



The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market

Mark Penson

[Download now](#)

[Read Online](#) 

[Click here](#) if your download doesn't start automatically

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market

Mark Penson

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market Mark Penson

Bachelor Thesis from the year 2015 in the subject Communications - Journalism, Journalism Professions, grade: 8.5, NHTV Breda University of Applied Sciences (NHTV Breda), course: Bachelor Thesis Graduation, language: English, abstract: The purpose of this research is to identify the latest television trends and their impact on the Dutch television market. In order to identify the latest trends, two research questions were formulated: “Which trends can be recognized on the international television market?” and “How will these trends influence the Dutch television market?”

A qualitative content analysis has been conducted in which ten leading channels and producers are researched. The Content Analysis resulted in six major trends: Scripted Media, Dating, Interactivity, VOD, All-in-One App and Drones. Ten professionals discussed all trends and their potential impact during personal interviews.

The professionals agreed that VOD (Video On Demand) would have the largest impact on the Dutch television industry. Besides that, the VOD trend was linked to the popularity of the Scripted Media. Most of the trends seem to ignite from modern technologies such as Apps, Internet websites and Social Media. As a result of my research, I recommend my company (Dutch Camels Media) and the media industry to focus on Internet as the future preferred platform for television. Television shows can be sold online, shows can be promoted online and VOD channels could be launched here.

Besides that, inspiration for new television shows can be found in simple videos, discussions or forums online. I also recommend constantly search for new trends. Professionals could not agree if VOD will be the end of linear television or not. Further research is necessary to gain more insight in this matter. The findings of this research document resulted in many new format ideas.

 [Download The Quest For Television Trends. Identification of Inte ...pdf](#)

 [Read Online The Quest For Television Trends. Identification of In ...pdf](#)

Download and Read Free Online The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market Mark Penson

Download and Read Free Online The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market Mark Penson

From reader reviews:

Sara Otoole:

This The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market book is simply not ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is actually information inside this reserve incredible fresh, you will get facts which is getting deeper you read a lot of information you will get. This particular The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market without we know teach the one who studying it become critical in imagining and analyzing. Don't always be worry The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market can bring if you are and not make your tote space or bookshelves' become full because you can have it inside your lovely laptop even phone. This The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market having great arrangement in word along with layout, so you will not really feel uninterested in reading.

Shelly Gomes:

Here thing why that The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market are different and reliable to be yours. First of all examining a book is good but it depends in the content of computer which is the content is as delicious as food or not. The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market giving you information deeper including different ways, you can find any book out there but there is no book that similar with The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market. It gives you thrill reading through journey, its open up your personal eyes about the thing that happened in the world which is perhaps can be happened around you. You can bring everywhere like in park your car, café, or even in your method home by train. Should you be having difficulties in bringing the imprinted book maybe the form of The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market in e-book can be your alternate.

Patrick Pond:

Reading a guide tends to be new life style on this era globalization. With studying you can get a lot of information that may give you benefit in your life. Having book everyone in this world can share their idea. Textbooks can also inspire a lot of people. A lot of author can inspire all their reader with their story or even their experience. Not only situation that share in the books. But also they write about the data about something that you need case in point. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors these days always try to improve their expertise in writing, they also doing some study before they write to their book. One of them is this The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market.

Joel Kiser:

Don't be worry in case you are afraid that this book will filled the space in your house, you will get it in e-book way, more simple and reachable. This specific The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market can give you a lot of close friends because by you checking out this one book you have point that they don't and make an individual more like an interesting person. This specific book can be one of a step for you to get success. This publication offer you information that probably your friend doesn't know, by knowing more than some other make you to be great people. So , why hesitate? We need to have The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market.

**Download and Read Online The Quest For Television Trends.
Identification of International Trends and their Influence on the
Dutch Television Market Mark Penson #RIOB9LMCPFT**

Read The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson for online ebook

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson books to read online.

Online The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson ebook PDF download

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson Doc

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson Mobipocket

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson EPub

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson Ebook online

The Quest For Television Trends. Identification of International Trends and their Influence on the Dutch Television Market by Mark Penson Ebook PDF