

Video Content: The New El Dorado? - Competition for Content between Telecom Operators, Audiovisual Players and the Internet

<https://marketpublishers.com/r/VA467774967EN.html>

Date: June 2017

Pages: 62

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

ID: VA467774967EN

Abstracts

The report looks at the potential success of vertical integration in the audiovisual value chain by telcos, TV broadcasters and Internet players.

It analyses the reasons for the many operations we are seeing by exploring the changes taking place in the audiovisual environment.

It provides an overview of the major acquisitions involving companies and content rights, as well as the new companies and services created by players downstream in the chain.

It then seeks to understand the role played by content in the strategy of each category of player based on concrete examples.

The report also examines the strengths and weaknesses of the three player categories involved in this race to acquire content, before exploring each one's prospects for success and possible alternative strategies.

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