

SASE Network

(Global Value Chains)

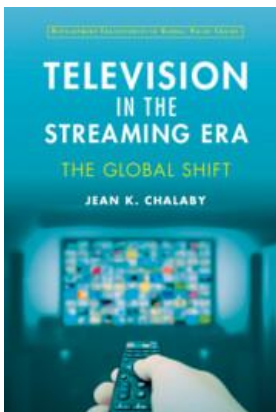
GVC Conversations 2023 Webinar Series

June 15, 2023, 2pm CEST / 8 am EDT

A discussion of

Television in the Streaming Era: The Global Shift
(Cambridge University Press, 2023)

With Author:



Jean Chalaby School of
Policy and Global Affairs,
Department of Sociology
and Criminology, City,
University of London, UK

And Discussants:



Jennifer Johns
School of Management,
University of Bristol,
UK



Dev Nathan
Visiting Scholar, The New School
for Social Research, New York
Visiting Professor, Institute for
Human Development, Delhi

[Book available here](#)

Chaired by: **Matthew Alford**, Alliance Manchester Business School, University of Manchester

This ground-breaking 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 which 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.

To receive the ZOOM link, please register at: <https://rb.gy/iznazm>

To learn more about the GVC Network and Conversation Series, go to
<https://sase.org/news/network-os-gvc-conversations-2023-webinar-series/>