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# Media Markets In Central And Eastern Europe An An

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Media in Process

European Film and Media Culture

Communication Yearbook 37

Media, Nationalism and European Identities

How the Market Is Changing China's News

The European Union and the Regulation of Media Markets

Foreign Direct Investment Inflows Into the South East European Media Market

Communication and Empire

Authorizing Appropriation for Fiscal Years 2002 and 2003 for the Department of State and the Broadcasting Board of Governors, and for Other Purposes

The Handbook of European Communication History

Democratizing Global Media

Central and Eastern Europe

Party Colonisation of the Media in Central and Eastern Europe

Global Media Governance

Innovation Policies in the European News Media Industry

The Handbook of Journalism Studies

Public Television For Sale

The International Encyclopedia of Political Communication, 3 Volume Set

Central and Eastern European Media in Comparative Perspective

Central and Eastern European Media in Comparative Perspective

Management and Economics of Communication

Television and Public Policy

Media Ownership and Concentration in America

Journalism and Digital Content in Emerging Media Markets

The Future of Journalism: Developments and Debates

Global Advertising Practice in a Borderless World

Media Revolution in Europe

Who Owns the World's Media?

Competition and Investment in Telecommunications and Media Markets

World trends in freedom of expression and media development

Media, Power and Empowerment

Restructuring Industry and Territory

Markets

Media, Markets, and Democracy

The Media in Transitional Democracies

Media, Markets, and Morals

Global Journalism

Media Markets in Central and Eastern Europe

Handbook of Media Management and Economics

## Central and Eastern Europe After Transition

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### **SAWYER JONATHAN**

#### *Media in Process*

Routledge

This book explores the importance and the types of media innovation policies formulated and implemented in various European countries. Each country analysis illustrates the evolution and structure of news media markets and media cross-ownership policies in recent years and evaluates how innovation policies stimulate innovative activities in journalism and news media. The main objective of this book is to promote discussion on how innovation policies can help the news media industry to meet development needs and requirements in the future. It will help scholars, politicians and practitioners in the media industry to identify best practices to support innovation in a rapidly changing news media landscape.

#### European Film and Media Culture

Lit Verlag

Democratizing Global

Media explores the

complex relationship

between globalizing media and the spread of democracy around the world. An international, interdisciplinary group of journalists and scholars discusses key and often contentious issues such as the power of media, the benefits of media globalization, and the political role of media. More than a critique, *Democratizing Global Media* offers positive alternatives, from peace journalism to popular movements toward democratizing media and public communication.

#### **Communication**

**Yearbook 37** Central European University Press  
Communication Yearbook 37 continues the tradition of publishing state-of-the-discipline literature reviews and essays. Editor Elisia Cohen presents a volume that is highly international and interdisciplinary in scope, with authors and chapters representing the broad global interests of the International Communication Association. The contents include summaries of communication research programs that represent the most innovative work currently. Offering a blend of chapters emphasizing

timely disciplinary concerns and enduring theoretical questions, this volume will be valuable to scholars throughout communication studies.

#### Media, Nationalism and European Identities

Roberto Balmer

The Future of Journalism:

Developments and

Debates analyses the

radical shifts in journalism

which are changing every

aspect of the gathering,

reporting and reception of

news. The drivers of these

changes include the rapid

innovations in

communication

technologies, the

competitive and

fragmenting markets for

audiences and advertising

revenues, and the

collapse of traditional

business models for

financing media

organisations, as well as

changing audience

requirements for news,

the ways in which it is

presented and the

expansive number of

(increasingly mobile)

devices on which it is

produced and consumed.

Each of these trends has

significant implications for

journalists - for their jobs,

workplaces, products and

perceptions of their

professional roles, ethical

judgements and day-to-

day practice. They also pose significant challenges for the future funding of a sustainable, critical and high 'quality' democratic journalism. *The Future of Journalism: Developments and Debates* comprises the research-based responses of distinguished academic specialists and professional journalists to the challenging issues involved in assessing the future of journalism. It is essential reading for everyone interested in the changing role of journalism in the economic, democratic and cultural life of communities locally, nationally and globally. This book was originally published as two special issues of *Journalism Studies* and *Journalism Practice*.

[How the Market Is Changing China's News](#)  
Rowman & Littlefield Publishers

Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenised or standardised, it is to be at the leading edge of social and cultural trends that are changing the world as

we know it. *Global Advertising Practice in a Borderless World* covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. It focuses on understanding how the globalisation of advertising works in practice, explored in three sections: globalising advertising in a media and communications context; advertising in a global world; and global advertising in a digital world. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigour with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalisation. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.

### **The European Union and the Regulation of Media Markets**

Routledge

This book reviews the

economic literature on cooperative investment in next generation broadband networks and geographic regulation. It additionally proposes innovative models for estimating the level of competition and investment in the fixed telephony market and the retail market for newspapers. In doing so, it addresses two hotly debated issues in business strategy and economic policy: the determinants of investment and competition and the impacts of innovative investment schemes. The first chapter reviews the literature on new cooperative investment schemes in next generation broadband networks and geographic regulation. The effects on competition, investment and welfare of such schemes crucially depend on the details of the agreements. For instance, in the case of joint-ventures, the manner in which investment costs are shared and internal and external access prices are determined significantly impacts the outcome. In the case of long-term access agreements, it is essential to consider how access tariffs are structured,

whether they can adapt to market developments ex-post, and whether contracts are signed before or after the investment takes place. Generally, many of these agreements allow for some extent of risk sharing, offering the possibility of increasing investment incentives when firms are not risk neutral. It is suggested that regulators consider introducing regulated co-investment agreements complementing current regulation, in addition to considering geographically segmented access prices. The second chapter assesses entry and competition in local retail markets for newspapers. It builds on the new empirical industrial organisation (NEIO) literature to estimate sustainable coverage and competitive effects of entry for Swiss newspaper sellers which sell composite goods (newspapers, food and other goods of daily use). An entry threshold ratio methodology is used, allowing for model estimation even when the range of products under examination is not exactly defined and when price and quantity data are not available. It is found that under duopoly prices the

market size of a Commune required for single firm entry is about twice as large as under monopoly prices. A clear and quantifiable trade-off between competition and investment therefore exists. Moreover, it is found that while a second entrant in this market strongly increases competition, further entry doesn't have a significant additional competitive effect. From a welfare perspective, therefore, it can be stated that "two is enough" to ensure competition in this market. In the third chapter, competition and market strategies in the Swiss fixed telephony market are assessed. A market model based on a generalised version of the traditional "dominant firm - competitive fringe" model, is developed. Direct estimation of the incumbent's intertemporal residual demand function is performed by instrumenting the market price with incumbent-specific cost shifting variables, as well as other variables. The concrete estimates show that residual retail demand for voice traffic is highly inelastic. Such a level of elasticity is only compatible with a profit maximising incumbent in

the case of largely competitive conduct. It is therefore found that the Swiss incumbent acted largely competitively, and that current regulated telephony retail price caps could not be justified on the basis of a lack of competition.

*Foreign Direct Investment Inflows Into the South East European Media Market* UNESCO Publishing

This book offers a strategic analysis of current and future perspectives of Foreign Direct Investment (FDI) inflows into the South East European media market. The author develops a hybrid FDI business model strategy to guide media companies wishing to more effectively position and leverage their media infrastructure within the increasingly globalized and expanding media market. By conducting sixteen comparative and exploratory case studies of the South East European media market, the author explores how specific microeconomic factors influence spillover effects, absorption capacities and investment incentives between local and foreign firms through FDI inflows. The book is directed towards

researchers and students, as well as practitioners/professionals involved with media organizations.

Communication and Empire Springer

The last quarter of a century has seen an unprecedented wave of democratization around the globe. In these transitions from authoritarian rule to a more democratic order, the media have played a key role both by facilitating, but frequently also inhibiting, democratic practices to take root.

This book provides an accessible and systematic introduction to the media in transitional democracies. It analyses the problems that occur when transforming the media into independent institutions that are able to inform citizens and hold governments to account.

The book covers the following topics: normative conceptions of media and democracy; the role of the past in the transition process; the internet as a new space for democratic change; the persistence of political interference in emerging democracies; the interlocking power of media markets and political ownership; the challenges to journalistic

professionalism in post-authoritarian contexts; the role of the media in divided societies; The book takes a global view by exploring the interplay of political and media transitions in different pathways of democratization that have taken place in Eastern Europe, Latin America, Africa and Asia. It will be of interest to advanced students and scholars who want a better understanding of the media outside established Western democracies. The book will also be of great value to policymakers and activists who are involved in strengthening the media in transitional democracies.

*Authorizing Appropriation for Fiscal Years 2002 and 2003 for the Department of State and the Broadcasting Board of Governors, and for Other Purposes* Lexington Books

This publication moves beyond the rhetoric of free media and free markets to provide a dispassionate and data-driven analysis of global media ownership trends and their drivers. Based on an extensive data collection effort from scholars around the world, it covers 13 media industries, including

television, newspapers, book publishing, film, search engines, ISPs, and wireless telecommunication, across a 10-25 year period in 30 countries.

**The Handbook of European Communication History**

Oxford University Press Brings into focus central aspects of developments in European film and media culture. Through studies of both film and television the question of national identity, European integration and globalisation is analysed in a both Eastern and Western European context. This volume also offers several case studies.

Democratizing Global Media Rowman & Littlefield

Appearing more than twenty years after the revolutions in Central and Eastern Europe, this book could not have come at a more appropriate time; a time to take stock not only of the changes but also the continuities in media systems of the region since 1989. To what extent are media institutions still controlled by political forces? To what extent are media markets operating in Central and Eastern Europe? Do media

systems in Central and Eastern Europe resemble media systems in other parts of Europe? The answers to these questions are not the same for each country in the region. Their experience is not homogeneous. An international line up of distinguished experts and emerging scholars methodically examine the different economic, political, cultural, and transnational factors affecting developments in media systems across Central and Eastern Europe. Whereas earlier works in the media system tradition have, in the main, adopted the political framework of comparative politics, the authors argue that media systems are also cultural and economic institutions and there are other critical variables that might explain certain outcomes better. Topics discussed range from political economy to gender inequality to the study of ethno-cultural diversity. This unmatched volume gives you the unique opportunity to study the growing field of comparative media analysis across Eastern and Western Europe. A valuable resource that goes beyond the field of

media and cultural analysis which media scholars as well as to area specialists should not go without!

**Central and Eastern Europe** Routledge  
Examining the current trends in regional economic development in Europe, *Restructuring Industry and Territory* explores ways in which the restructuring of industry and territorial development relate to each other, their emergent interdependency and role in economic development. The book argues that the structural and cultural features of regions play an important part in helping or hindering concerted policies for regional development. Using case studies from different industries in a variety of regions, the contributors show that the pressures for restructuring, such as internationalisation or even 'globalisation', have been mediated by formerly nationally rooted industries in Europe becoming increasingly integrated, due to the ongoing processes of technological and organisational innovation, and political regulation. *Party Colonisation of the Media in Central and*

*Eastern Europe* Cambridge Scholars Publishing  
This book provides a critical account of the transformations, both structural and in terms of journalism practice, undergone by Xinhua, the top Party organ of the Communist regime in China, since the start of the reform age in the late 1970s. It sets out to answer a number of key questions: How far has the most influential news organization in China been marketized? How far has the marketization process changed the way in which Xinhua practices journalism? What has the impact of marketization been on Xinhua's relationship with central, local and global actors? What does the case of Xinhua tell us about the transformation of Chinese media more generally? The book draws on a wealth of empirical data derived from a combination of documentary research at Xinhua and Reuters together with more than 100 semi-structured interviews with news executives, journalists, officials and academics in Beijing, Shanghai, Guangzhou, Macau, Hong Kong and London. This book also offers: A critical

review of theories of globalization, as they relate to media and communication studies, as well as Chinese studies; A discussion of the historical roots of Party journalism in China; An authoritative guide to China's contemporary media and political environment. The book will be an invaluable reference for students and academics in communication and media studies, Chinese studies, Asian studies, international studies and development studies.

### **Global Media**

**Governance** Routledge  
**Global Journalism: Understanding World Media Systems** provides an overview of the key issues in global journalism today and traces how media systems have evolved over time in different world regions. Taking into account local context as well as technological change across media industries, the book offers an up-to-date, thorough overview of media developments in all world regions embedded in their unique political, cultural and economic context. Covering theoretical foundations of global journalism, from the classic Four Theories of

the Press to more nuanced media models, this text proposes a framework for studying world media systems. Contributed chapters cover a wide range of topics, including media freedom, global news cultures, professional ethics and responsibilities, and education of global journalists, as well as the role of technology and issues such as fake news, soft power and public diplomacy, foreign news reporting and international news flow. Visit [Globaljournalism.org](http://Globaljournalism.org) to access additional class materials, case studies, and multimedia.  
*Innovation Policies in the European News Media Industry* Cambridge University Press  
 The significant changes that have swept the television industry over the last two decades, most notably a shift to deregulation in broadcast media, prompt a discussion on how to ensure that meaningful content is available to the viewer. *Television and Public Policy* analyzes the current state of television systems in a selected group of countries by exploring the political, economic, and technological factors that have shaped the sector in

such a short span of time. Consequently, by positioning the television sector within issues of media policy and the regulatory framework, the book questions what these trends mean for television, and the historical, political, and cultural role in our societies. *Television and Public Policy* distinguishes itself in several ways: \*It is a global project in its comparative scope and subject area. Contributors represent countries including Australia, Brazil, Canada, China, Egypt, India, Iran, Ireland, Israel, Italy, Japan, the Netherlands, New Zealand, Poland, the United Kingdom, and the United States. \*It is contemporary and filled with information largely absent in current literature. \*It offers original analysis of the contemporary television sector. This book speaks to a broad range of academics, postgraduate, and undergraduate students, and can serve as a key resource for courses ranging from media studies, to development studies, international relations, and law.  
*The Handbook of Journalism Studies* Routledge

This book presents a network analysis of media ownership dependencies in ten Central and Eastern European countries. In addition to a detailed description of the media landscapes in the Czech Republic, Estonia, Romania and Slovenia it furthermore gives an overview of news agencies operating in these countries. The publication is the final report of the research project "Media markets in Central and Eastern Europe - Chances of and threats against media pluralism in Europe" carried out at Danube University Krems (Austria).

*Public Television For Sale*  
Springer Nature

This book compares media and political systems in East-Central as well as in Western Europe in order to identify the reasons possibly responsible for the extensive and intensive party control over the media. This phenomenon is widely experienced in many of the former communist countries since the political transformation. The author argues that differences in media freedom and in the politicization of the news media are rooted in

differences in party structures between old and new democracies, and, notably, the fact that young parties in the new members of the European Union are short of resources, which makes them more likely to take control of and to exploit media resources.

**The International Encyclopedia of Political**

**Communication, 3**

**Volume Set** Routledge  
The "rags to riches" story of Karol Jakubowicz's involvement in the work of the Council of Europe took him from the role of an awestruck newcomer from Poland in 1990 to that of the Chairman of the Steering Committee on the Media and New Communication Services (2005-06). Along the way, he was elected, delegated by the Steering Committee, and invited by the Council of Europe Secretariat to serve in a number of other capacities. In all of them, he contributed a wide variety of papers, reports and studies to assist the steering committee and other bodies in collecting information and formulating ideas in the general field of freedom of expression, creation of free and democratic media systems (including

the issue of public service media), regulation of transfrontier television, the adjustment of Council of Europe human rights standards to the conditions of the information society, and the development of broadcasting legislation in Council of Europe member states. The present collection of these papers and reports is published in the conviction that they retain their value and relevance. It provides the additional benefit of offering a glimpse of the work preceding the formulation of Committee of Ministers recommendations and declarations, as well as resolutions of the Council of Europe Parliamentary Assembly.

*Central and Eastern European Media in Comparative Perspective*  
Routledge

National broadcasting and press regulation is undergoing a process of convergence in Europe. This book, newly available in paperback, explains how this process has been shaped by the actions of the European Union (EU) institutions. Alison Harcourt observes that whilst communications is one of the EU's most successful policy areas, European decision-making



is eroding the national capacity to regulate for the public interest. European-level efforts to protect public interest goals have been constrained by the European Treaties. The author argues that increased European coordination in public interest regulation could be more conducive to growth and competitiveness than the dismantling of existing national laws. This, however, would require changes to the political composition of the European Union. This book assesses the potential EU media regulation provides for market growth and the protection of media pluralism, the citizen and ultimately democracy itself. These opportunities are presented in the coming decade with the developing European Constitution, EU enlargement, and the implementation and revision of European regulation.

*Central and Eastern European Media in Comparative Perspective*

John Wiley & Sons

The post-communist

development of media systems has been uneven in the countries of the region. Television and newspapers, together with the emergence of social media, have had great influence on the political debate in various countries. Ownership of the media has been a factor in many instances. The integration of traditionally isolated Central/Eastern Europe into larger, worldwide trends has fundamentally changed the way we look at the media in this region. This volume proposes to address the transition of the media and communication industries in the contemporary period. The contributions discuss, among other things, the obstacles that still remain for the media to play an effective watchdog role in the new democracies, and whether the advent of the Internet and social media has helped or hindered the transformation to a powerful, independent media. The discussion further examines whether advertising agencies have targeted post-communist citizens differently than

those in Western European countries and if the media markets in the post-communist region are fundamentally different than in Western Europe and North America. A second focus of the volume is the media coverage of social issues like domestic violence, which is intended to draw attention to these issues and influence policy in a more aware and open society. This establishes the trend of post-communist media following the example of western media practice. The implications of the Central European media transformation for the newly transforming media markets in the post-Soviet space suggest a new phase in the development of the medium. The impact of global influences on regional expression is an important aspect of the political and social changes that are underway. This volume makes an important interdisciplinary contribution in examining the development of the media.