

Technology now influences television in several directions: changing the power relationship between consumer and television, content is influenced by digital technology, media becomes social media. All about this at the course organized during SIMFEST film festival.

Lecturer: asst. Prof. PHD. Ion Stavre

Themes proposed for discussion:

Internet Television: Definition and Prospects

Implications for the Long Distance Network

Television Over the Internet: Technological Challenges

Network Business Models and Strategies

Industry Structure and Competition Absent Distribution

Business Models and Program Content

Broadcasters' Internet Engagement: From Being Present to Becoming Successful

Audience Demand for TV Over the Internet

TV or Not TV: Three Screens, One Regulation?