

# Study on Resemblance between Established Media Technology and Integrated Media Technology

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**Abstract:** *The length of time it takes for a media technology to become established is one factor that links the current development of Integrated media technology(IM) to the historical history of Established media technology(EM). Each form of EM required several decades to gain popularity and spark interest in educational settings. Initial overconfidence in each media was replaced with cynicism over the course of decades due to failures to deliver on expectations regarding the new technology at the time. This is comparable to how many people currently feel about IM.*

*Another resemblance between the development of EM and IM, particularly since the start of the most recent wave of IM in 2013, is how material is produced and distributed using adaptations of the procedures used in film, television, and notably video games. IM experiences made on game engines resemble videogames and are published and distributed in a manner akin to that.*

*The distribution portion is split into offline for location-based experiences and online for streaming and downloading material. Particularly the location-based shared experiences have a remarkable resemblance to the first forms of film, television, and video games..*

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