

Propuesta integral para la digitalización del servicio de televisión por cable de Cotes Ltda

Abstract

COTES Ltd., in the short and medium term faces two major challenges: Overcoming the negative results of financial management in recent years, adapting its technological structure to global developments. In the specific case of research, these two challenges are related to cable television service.

In this sense, the present research is to propose a long- term an integral strategy, organizational and commercial strategy, from technology digitization Cable TV Service, ensure financial sustainability in this service.

Keywords: Cable TV, limited partnership, business strategy, technology.