

1. Record Nr.	UNINA9910971073403321
Titolo	The twenty-first-century media industry : economic and managerial implications in the age of new media // edited by John Allen Hendricks
Pubbl/distr/stampa	Lanham, Md., : Lexington Books, c2010
ISBN	1-282-71312-4 9786612713125 0-7391-4005-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (311 p.)
Collana	Studies in new media
Altri autori (Persone)	HendricksJohn Allen
Disciplina	302.23
Soggetti	Mass media - Technological innovations Digital media - Economic aspects Digital media - Social aspects
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 index.
Nota di contenuto	Contents; Figures and Tables; Foreword; Acknowledgments; Part I. CHANGE: TECHNOLOGY,ECONOMIC IMPLICATIONS,AND CONSUMER BEHAVIORS; Ch01. New Media; Ch02. Media Management; Ch03. DVRs and the Empowered Audience; Ch04. The Obstinate Audience Revisited; Ch05. Going Viral; Part II. IMPLICATIONS OF NEWMEDIA TECHNOLOGIES; Ch06. The First Domino; Ch07. Changes and Challengesin the Print Industry; Ch08. Challenges and Opportunities,New Models, and the Emergenceof the Next Newsroom; Ch09. Broadcast and Cableon the Third Screen; Ch10. How to Reach the Masses; Ch11. Making Money with Mobile Ch12. Cinema in theAge of RWX CultureCh13. Local Market Radio; Bibliography; Index; About the Editor; About the Contributors
Sommario/riassunto	The Twenty-First-Century Media Industry examines the role that new media technologies are having on the traditional media industry from a media management perspective. It provides an intriguing examination of how traditional media industries are adapting to new media technologies and evolving in the twenty-first century.