

## Big big mistake; the new TV broadband providers

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All of them seem to make a huge thing about the INTERACTIVE element... "now consumers can select the shows they want to watch, when they want to watch them"... that sort of thing.

But they none of them seem to realise - many of us don't WANT to select TV and radio. We want someone else to do it for us.

We can all surf MySpace and YouTube for hours, finding 99% shit for every gem.

But sometimes we like to allow someone trusted and reliable to entertain us; putting on the radio to be soothed and entertained and informed and surprised...

The "interactive" thing is great but not always.

And not most of the time with Radio and TV.

Those who simply chant perceived wisdoms never have the sense to spot when and where those platitudes are applicable.