

1. Record Nr.	UNINA9910157428003321
Autore	Lobato Ramon
Titolo	The Informal Media Economy // Ramon Lobato and Julian Thomas
Pubbl/distr/stampa	Hoboken : , : Wiley, , 2015
ISBN	9780745690414 0-7456-9485-3 0-7456-9041-6 0-7456-7032-6 0-7456-7031-8
Descrizione fisica	1 online resource (436 p.)
Classificazione	SOC052000
Altri autori (Persone)	Thomas Julian
Disciplina	338.4730223
Soggetti	Mass media - Technological innovations Mass media and technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Title page; Copyright page; Preface; Introduction; A Different Approach to Media Economy; The Informal Economy: Uses and Abuses; Chapter by Chapter; 1: Formal and Informal Media; From Binary to Spectrum; Disaggregating the Spectrum; Time and Transformation; Understanding the Interactions; Formal-Informal Interactions in Television: The BBC Case; Uses and Implications; 2: Entrepreneurs; The Entrepreneur in Context; Entrepreneurship and the Informal Economy; Media Entrepreneurs Across the Formal/Informal Divide; Geeks; Moguls; Pirates; Enthusiasts; Conclusion; 3: Work The Creative Labour Debate Limits of Creative Labour Critique; The Ethical Drama of the Informal Economy; Formalization: Prospects and Pitfalls; 4: Geographies; The Kirtsaeng Affair; Disaggregating the Market; First-Sale and Commodity Afterlives; Grey Technology Markets; Boundary Trouble; The Enemy Within; The Piracy-Parallel Import Connection; The Persistence of Place; 5: Regulation; Regulating Digital Transport; Regulating the Wireless Commons; Regulating Copyright Enforcement; Articulating Formal and Informal Regulation; 6: Brands; The Trademark and the Brand Formal Brands: Value, Control, Authorship Informal Activity and Brand

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.

2. Record Nr.

UNISALENT0991003253799707536

Titolo

. Net mobile Web developers guide [electronic resource] / Steve Milroy ... [et al.].

Pubbl/distr/stampa

Rockland, Mass. : Syngress Pub., c2002.

ISBN

9781928994565
1928994563

Descrizione fisica

xxiv, 407 p. : ill. ; 24 cm.

Altri autori (Persone)

Milroy, Steve.author

Disciplina

005.72

Soggetti

Mobile computing
Microsoft .NET Framework
Internet programming
Wireless communication systems
Application software - Development
Electronic books.

Lingua di pubblicazione

Inglese

Formato

Risorsa elettronica

Livello bibliografico

Monografia

Note generali

Includes index.

Sommario/riassunto

Introducing Microsoft's flagship wireless development tool The .NET Mobile Web Developer's Guide will provide readers with a solid guide to

developing mobile applications using Microsoft technologies. The focus of this book is on using ASP.NET and the .NET mobile SDK. It provides an introduction to the .NET platform and goes into moderate details on ASP.NET to allow readers to start developing ASP.NET applications. In addition, this book will give the readers the insight to use the various Microsoft technologies for developing mobile applications. This book assumes the readers have experience in developing web applications and are familiar with any one of the server-side technologies like ASP, JSP or PHP. The first book available on Microsoft's cornerstone wireless development tool Best selling, high profile authors. Wei Meng Lee and Shelley Powers are frequent speakers at all of the major developer conferences have previously authored best selling books for O'Reilly & Associates, Wrox Press, SAMS and Que Comes with wallet-sized CD containing a printable HTML version of the book, all of the source code examples and demos of popular ASP .NET and .NET Mobile programming tools Comprehensive Coverage of the .NET Mobile SDK and ASP.NET for Mobile Web developers.

"With a focus on using ASP. NET and the . NET Mobile Internet Toolkit, . NET Mobile Web Developer's Guide will give you the insight to use Microsoft technologies for developing mobile applications"--P. 4 of cover.
