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MULTIPLATFORM BROADCASTING: A CASE STUDY APPROACH



Multiplatform Broadcasting:
A Case Study Approach



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...

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- Authored by Olaniran, Samuel
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