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Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and Page 18/34

media content. It brings together the "three C's"—computing, communication, and content—and is a direct consequence of the digitization of media content and the popularization of the Internet.

Media convergence | Britannica Media convergence can mean one of two Page 19/34

things: Either the merging of previously distinct media technologies resulting from digitization and computer networking-some of which are covered elsewhere in this article-or an economic strategy in which the media properties owned by communications companies employ digitization and computer Page 20/34

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Media convergence involves the movement from mass communication to networked communication. This Page 25/34

movement has created a media global environment where moving from mass communicators such as TV or radio to network communicators such as mobile and the Internet. This transition is evident of a technological convergence where it has changed the way news are reported and viewed in today's world.

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convergence. Media convergence is also a business strategy whereby communications companies integrate their ownership of different media properties.

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convergence is all about integration and inter-operability; the coming together of computing networks, information and communication technologies, and digital forms...

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Industrial—the engagement of established media institutions in the digital media space, and the rise of digitally-based companies such as Google, Apple, Microsoft and others as significant media content ...

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