

Telecoms-Media Convergence: A Paradigm Shift Driving the Video Market's Transformation

<https://marketpublishers.com/r/TAB491A370DEN.html>

Date: May 2018

Pages: 54

Price: US\$ 3,300.00 (Single User License)

ID: TAB491A370DEN

Abstracts

The way that people consume video is changing, but screen time continues to rise and monetisation capabilities are still very strong.

For operators (i.e. cable companies and telcos), depending on their situation, services can enable them to generate additional ARPU, secure customer loyalty, and attract new subscribers as they compete for superfast access market share. So no operator today can afford not to have a TV/video strategy.

This report begins with a look at how the ecosystem is evolving for industry players, then delivers an inventory of telcos' objectives and approaches to convergence, along with an analysis of 10 players' convergence strategies, then concludes with a description of the main options available over the long term.

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