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## **FROM IDIOT BOX TO GENIUS BOX - How the TV Set Evolved to Again Become the Most Important Screen**

*Television expert shares insights and forecasts for the TV set's new internet age*

The TV set, despite the most-present and most-watched device in the home, became an afterthought in wake of recent digital advances. However, the emergence of connected and smart TVs has brought the TV set back to prominence. How this happened, and what it means in the future for viewers and the television business, is examined in the new book *The Genius Box: How the "Idiot Box" Got Smart & Is Changing the Television Business*.

Applying his quarter century of experience in television and media research, author David C. Tice uses a combination of history and contemporary insights to weave the complex story of the relationship between viewers and their television sets – and how this has, and will, impact the TV business – sprinkling in a mix of reminiscing and personal opinion to add color to the story.

“The TV set became an almost-forgotten technology as the world focused on computers, smartphones, and tablets. Now smart TVs are bringing TV sets into the internet’s digital ecosystem and back closer to the viewer.” says Tice. “This book helps put these important changes into context for TV’s various stakeholders, those on the business side as well as the most important – the viewers.”

Early reviews of *The Genius Box* have been positive. It’s “the definitive textbook on the television medium and the business of television” – a former head of research of a leading TV network. An “amazing job of wrangling a lot of non-linear issues into a narrative” – a senior media and advertising researcher.

A first-time author, David Tice is principal of TiceVision LLC, a media consultancy. After an early career as an aerospace engineer, Tice built a reputation as a leading expert in television and media research. His research in this space has given him a unique vantage point to observe the emergence of new television and media technologies, knowledge which he shares in his new book.

Visit [ticevision.com/thegeniusbox](http://ticevision.com/thegeniusbox) for purchase information, full author bio, and press kit.

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