

This is how we want our Television. Thanks Aerero.

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To you and I being able to watch TV shows when and where we want to is something that I'm pretty sure we'd all embrace and support, heck even pay for. In New York, the public uptake of streaming TV service Aerero is testament to that. You see, in New York you can now get your TV content beamed to your device no matter where you are in the city. *Real* on-demand content delivery. That's because in New York, Aerero, described over at [Fast Company](#) as:

“[A] TV-in-your-browser platform that launched in mid-March in a limited New York City release. For \$12 a month, Aereo allows its users to watch live broadcast TV on any Apple device of their choosing (plus Roku), in high-definition. Users can also make DVR recordings that are stored in the cloud.”

So it's only available in the Big Apple right now but we'd all obviously be hoping to see it rolled out further afield. Granted, nobody in Africa is holding their breath, we're still [rocking the analogue TV system](#). Sucks to be African if you dig your tech raw and direct.

But the thing is, even the First Worlders shouldn't get their hopes up. Aerero is already being [sued by US broadcasters](#). Seriously?

When will these flipping commercial dinosaurs wake up to the fact that the technology evolves with demand?

To deliver content to the consumers in a way that they want to consume it is not a threat, it's an opportunity. If the content is made available on a 'legitimate' platform in an convenient package we'll even pay for it. Amazing? No? Yes, I mean, ask Amazon, Apple, hell even Nokia's in on it.

What are Aerero doing about it?

So I'm digging Chet Kanojia, CEO of [Aereo](#)'s whole tactic. Check this cool cat in an [interview with a polystyrene-voiced Bloomberg anchor](#). He's got a great attitude and I certainly hope his pure logic trumps the old broadcast dinosaur's frenzied, paranoid knee-jerk reactions.

[This Fast company interview with Mr Kanojia](#) [A TV Platform So Disruptive Everyone's Suing It - by [David Zax](#)] inspires the Third World technological bastards among us to live in hope of firing up an old handset and catching the game at the beach while we're waiting for the surf to improve...

Must-read Article: [A TV Platform So Disruptive Everyone's Suing It](#)

Bring it on, power to the up-start start-ups - [Aerero website](#)