

Network-independent TV: ZillionTV case study

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Date: December 2009

Pages: 6

Price: US\$ 395.00 (Single User License)

ID: N3F5D00B23EEN

Abstracts

ZillionTV is one of an emerging breed of Internet-based service platforms that seeks to redefine the way commercial TV content is delivered to the consumer. By focusing its strategy on four main pillars of the emerging connected TV ecosystem – advertisers, consumers, content providers and ISPs – ZillionTV aims to accommodate the interests of all the key stakeholders.



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