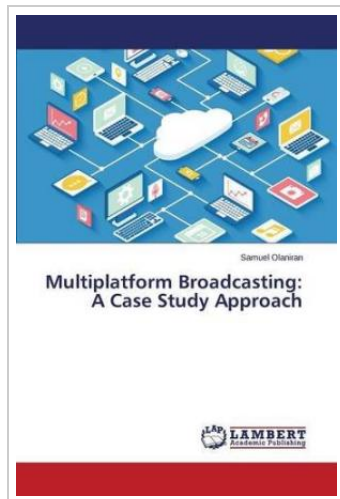



[DOWNLOAD](#)


Multiplatform Broadcasting: A Case Study Approach

By Olaniran, Samuel

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Multiplatform television broadcasting emerged as a result of the development of convergence where television content goes through multiple communication channels and is processed and re-designed for and by the public. The transition towards digital platforms means that contents can circulate and be delivered across numerous avenues. Adoption of shared digital technologies has impacted on content, delivery, operational and corporate strategies of TV stations in Nigeria. Television viewing is increasingly declining for computer related media use especially among young Nigerians. This book focuses on the new paradigms that have changed production and distribution processes, typified by two stations. It analyses the migration of conventional TV towards multiplatform strategies and inquires whether this makes content delivery more costly or facilitates greater efficiency. It provides an understanding of how multiplatform distribution strategies enable TV stations maximize resources in meeting audience demands. It should be useful to media owners, broadcasters, new media professionals and those interested in the technology behind an exponential increase in content accessibility. | Format: Paperback | Language/Sprache: english | 144 pp.



READ ONLINE
[7.27 MB]

Reviews

I just started off reading this article publication. It is definitely simplistic but surprises in the 50 percent of your ebook. You are going to like how the author create this publication.

-- **Clint Labadie**

Comprehensive information for publication enthusiasts. I could possibly comprehended every little thing using this composed e pdf You can expect to like the way the article writer create this pdf.

-- **Abby Kozey IV**

Other eBooks



Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet

14 Hands Press, United States, 2013. Paperback. Book Condition: New. 198 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Have you ever told a little white lie? Or maybe a bigger one that wasn't even white?...



The Pauper & the Banker/Be Good to Your Enemies

Discovery Publishing Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, The Pauper & the Banker/Be Good to Your Enemies, Discovery Kidz, This book is part of the Aesops Fables (Fun with 2 Stories) Series, titles in this series include: The Ant & The...



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn't porn. Everyone always asks and some of our family thinks it is for sure. but it's not....



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...



Leave It to Me (Ballantine Reader's Circle)

Ballantine Books. PAPERBACK. Book Condition: New. 0449003965 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!!!! * I am a...