

Converging Technologies and Business Models

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The digital context

Digital convergence has reshaped the business of supplying audiovisual material, placing more emphasis on distribution of content across multiple platforms. This project examines the interplay between emergent copyright frameworks and strategies of multi-platform distribution.

Windowing

Windowing is about controlling the sequence and timing of releases into distribution channels in order to maximise returns. This study investigates how the use of windowing strategies to exploit IP value in audiovisual content has been affected by the transition to digital and multi-platform distribution.

We aim to find out:

- How are distribution strategies in the television industry adjusting to the spread of digital platforms and devices?
- How are the key considerations involved in planning the release sequence for audiovisual material changing in response to digitization and multi-platform delivery?



Possible distribution outlets or windows for television content (Doyle, 2013):

