

Contents

Contributors — XI

Introduction

Ulrike Rohn, M. Bjørn von Rimscha, & Tim Raats

1 De Gruyter handbook of media economics: Introduction — 3

Mapping the field of media economics

Gillian Doyle

2 Media economics research: Scope, value and significance — 13

Richard A. Gershon

3 Business perspectives on the digital economy — 27

Indrek Ibrus

4 Media innovation studies: An expanding field — 43

Perspectives on media economics methods

Denise Voci & Pamela Nölleke-Przybylski

5 Media economics research: Accessing and working with official and non-official statistics — 61

Gianna L. Ehrlich

6 Dealing with causal complexity in media economics and management research: An introduction to qualitative comparative analysis — 77

Helle Sjøvaag & Raul Ferrer-Conill

7 Working with datafication in media industries research — 93

Päivi Maijanen & Azzurra Morreale

8 Experimental methods in media economics research: Understanding the human factor in decision-making — 105

Perspectives on teaching media economics

Tim Raats

9 Developing a curriculum for media economics — 115

Charles Brown

10 Teaching media management and economics in China — 127

Collen Chambwera

11 Toward decolonizing the media economics curriculum in Africa — 149

Market-level trends in media economics

Mercedes Medina, Francisco J. Pérez-Latre, & Alfonso Vara-Miguel

12 The audience in media markets — 169

M. Bjørn von Rimscha & Robin Riemann

13 Developments in advertising markets and their effects on media companies — 185

Catalina Iordache

14 The effects of streaming on media markets — 201

Heritiana Ranaivoson, Annelien Smets & Pieter Ballon

15 Challenges and opportunities for recommender systems in media markets — 215

Josef Trappel

16 The stunning longevity of media ownership concentration — 229

Terry Flew, Joanne E. Gray, Penny O'Donnell & Wenjia Tang

17 Old and new leaders in global media markets — 249

Tom Evens

18 Global sports media rights market — 267

Rasha Allam

19 The economics of media in the Arab world: A case study of Egypt — 279

Ethel Pis Diez & Carolina Bertoni

20 Latin America media panorama — 291

Industry-level Trends in Media Economics

Marlen Komorowski & Sari Virta

21 Clusters in media industries: What is their added value? — 303

Guy Morrow

22 The music industry: A trendsetter among the media industries? — 319

Ellie Rennie, Jason Potts & Merida Sussex

23 New economics of the music industry: Blockchains, metadata and agency problems — 333

Sophia Gaenssle & Oliver Budzinski

24 The economics of influencers and social media stardom — 349

Xiaoxian Wang

25 From platform users to platform labor: Understanding vlogging as a media industry in China — 369

Edson C. Tandoc Jr., Seth Kai Seet, Clarissa David & Jason Cabañes

26 The economics of fake news — 379

Aske Kammer & Thomas Spejlborg Sejersen

27 The economics of podcasting — 389

Tobias M. Scholz

28 How esports may influence the digitalization of the media ecosystem — 401

Godwin Iretomiwa Simon

29 Disruptive informality: Nollywood and the tensions of informal economies — 415

Firm-level trends in media economics

Daniel O'Brien

- 30 The transformation of news in the digital age: Business model changes, challenges, and future directions — 431**

Xiang Ren

- 31 Redefining digital publishing business in platform ecosystems in China: The case of WeChat Read — 451**

Maria Norbäck

- 32 Precarity, but also possibilities for creativity: Back to the future of work in print news media — 465**

Ulrike Rohn & Hanna Jemmer

- 33 User data analytics in media organizations — 477**

Societal value trends in media economics

D. Bondy Valdovinos Kaye

- 34 Changing authorship and copyright in media markets – A value approach — 497**

Alessandro D'Arma, Jeanette Steemers & Tim Raats

- 35 Public service media: Challenges for delivering universal public service in the platform age — 511**

Sathya Prakash Elavarthi & Nimmagadda Bhargav

- 36 Digital platforms and minority language media: Exploring the prospects of Banjara language media in India — 527**

Conclusion

Ulrike Rohn, M. Bjørn von Rimscha & Tim Raats

- 37 Media economics: Key observations and reflections by the editors — 541**

List of figures — 555

List of tables — 557

Index — 559