IMPLEMENTATION AND USE OF MEDIA CONVERGENCE IN ECUADOR’S NEWSPAPERS AND TV STATIONS: WHAT IS THE ROLE OF VIDEOS IN ECUADOR’S ONLINE MEDIA

Marcelo A. Espinosa (DR. Edgar Huang)

Informatics Department, Media Arts and Science, Indiana University Purdue University Indianapolis (IUPUI) Indiana 46201

In this article the author discusses how Ecuador’s Newspapers and TV Stations have implemented media convergence into their traditional businesses. This study focuses on the current stage of TV Stations and Newspapers Web sites and their utilization of online videos as a practice of new media. A content analysis was conducted among all TV stations and Newspapers Web Sites in Ecuador. This analysis compared each medium’s format, size, content, and placement of videos on their Web Sites and its effects on reaching new audiences.