

Exploring the Impact of OTT Media on Global Societies

Part of the Advances in Media, Entertainment, and the Arts Book Series

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Description:

In the rapidly evolving landscape of media and communication studies, scholars face a pressing challenge – understanding the profound and transformative impact of Over-the-Top (OTT) media on global societies. As video content flows directly to viewers over the internet, upending traditional cable and broadcast TV, the complexities of this digital shift pose intricate problems. Enter **Exploring the Impact of OTT Media on Global Societies**, a comprehensive handbook meticulously crafted to address these challenges and provide solutions. This groundbreaking publication seeks to unravel the intricate layers of OTT media, offering a holistic exploration of business models, technological infrastructure, regulatory issues, and the social and cultural implications that define the dynamic OTT industry.



Dive into the evolution of OTT media, exploring the seamless delivery of video content and its disruptive influence on traditional media consumption. Uncover the strategies behind the production and distribution of OTT content, emphasizing the role of personalization and recommendation algorithms in shaping audience engagement. Navigate the complex terrain of regulatory and policy issues surrounding OTT media, addressing critical topics such as net neutrality, data privacy, and intellectual property rights. Witness the competitive dynamics of the OTT market, marked by the emergence of new players and their profound impact on traditional media companies. Beyond the technicalities, our book delves into the social and cultural implications of OTT media, revealing shifts in media consumption patterns, the phenomenon of binge-watching, and the transformative effects on advertising and marketing strategies.

For scholars, researchers, and practitioners in media and communication studies, **Exploring the Impact of OTT Media on Global Societies** emerges as the essential reference for understanding and tackling the swiftly evolving landscape of digital media. This comprehensive handbook serves not only as a guide through the intricate challenges presented by OTT media but also as a beacon illuminating the solutions and insights needed to navigate the digital frontier with confidence.

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Topics Covered:

- Audience Engagement
- Changing Media Consumption Patterns
- Cultural Impacts
- Data Privacy Challenges
- Emerging Players in the OTT Market
- Future Directions in OTT Media
- Intellectual Property Rights
- Methodologies for Analyzing OTT Net Neutrality
- OTT Devices
- OTT Opportunities in Different Regions
- OTT Platforms
- Personalization Algorithms
- Production and Distribution Strategies of Content
- Qualitative and Quantitative Methodologies for Studying OTT
- Regulatory Issues in OTT Media

Subject: Media & Communications

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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