



**Der MedienMBA**

## **Master Thesis**

### **The Advent of IP to TV - Changing the Paradigm of TV's Value Proposition**

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**The Advent of IP to TV - Changing the Paradigm of TV's Value Proposition**

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## Preface

The following thesis resulted of consistent, intense examination and research on the stated subject. During the period of my studies I found ultimate escalation in the events disrupting the televised media environment starting late 2005 and continuing until this day.

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