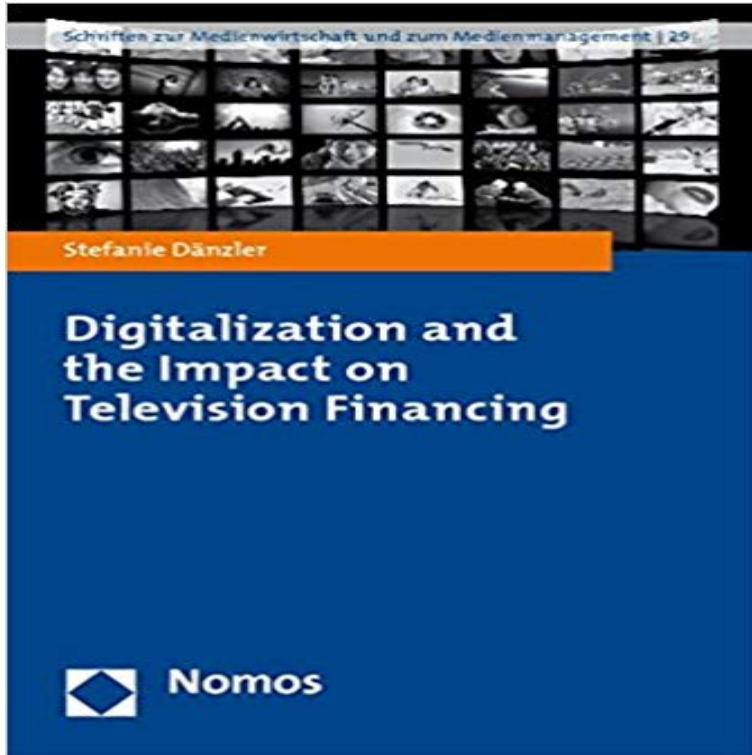


Digitalization and the Impact on Television Financing (Schriften zur Medienwirtschaft und zum Medienmanagement)



With the digitalization of television, the world is increasingly leaving behind the classic financing models for analogue television and adding models that are familiar from the Internet and the network economy. This not only impacts television financing, it also necessitates a corresponding adjustment in business models and their supply chains. New players will stake out turf in the digital television market, challenging traditional power structures and possibly replacing old television providers. This book examines the changes that are being faced. (Series: Schriften zur Medienwirtschaft und zum Medienmanagement - Vol. 29)

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