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Jean Chalaby
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Television in the Streaming Era

This groundbreaking study explores transformations in the TV industry under the impact of globalizing forces and digital technologies. Chalaby investigates the making of a digital value chain and the distinct value-adding segments that form the new video ecosystem. He provides a full account of the industry's global shift from the development of TV formats and transnational networks to the emergence of tech giants and streaming platforms. The author takes a deep dive into the infrastructure (communication satellites, subsea cable networks, data centres) and technology (cloud computing, streaming software) underpinning this ecosystem through the prism of global value chain theory. The book combines empirical data garnered during twenty years of researching the industry and offers unique insights from television and tech executives.

Jean K. Chalaby was born in Geneva and studied at the University of Lausanne before undertaking his PhD at the London School of Economics. He joined the Department of Sociology at City, University of London, in 2000, where he is currently Professor of International Communication. He is the author of several books and multiple articles published in world-leading journals of media and communication.

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The Global Shift

Jean K. Chalaby
City, University of London

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To Felicity, Lucy, and Jemima, my in-house streaming experts

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Abbreviations

AI/ML	artificial intelligence and machine learning
AVoD	advertising video on demand
AWS	Amazon Web Services
BVoD	broadcaster video on demand
CDN	content delivery network
DBS	direct broadcast satellite
DTH	direct to home
EAO	European Audiovisual Observatory
ECS	European Communications Satellite
EU	European Union
FVoD	free video on demand
Gbit/s	gigabytes per second
GCC	global commodity chain
GPN	global production network
GVC	global value chain
HAS	HTTP adaptive streaming
HTTP	hypertext transfer protocol
IBC	International Broadcasting Convention
IETF	Internet Engineering Task Force
IP	internet protocol
IP	intellectual property (Chapter 11 only)
IPTV	internet protocol television
ISP	internet service provider
ITU	International Telecommunication Union
OCWG	Open Cables Working Group
PoP	point of presence
SMPTE	Society of Motion Picture and Television Engineers
SVoD	subscription video on demand
TNC	transnational corporation
TVoD	transactional video on demand
vMVPD	virtual multichannel video programming distributor
VoD	video on demand

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