehensive exploration of television's evolution, tracing its trajectory from analog signals to high-definition digital broadcasts and on-demand streaming services (Sanz & Crosbie, 2016). By analyzing pivotal technological advancements, changing content paradigms, and the profound influence on society, this study illuminates the intricate interplay between technology and culture.

Through theoretical approach based on a historical analysis, this research offers a nuanced understanding of television's transformative path. To achieve this, the study seeks to answer the following questions : « How have technological advancements contributed to the evolution of television over time » ; « What shifts have occurred in television content paradigms,

particularly in terms of genres, formats, and storytelling techniques? » ; « In what ways has this evolution influenced societal norms, cultural identities, and global connectivity ? ».

Keywords: **Evolution, Television, Technological Advancements, Society**

### **Bibliographical References**

- Noll, A. M. (1999). The evolution of television technology. The economics, technology and content of digital TV, 3-17.
- Lotz, A. D. (2018). Evolution or revolution? Television in transformation. *Critical Studies in Television*, 13(4), 491-494.
- Gerbarg, D. (Ed.). (2008). *Television goes digital*. Springer Science & Business Media.
- Spigel, L., & Olsson, J. (Eds.). (2004). *Television after TV: Essays on a Medium in Transition*. Duke University Press.
- Lotz, A. D. (2017). *Portals: A treatise on internet-distributed television*. Michigan Publishing, University of Michigan Library.
- Sanz, E., & Crosbie, T. (2016). The meaning of digital platforms: Open and closed television infrastructure. *Poetics*, 55, 76-89.