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convergence of media and
communications markets (in short,

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market convergence) were technological convergence and neoliberal globalization, defined as the process driven by policies designed and implemented to promote liberalization, deregulation, privatization and capital investment (Hesmondhalgh, 2013; Jin, 2013).

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failure of many mergers and consolidations realized in the late 1990s and in the first decade of the 21st century in the media and communications sectors.

[Media deconvergence - Wikipedia](#)

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