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Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s”—computing, communication, and content—and is a direct consequence of the digitization of media content and the popularization of the Internet.

~~Media convergence | Britannica~~

Media convergence can mean one of two things: Either the merging of previously distinct media technologies resulting from digitization and computer networking—some of which are covered elsewhere in this article—or an economic strategy in which the media properties owned by communications companies employ digitization and computer networking to work together.

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Media convergence involves the movement from mass communication to networked communication. This movement has created a media global environment where moving from mass communicators such as TV or radio to network communicators such as mobile and the Internet. This transition is evident of a technological convergence where it has changed the way news are reported and viewed in today's

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world.

~~Media Convergence : From Mass For Networked Communication ...~~

Media Convergence Media convergence refers to the merging of previously distinct media technologies and platforms through digitization and computer networking. This is also known as technological convergence. Media convergence is also a business strategy whereby communications companies integrate their ownership of different media properties.

~~Media Convergence | The Canadian Encyclopedia~~

In a technological sense, media convergence is all about integration and inter-operability; the coming together of computing networks, information and communication technologies, and digital forms...

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According to Media Convergence: Networked Digital Media in Everyday Life, book by Graham Meikle and Sherman Young observe that Convergence can be understood in four dimensions: Technological—the combination of computing, communications and content around networked digital media platforms; Industrial—the engagement of established media institutions in the digital media space, and the rise of digitally-based companies such as Google, Apple, Microsoft and others as significant media content ...

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