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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Media firms as economic and business entities -- Business models, workflows, and value chains in media firms -- Distribution and retail sales of media -- economic forces affecting media -- The influence of the general economy on media -- Audiences and consumers -- Media, advertisers, and advertising -- Competition in media markets -- Concepts in media financing and financial management -- Capital markets and media firms -- The development of large media companies -- Trade and globalization in media products and services -- Indicators of financial and economic health of media firms.
Sommario/riassunto	In this updated and expanded edition of the acclaimed Economics and Financing of Media Companies, leading economist and media specialist Robert G. Picard employs business concepts and analyses to explore the operations and activities of media firms and the forces and issues affecting them. Picard has added new examples and new data, and he covers such emerging areas as the economics of digital media. Using contemporary examples from American and global media companies, the book contains a wealth of information, including useful charts and tables, important for both those who work in and study media industries. It goes beyond simplistic explanations to show how various internal and external forces direct and constrain decisions in media firms and the implications of the forces on the type of media and content offered today.