



## **Time and Media Markets (Routledge Communication Series)**

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# Time and Media Markets (Routledge Communication Series)

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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 philosophical look at the concept of time and its application to media markets;
- \* temporal aspects of media distribution for the media industries, and how time affects their activities;
- \* the impact of increasing media industry consolidation and convergence on managerial effectiveness;
- \* approaches to time by CNN and its various cache of news channels, in a managerial context;
- \* the application of niche theory as a framework to examine competition between the Internet and television;
- \* Internet access in the United Kingdom and Europe, examining the cost of time for online access;
- \* the exchange of time and money in the television market for advertising; and
- \* a summary of research and an agenda for future research on the topic of time's role in the media industry and markets.

With its origins in the third World Media Economics conference, held in 2000, *Time and Media Markets* is a distinctive and important collection appropriate for scholars and advanced students in media management and economics.

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