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**Thesis Advisor Name:** Kerry Walsh

**Thesis Reader Name:**

**Thesis Title:** The impact of the rise of online video streaming on the financial health of media production and distribution companies within the television media industry in the United States.

## Statement of Work

platforms 12 years ago. However, today they are some of the largest buyers of television content.

At the same time, traditional cable and premium cable channels are trying to compete and are

## Literature Review

Other articles embellish the positive benefits that advancements in technology will bring:

however, what often is the case is that the change is gradual with varied impacts. The same can be said about the impact of streaming services on the television industry. As Wharton noted, Netflix and its rivals have fundamentally changed the way we watch television in the United States, but its other impacts have been more varied (2018). Wharton further noted that while



## **Proposed Schedule of Work**

Week 2 Fall: Meet with Thesis Advisor and Reader to discuss ideas and finalize a topic.

Week 6 Fall: Submit a final Prospectus and Literature Review

Week 10 Fall: Finish Data Collection Tool and Identify willing participants. Obtain Training

Week 13 Fall: Submit first draft of Introduction and Methodology

Week 15 Fall: Obtain all quantitative data necessary for Thesis

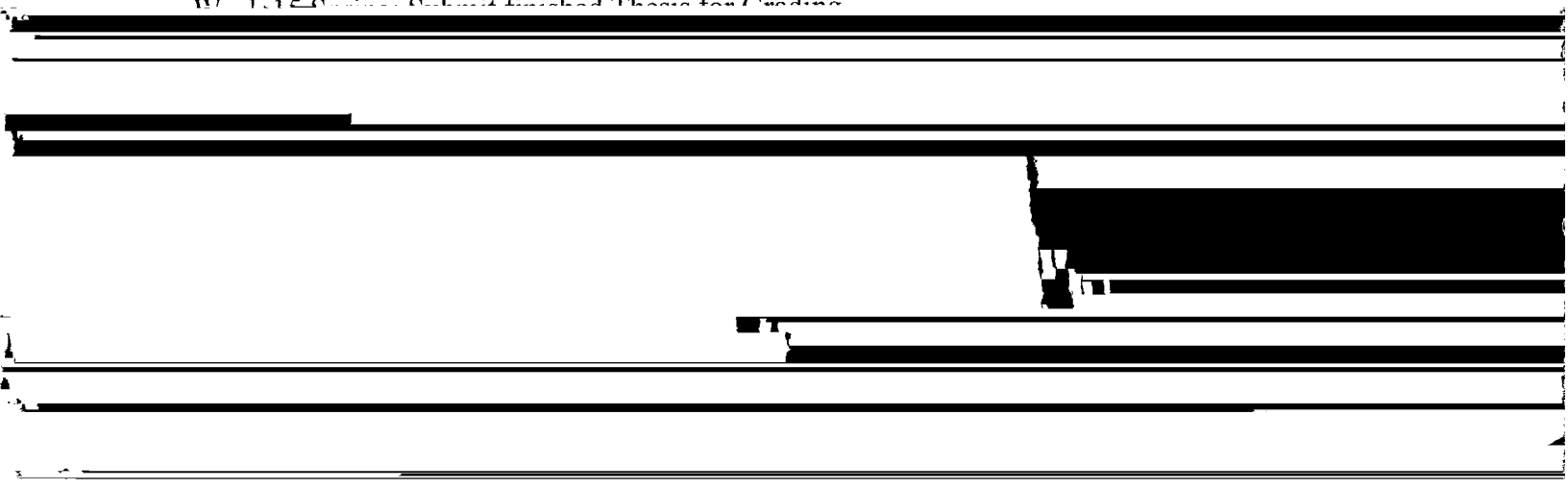
Week 1 Spring: Submit First Draft of Analysis and Findings

Week 4 Spring: Submit First Draft of Thesis

Week 8 Spring: Submit Improved Thesis for Grading

Week 11 Spring: Submit Third Draft of Thesis

Week 15 Spring: Submit Finished Thesis for Grading



## Preliminary Bibliography

"Atlanta Is Experiencing A Film and TV Production Boom." *NPR.org*. Web. Aug 29, 2018

<<https://www.npr.org/2018/02/23/588374743/atlanta-is-experiencing-a-film-and-tv-production-boom>>.

Doyle, Gillian. "Television Production, Funding Models and Exploitation of Content." *La*

*Revista Icono 14, Vol 14, Iss 2 (2016).2* (2016) Web.

Hayward, John. "Internet Streaming of TV shows Shakes Cable TV, Satellite Industries." *Human*

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"How Video Streaming is Changing the Entertainment Industry." *Digital Brew*. -07-

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<<http://www.latimes.com/business/hollywood/la-fi-ct-tv-production-boom-20180112->

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