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The book offers introductory chapters examining the foundations of media economics and chapters focusing on the major players and economic forces at work in each of the following industries: radio,...

Media Economics: Understanding Markets, Industries and ...

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The economic principles of print, film, and recording media. Media Economics: Understanding Markets, Industries and Concepts provides a segment-by-segment breakdown of how essential economic concepts apply to the different areas of the media. Covering film, recording, and print media, this book walks you through the market and the money to show you how this massive financial flow is handled.

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media economics understanding markets industries and concepts

The second edition of *Media Economics: Understanding Markets, Industries, and Concepts* provides a thorough introduction to economic concepts and principles and their application to the media industries.

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The Media Economy analyzes the media industries and its activities from macro to micro levels, using concepts and theories to demonstrate the role the media plays in the

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economy as a whole. Representing a rapidly changing and evolving environment, this text breaks new ground through its analysis from two unique perspectives: 1) Examining the media industries from a holistic perspective by analyzing how the media industries function across different levels of society (global, national, household, and individual); 2) Looking at the key forces (technology, globalization, regulation, and social aspects) constantly evolving and influencing the media industries. Building on the contributions of the original text, this Second Edition provides new references and current data to define and analyze today's media markets. To understand the role of media in the global economy, the insights included here are crucial for media students and practitioners.

'This book provides an extremely well written and informative introduction to the subject of media economics, characterized by clarity in the explanation of concepts or frameworks and by a balanced discussion for the respective positions in areas of debate' - Paul MacDonald, Roehampton Institute

Understanding Media Economics provides a clear, precise introduction to the key economic concepts and issues affecting the media. The book: explains the fundamental concepts relevant to the study of media economics; considers the key industrial questions facing the media industries today; relates economic theory to business practice; covers a wide range of media activity - advertising, television, film, print media, and new media; and looks at the impact of economics on public policy. Understanding Media Economics offers a stimulating perspective on the contemporary media environment. This book will be an essential purchase for all students of the media and mass communication.

"Expertly synthesizes economic theory and contemporary cases to both explain the structure of the contemporary media

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industry and shed insight on the significant challenges and controversies confronting the sector." - Lucy Küng, Oxford University and Jonkoping University "A wide-ranging, accessible introduction to media economics and their application to a broad range of media topics from advertising and business models to copyright, audience demand and public policy." - Chris Bilton, University of Warwick "An excellent textbook on media economics, which takes into account the full complexity of the subject matter in the context of structural, technological and creative transformations that characterise digital media." - Milan Todorovic, London Metropolitan University With the rapidly evolving digital media landscape, this second and completely revised edition of Understanding Media Economics moves beyond a sector-specific approach to media analysis, and instead focuses on the issues and imperatives that are now central to how economic forces impact on the media industries. Exploring themes such as innovation, digital multi-platform developments, the emerging importance of networks, branding and segmentation of market demand, strategies of risk-spreading, maximizing value within content, intermediation and rights management, corporate expansion and advertising, this book addresses and explains the key pressing questions and issues that are transforming contemporary media industries and markets. Gillian Doyle makes the economics of the media fascinating, compelling and easy to understand. This is essential reading for students of media economics, media management, media policy and courses across the cultural and creative industries.

Understanding the economic paradigms at work in media industries and markets is vitally important for the analysis of the media system as a whole. The changing dynamics of media production, distribution and consumption are stretching

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the capacity of established economic paradigms. In addition to succinct accounts of neo-classical and critical political economics, the text offers fresh perspectives for understanding media drawn from two 'heterodox' approaches: institutional economics and evolutionary economics. Applying these paradigms to vital topics and case studies, Media Economics stresses the value and limits of contending economic approaches in understanding how the media operates today. It is essential reading for all students of Media and Communication Studies, and also those from Economics, Policy Studies, Business Studies and Marketing backgrounds who are studying the media.

Media Economics: Theory and Practice focuses on the basic principles of economics in the business sector and applies them to contemporary media industries. This text examines the process of media economics decision making through an exploration of key topics, such as industrial restructuring, regulatory constraints upon media operations, and changing economic value, providing key insights into media business activities. With the structure and value of media industries changing rapidly and sometimes dramatically, this text moves beyond a basic documentation of historical patterns to help readers understand the mechanics of change, offering insight into the processes reproducing contemporary trends in media economics. Thoroughly updated in this third edition, Media Economics focuses on the primary concerns of media economics, the techniques of economic and business analysis, and the overall characteristics of the media environment; and explores contemporary business practices within specific media industries, including newspaper, magazine, television, cable, movie, radio advertising, music, and online industries. New for this edition are chapters on the advertising, book publishing, and magazine publishing

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industries. Chapters contributed by expert scholars and researchers provide substantial discussions of the crucial topics and issues in the media industry sectors, and emphasize both domestic and international businesses. Offering a thorough examination of the economic factors and forces concerning the media industries, Media Economics is appropriate for use as a course text for advanced media management and economics students. It also serves as an indispensable reference for scholars and researchers in media business arenas.

This handbook combines the perspectives of communication studies, economics and management, and psychology in order to provide a comprehensive economic view on personal and mass communication. It is divided into six parts that comprise: 1. an overarching introduction that defines the field and provides a brief overview of its history (1 chapter) 2. the most commonly used theoretic frameworks for the analysis of communication economics and management (4 chapters) 3. the peculiarities of the quantitative and qualitative methods and data used in the field (3 chapters) 4. key issues of the field such as the economics of language, labor in creative industries, media concentration, branding etc. (10 chapters) 5. descriptions of the development, trends and peculiarities of the field in different parts of the world, written by scholars from the respective region (10 chapters) 6. reflections on future directions for the field, both from a managerial and from an economics perspective (1 chapter). The authors of the individual chapters represent different academic disciplines, research traditions, and geographic backgrounds. The reader will thus gain multifaceted insights into the management and economics of communication.

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This text studies the increasing international marketplace for media companies, exploring the mergers and acquisitions, the impact of technology, and the implications of changing regulatory policies and a growing world economy that are the most salient features of this scene.

This book offers a comprehensive understanding of key concepts and terms in media economics and management and explains their applications using relevant data. Beginning with a conceptual study of media markets, industry structures, firm behavior, public policy, production, pricing and consumption choices in media industries, the book uses the framework to present an in-depth examination of the management of four major media industry sectors in India: newspaper publishing, television broadcasting, film, and digital media industries. It also deals with two topics relevant across media business sectors: creative industries approaches and copyright issues. The book discusses the economic forces and factors that shape the workings of media industries and institutions in India to highlight trends in a business that is rapidly evolving, highly profitable and is marked by regional, linguistic, economic and cultural diversity. This volume is a step towards formalizing the emerging field of media economics and management within the discipline of mass communication and journalism as an area of research and education in India. An accessible guide to the basic principles and concepts of media economics and management, with illustrations from Indian and global media industries, this will be an essential resource for students, researchers and teachers of media and communication studies, media economics and management, political economy, sociology as well as for professionals in media industries.

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