

1. Record Nr.	UNINA9910821600203321
Titolo	Time and media markets // edited by Alan B. Albarran, Angel Arrese
Pubbl/distr/stampa	Mahwah, N.J., : Lawrence Erlbaum, 2003
ISBN	1-135-63842-X 1-282-32168-4 9786612321689 1-4106-0663-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	LEA's communication series
Altri autori (Persone)	AlbarranAlan B ArreseAngel
Disciplina	302.23/068/8
Soggetti	Mass media - Marketing Time management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Machine generated contents note: 1 Time and Media Markets: An Introduction -- Alan B. Albarran and Angel Arrese -- 2 Media and Representations of Time -- Jacques Durand -- 3 Time as a Niche Dimension: Competition Between the Internet and Television -- Daniel G. McDonald and John W Dimmick -- 4 Temporal Aspects of Media Distribution -- Robert G. Picard and Mikko Gronlund -- 5 The Impact of Concentration and Convergence on Managerial Efficiencies of Time and Cost -- Dan Shaver and Mary Alice Shaver -- 6 Time Management and CNN strategies (1980-2000) -- Mercedes Medina -- 7 Online, Time Is Money: Internet Growth and the Cost of Access in the United Kingdom and Europe -- David H. Goff -- 8 Advertising and Internet Usage: A Perspective From Time and Media Planning -- Francisco Javier P&eez-Latre -- 9 Media Markets as Time Markets: The Case of Spain -- Alfonso Nieto -- 10 Trading Time and Money for Information in the Television Advertising Market: Strategies and Consequences -- Patricia E Pbalen -- 11 Time and Media Markets: Summary and Research Agenda -- Angel Arrese and Alan B. Albarran -- Author Index -- Subject Index.
Sommario/riassunto	This edited collection examines time and its relationship to and impact

upon media industries, studying how the media industry views time and makes business and economic decisions based on considerations of time. Contributions from an international set of authors analyze time constraints and competition between different media; the quantity and quality of time spent in media consumption, audience and readership time valuation/costing/pricing; and the emergence of new media businesses around individual time management. Specific topics examined in the volume include: * a philos
