

BREVET DE TECHNICIEN SUPÉRIEUR INFORMATIQUE DE GESTION

**Options : - Développeur d'applications
- Administrateur de réseaux locaux d'entreprise**

SESSION 2011

SUJET

**ÉPREUVE E1-2 - LANGUE ANGLAISE APPLIQUÉE
A L'INFORMATIQUE DE GESTION**

Durée : 2 heures

Coefficient : 2

Matériel autorisé : DICTIONNAIRE BILINGUE

CALCULATRICE NON AUTORISÉE POUR CETTE ÉPREUVE

**Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Le sujet comporte 3 pages, numérotées de la page 1/3 à 3/3.**

FOX TV JOINS US NETWORKS TO BLOCK GOOGLE TV

1 US TV network Fox has joined its rivals in blocking Google TV from airing its programmes to viewers. Fox held out after CBS, ABC and NBC refused to let full shows air on Google's new platform—where users can view the web and video on home TV's. The networks are concerned they will suffer because online advertising is less lucrative than TV commercials.
5 The Fox move will come as a blow to Google, which needs the backing of the major media companies to thrive.

Google TV was launched at the end of October and is available embedded in a Sony TV and also through a set top box made by Logitech. Speaking at a TV conference in San Francisco, NewTeeVee Live, Google remained upbeat about the future. "There are many content owners
10 who are not blocking Google TV," said Rishi Chandra, product manager for Google TV. [...]

Mr. Chandra also tried to downplay fears that Google TV is out to cannibalise the industry or "replace" cable TV in the US. "We would like to make sure all that content on the web today is accessible through the Chrome browser which is effectively Google TV. It's up to the content owners to decide how they want to distribute their content to their users," he said.

15 While the battle to dominate the biggest screen in the home continues to heat up, the issue of what the ordinary consumer wants was also tackled at the conference. Perhaps unsurprisingly, research carried out by Adaptive Path said ordinary users just want to watch TV, they want it to be simple and they want it to work. "People want to go home, lean back, hit the on button and be entertained. It's as simple as that," said Peter Merholz, president of Adaptive Path.

20 "All these tools, devices, settings, menus, configurations just get in the way of people's desire to just watch TV. Not everybody wants the latest whizzy, super-complicated set of features and functions." Mr Merholz suggested the secret formula to success for those in the industry would be to provide TVs that almost hark back to a bygone era. "When we were all kids, you turned on the TV and it just worked. About the only hassle was moving the rabbit ears to get
25 reception."

TV has always been a social event with friends and family gathering around to watch a show together. The conference was told that the social aspect of TV has grown and morphed because users are increasingly sharing via Facebook and Twitter while watching TV. "Twitter is not just supplementing content, it's changing it," said Robin Sloan, of Twitter's media
30 partnership team. "It's taking all this stuff and piping it back in." These tools have been credited in large part for delivering some of the highest ratings ever for live TV events such as the World Cup and the Olympics.

35 "We've been talking about 'interactive TV' for 20 years, waiting for the magic box or platform to finally emerge. But maybe Twitter is actually the platform for interactive TV? It's simple, increasingly ubiquitous, works on any platform and everybody's already using it to talk about TV," added Mr. Sloan.

Interactive TV was something writers Carlton Cuse of *Lost* and Tim Kring of *Heroes* have been credited with pioneering. They both won an Emmy for their work and said that the web, mobile devices and social media made this one of the most exciting times to be a storyteller.
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Mr Cuse and Mr Kring said these tools allowed them to take their shows in new directions not possible before, because audiences wanted to be involved. "The real essence of the revolution

we're going through now is that the conversation is two ways now. So you have to think, how do you engage that audience that wants to talk back to you?"

Maggie Shiels, *BBC News* (www.bbc.co.uk), November 11, 2010 (abridged)

QUESTIONS

PREMIÈRE PARTIE (12 POINTS)

Résumer le texte **en français** et indiquer le nombre de mots.

(220 mots +/- 10%)

DEUXIÈME PARTIE (8 POINTS)

Répondez en anglais aux **deux** questions suivantes et indiquez le nombre de mots.

1. "TV has always been a social event with friends and family gathering around to watch a show together." Do you personally subscribe to this view of TV-watching?

(70 words +/- 10%)

(3 points)

2. How do you imagine the TV of the future? Will the Internet be a fundamental part of it?

(130 words +/- 10%)

(5 points)