

# Sample research paper on the hopper and the dish network

[Technology](#), [Internet](#)



## **Introduction**

Commenting on the Dish Network Hopper, MSNBC wrote, “ Take your favorite movies and shows wherever you go.” As a matter of fact, this comment makes a lot of sense considering that the DVR, designed by Dish Network is undoubtedly a symbol of leading innovation. The Hopper has become more than a buzzword in today’s social circles. The organization has received overwhelming credit for the same (Biggs, 2). The innovative technology is currently a trending topic in consumer websites as well as social media. The hopper has sparked mixed reactions among consumers, with some thinking it is the greatest thing in the history of journalism, and others arguing that its performance is overrated. As a matter of fact, the hopper has seen the rise enthusiasts, boycotts, legal action and critics. This makes it a unique innovation. This paper is an informative report detailing the strongest selling points of the Hopper DVR, and how this product has positively impacted on the organization.

## **An overview of Dish Network**

Commonly referred to as Dish, the organization was founded in the year 1996 by Charlie Ergen. The organization is among the most celebrated in the media industry, with annual revenue of 14. 28 billion as per the 2012 financial report. The organization serves the United States, but has employees both within and outside the United States. Dish has 34000 employees as per the 2011 records, with 25000 of the man power being within the United States (Dish, 1). The organization is headquartered at Meridian, Colorado, USA. The organization is synonymous with innovative

technology in the satellite television industry. With 14 million subscribers, as per 2012, Dish is no doubt a success in the media industry. The organization has subsidiaries – DBSD in North America and Liberty Bell Telecom. In the 2013 consumer electronics show, Dish received an award for the innovative auto hop feature on the Hopper DVR. The organization's research and development department believes that the Hopper DVR is the best idea yet, as far as technology is concerned.

## **The Hopper DVR and Dish network**

Described variously as the king of digital video recorders (DVRs), the hopper was launched in March 2012 (Biggs, 1). With 3 tuners and a whopping 2 terabytes of space, the device has emerged as the most successful product of the Dish Network Corporation. The three main points worth noting about the hopper are: time saving, convenience and innovation. As a matter of fact, the hopper is a time saving device, especially considering that it is capable of multitasking, and has lots of space where the user can store all desired content. With its primetime anytime feature; the user can record up to 3 hours of prime time programming for a period of up to eight days after the initial date. Such recordings can be stored in an offline device so as to be watched later as per the convenience of the user. With regards to time, the hopper is no doubt an asset because the user does not have to postpone useful tasks so as to watch the primetime.

The hopper's popularity is enhanced by the actuality that it enables a person to save up to 1 hour per night by skipping advertisements and other commercials. This is arguably the most marketable feature of the device

because commercials are unpopular among users for two reasons. Foremost, commercials waste a lot of time estimated to be approximately one or two hours in a night. Secondly, commercials are particularly boring and monotonous because of the repetitive nature of advertisements. By eliminating such interruptions, the user is in a position to enjoy their favorite programming without having to take unnecessary breaks. With regard to saving time, the hopper digital video recorder (DVR) has the capacity to record up to 2000 hours of standard definition programming. Such recording can be stored in an offline device such as tablet to be watched at a later time as per the convenience of the user (Biggs, 2). Additionally, in line with the preferences of the user the DVR has the capacity to store up to 1000 hours of high definition recording. 2000 hours of recording can see a person record his favorite movies, documentaries and programs, so that they can stay away from their television for a considerable time. This can enable an individual to watch ad free content during traveling sessions and breaks at work.

The recorded content can be watched everywhere and anywhere because the portable tablets and smart phones can accommodate the recording to be watched on a long journey or a flight such are particularly boring. The hopper DVR is capable of recording up to six TV channels at a time with the option of recording two channels of the users choosing and four local networks.

Considering that such recordings takes place simultaneously it goes without saying that the users will save sufficient time which can be used in later viewing (Cianci 69). Secondly it is worth mentioning that the six recorded channels offer enough content with regard to entertainment. The capacity to

record up to six channels ensures that the user misses the least content. The user will as well access a variety of content at the same time.

Speaking of convenience, the hopper DVR enables the user to customize entertainment in such a manner that they can make their computer smart phone or tablet their personal television by choosing that which they want to watch and performing what is referred to as selective recording. In light of this, the hopper DVR gives the user the power to roam and enjoy limit less entertainment. The recordings made through hopper DVR can be stored in an offline device for a limit less period of time. Still on convenience, the hopper DVR is capable of being connected to the home based internet broadband which offers instant and limitless access to thousands of websites and links to own demand movies. This enables the user to access a variety of latest movies of different definitions that is both standard definition and high definition content. The digital content accessed from the thousands of own demand websites enhances the user's capacity to enjoy a great assortment of programs and documentaries from online televisions.

Rating the product from the innovative eye of the current generation which is technology oriented, hopper DVR is more than a media success because it has several features. Foremost the state of the art user interface is among the most innovative features worth noting. The user interface has a sleek high definition appearance and is capable of super first scrolling and selection of the menu which give access to other in built applications. The hopper DVR is no doubt the most innovative product and has managed to take the organization to a higher level of success. Apparently, the hopper DVR has a perfect place in modern society because the digital movement is

founded on innovation and convenience.

The digital video recorder has three tuners and two terabytes of space on which movies, programs and commercial free documentaries can be stored for later viewing. Perhaps the most noteworthy advantage of the device is that it is compatible with the smart phones, tablets and computers such that it can be used virtually everywhere as opposed to the traditional devices in the same industry. The internet connection widens the scope of entertainment offered by this device because the user is capable of accessing and downloading online forms of entertainment from such popular sites as YouTube with the internet connection users can as well access social media sites for entertaining and interactive sessions with friends and other users of the online platform.

Ultimately, the key main reasons why hopper DVR is worth the investment are: DVR functionality, Commercial-free viewing, Primetime Anytime, User-Friendly Interface and the unique Apps. The device allows the users to pause, record live and even rewind the TV from any location within the house. This outstanding feature is functional and can serve the user around their schedule so that they can sustain productivity in their everyday life, while making arrangements for their favorite programs (Biggs, 2). With the versatile nature of this particular feature one can record their favorite programs from within their bedrooms, begin watching it in their living room and finish in the kitchen. It offers ultimate mobility and exceptional convenience.

According to research, commercial free programming can save millions of man hours. Such hours, if put into proper use, can enhance a person's

entertainment – a factor associated with a happier life and stress free relationships. Among the programs whose popularity has risen due to elimination of commercials are: ABC, Fox news and NBC (Plunkett 29). The amount of time one uses to record primetime on Hopper has been among the key factors behind the ability of Dish Network to pose serious competition in such a way that its competitors are worried, resorting to legal action and malicious propaganda. The colorful nature of the themes and logos allows the user to navigate really fast and the experience becomes both easy and fun-filled.

The number and functionality of the apps offers convenience as they come complete with their integrated sets of performance. The features available include NBC sports, the weather channel, MSNBC, and such popular ones as Access Hollywood (Plunkett 119). These help an individual remain informed and abreast with the latest developments in various arenas. These features enhance the standard of television, and break the monotony of ordinary programming.

## **Conclusion**

In conclusion, it is apparent, from the foregoing, that the hopper – arguably the most trending media technology – is not only unique, but also offers convenience and saves. Essentially, the top three main points or benefits worth noting about the hopper are: timesaving, convenience and innovative functionality. It therefore passes for a fact that these are the main forces behind the trending nature of the device. The organization, Dish Network, has established a wide base of enthusiasts, critics and legal suits, thanks to

the launching of the hopper. Ultimately, the device is among the strongest selling points of Dish network, and is no doubt the “ king of DVRs.”

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