

Chapter 77

Media and Human Resource Management

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ABSTRACT

Easily mentioned, but not that much categorically identified, is the infrastructure beyond huge communication networks providers. Undoubtedly, the commitment for people of a certain country, in their transformation from citizens of a definite jurisdiction to netizens of a global community seeking advanced training and instruction with interactive educational TV, heavily relies on top management support over complex issues, starting from governmental initiatives and ardent information technology support along vigorous settlements with vendors, private funds, and international conglomerates. What the student body seeks, in national scale, is how to enhance the delivery methods of its learning, from face-to-face methodologies to self-paced learning, and recently, even further to live e-learning. For the first time, however, in-depth skill building, support in a range of practical subjects, animated knowledge acquisition, peer networking, and action-planning have been introduced as managerial educative aspects, along information and entertainment, in the world of broadcasting.

INTRODUCTION

As of now, television is on a historic route of its long journey. Rapid developments in the field of computers, technology networks and telecommunications, as well as the development of cheap digital technology have greatly influenced the electronic media industry. Digital TV, and even high resolution broadcasting (HDTV), are now a reality. In this stage, the creation of a fully digital, automatized educational television station is a prime target of the electronic media industry. The transition from conventional, analog TV to digital has brought a series of radical changes in the structure, organization and operation of most TV stations.

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Multimedia production goes into a new era, where the use of new technologies and digital media, based on computer technology and the Internet, is completely changing production methods, replacing traditional television media, and changing the way audiovisual material is distributed (Gundouloudi and Tsonou, 2010). In essence, digitization has brought enormous modifications to television by transforming the modes of production, transmission and projection. In particular, the introduction of Information Technology (IT) into broadcasting production has made a decisive contribution to the transition to digital formats. IT can make a proven contribution to the organizational performance and productivity of television networks with measurable results (Yaseen, 2014). The terms IT TV, file-based TV or tapeless TV describe the new environment of television stations as the information is trafficked over the Internet.

This makes workflow easier and faster, at all stages of television production as well as transmission, and also significantly reduces production costs. Streaming is a term commonly used to define real-time viewing of video and audio media. Streaming through the Internet is now the new form of the broadcasting standard; it is expected that it will increase in the years to come and will be extended to mobile devices too, and for this reason it proves to be at the present time a game changer.

Digital transmission also offers advanced image quality that remains unchanged over time. At the same time, digitization technology has made TV viewing highly personalized, allowing consumers to gain direct and rapid access to audiovisual material as well as much more information and options (Yaseen, 2014). Therefore, the overall way we watch TV has changed. Currently, broadcasting the television program via an automated system, consisting of media servers with concurrent live video transmission platforms, acts as a microscopic TV station hub.

There are already several streaming TV shows and whole networks that exclusively use the Internet for content delivery. Therefore, there is a close link between television and the Internet, as well as the ever-increasing demand for distribution of television content everywhere. Consumers do not only watch more hours of video but are motivated to use different devices. Since 2010, smartphone is one of the main TV systems for watching videos. According to Ericson's Research¹ (TV & Media Consumerlab Report, 2016)², the TV content market is rearranging itself due to mobile devices and 5G New Generation Networks.

Nowadays, very fast Internet connections and mobile phones are drastically altering the way we see television, with serious consequences for TV stations, advertising companies and telecommunications providers.

THE TRANSITION OF TELEVISION INTO THE 21ST CENTURY

The transition from the old "prime time" information model, through personalization, to the contemporary "prime event" information model, has exerted upon the TV business model enormous pressure as new technology giants shake the traditional broadcasting arena by changing the way TV stations organize, distribute, produce and display content (Politis et al., 2018).

At present, colossal digital high-tech corporations like Google, Apple, Facebook, Netflix, Vudu, Amazon Prime, Hulu, Youtube and several others provide streaming audio and video services through the Internet. These major conglomerates are aggressive to claim the largest share of the global market for their new digital technologies.

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