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Vulnerability; 7: Metrics; Why Metrics Matter; Measuring the Informal; Measuring New Media; Transparency and Opacity in Digital Metrics; The Piracy Numbers Game; Conclusion; References; Index; End User License Agreement

Sommario/riassunto

How are "grey market" imports changing media industries? What is the role of piracy in developing new markets for movies and TV shows? How do jailbroken iPhones drive innovation? The Informal Media Economy provides a vivid, original, and genuinely transnational account of contemporary media, by showing how the interactions between formal and informal media systems are a feature of all nations - rich and poor, large and small.
