

Global Entertainment and Media Outlook: 2002-2006

United States

Europe, Middle East,
Africa

Asia/Pacific

Latin America

Canada

Filmed Entertainment

Television Networks: Broadcast and Cable

Television Distribution: Station, Cable, and Satellite

Recorded Music

Radio and Out-of-Home Advertising

Internet Advertising and Access Spending

Business Information

Magazine Publishing

Newspaper Publishing

Consumer Book Publishing

Educational and Professional Books and Training

Theme Parks and Amusement Parks

Sports

Pricewaterhousecoopers Global Entertainment And Media Outlook 20022006

Tao Wei



Pricewaterhousecoopers Global Entertainment And Media Outlook 20022006:

European Media in the Digital Age Richard Rooke, 2013-11-04 This introductory textbook for Media and Communication Studies students is designed to encourage observation and evaluation of the European media in the digital age enabling students to grasp key concepts and gain a broad and clear overview of the area. It also introduces the principal debates, developments, legislative, commercial, political and technological issues shaping the European media today and examines in depth the mass media, digital media, the internet and new media policy. Understanding today's media scene from print to audiovisual needs a wider view and this book helps make comprehensible the European media within a broader global media landscape. The text is pedagogically rich and explores a variety of approaches to help the reader gain a better understanding of the European media world. Students are encouraged to start thinking about statistics relating this to economics, analysing regulations and combining media theories with theories of European Union integration. The book also includes the use of case studies, illustrations, summaries, critical reflections and directions to wider reading. *The European Media in the Digital Age* is recommended for all Media Studies students and is also of key interest to students of Politics and Policy, Business Studies, International Studies and European Studies.

Variety Deal Memo, 2002 The global newsletter of theatrical and post theatrical rights and markets

PricewaterhouseCoopers' Global Entertainment and Media Outlook

PricewaterhouseCoopers, 2002-05 A publishing tour de force, this five year forecast of worldwide trends in the Entertainment and Media Industry highlights the key factors driving growth in thirteen major industry segments. Filled to the brim with unique insight and analysis, the Outlook covers virtually every corner of the globe: the United States, Europe, Middle East and Africa, Asia Pacific, Latin America and Canada, providing the most comprehensive and perceptive account available of the direction the industry is taking. In short, there is nothing to compare with the depth and intelligence contained in this invaluable document and reference tool from PricewaterhouseCoopers. The depth of the Outlook is evident from the methodology. Testing the thirteen major Entertainment and Media industry segments against the three primary drivers: delivery, deployment, content innovation and government intervention, proves to be very successful in shedding light on future trends. The thirteen segments that undergo this rigorous analysis are, in chapter order: Station, Cable and Satellite, Record Music, Radio and Out of Home Advertising, Internet Advertising and Access, Spending, Business Information Magazine, Publishing, Newspaper, Publishing, Consumer Book, Publishing, Educational and Professional Books and Training, Theme Parks and Amusement Parks and Sports. This masterful book is full of vital intelligence about the Entertainment and Media Industry and the definitive signpost for its future direction.

Il product placement nelle strategie di convergenza della marca nel settore dell'intrattenimento Roberto Paolo Nelli, Paola Bensi, 2007 I nuovi modelli di riferimento per le strategie di comunicazione delle imprese che stanno emergendo a livello internazionale si caratterizzano sia per la presenza crescente di canali alternativi a quelli tradizionali sia per l'impiego degli stessi canali già esistenti con modalità non convenzionali. In questa

evoluzione il branded entertainment rappresenta oltre il 45% degli investimenti sui mezzi innovativi con un valore stimato a livello mondiale di oltre 51 miliardi di dollari per il 2006 Questo libro analizza in particolare il fenomeno del product placement che si colloca alle origini delle moderne strategie di branded entertainment e si sta progressivamente affermando anche in Italia nel settore cinematografico Il valore complessivo del product placement stimato per il 2007 in oltre 9 miliardi di dollari con un incremento del 20% rispetto al 2006 registrer una crescita sostenuta anche nei prossimi anni grazie allo sviluppo in Europa e in Asia Il volume esamina le molteplici implicazioni legate all'inserimento dei prodotti di marca all'interno dei contenuti dei mezzi di intrattenimento dal cinema alla televisione dal teatro all'editoria dai videogiochi alla musica e delinea attraverso l'esame dei risultati di vent'anni di ricerche empiriche le principali modalità di funzionamento del product placement sul processo persuasivo del consumatore fornendo concreti suggerimenti manageriali per una sua efficace pianificazione

Wettbewerberanalyse im globalen Medienmarkt Gerald Koenen, 2003-01-14 Inhaltsangabe Einleitung Medien ist das zentrale Schlagwort der Gegenwart Doch im Zuge stetiger Globalisierung schwinden die Grenzen der Medien zunehmend Zum einen lässt sich eine Verschmelzung der traditionellen Medien mit den sogenannten neuen Medien beobachten zum anderen wird der Medienmarkt zunehmend von großen Medienkonglomeraten kontrolliert deren konzerninterne Verflechtungen und Beteiligungsstrukturen kaum zu durchblicken sind und daher als in hohem Maße intransparent bezeichnet werden können Denn gegen die Global Player der Medienbranche wirken die Unternehmen der sogenannten Medienmogule Berlusconi Murdoch und Kirch anders eher wie mittelständische Betriebe Wie bereits der Titel Wettbewerberanalyse im globalen Medienmarkt erkennen lässt ist es insbesondere das Ziel dieser Arbeit jene verworrenen Verflechtungen anhand ausgewählter Beispiele aus dem Medienbereich zu durchleuchten Ferner sollen im Vorfeld Aspekte diskutiert werden die dem Grundverständnis dienen So befasst sich die erste Hälfte dieser Arbeit ausschließlich mit theoretischen Grundlagen deren Fokus jedoch auf den medialen Wettbewerb und dessen Antriebskräfte gerichtet ist Fragen aus der Kommunikationswissenschaft die sich mit rein publizistischen Gesichtspunkten und den Medien als geistiges Kulturgut befassen sind nicht Gegenstand dieser Arbeit da der Schwerpunkt auf betriebswirtschaftlichen Prozessen liegt Gang der Untersuchung Kapitel zwei befasst sich mit dem Subjekt dieser Arbeit dem Medienunternehmen Erklärt werden soll was die charakteristischen Merkmale einer Medienunternehmung sind und inwiefern Medienunternehmen von anderen Unternehmen abzugrenzen sind Ferner sollen Gründe für die Internationalisierungs- und Konzentrationstendenzen im Medienbereich aufgeklärt werden Das dritte Kapitel ist dem Wettbewerb gewidmet Ziel ist es die strukturellen Gegebenheiten eines Marktes anhand Porters Branchenkräftemodell zu beschreiben und diese auf den Medienbereich anzuwenden Im darauffolgenden vierten Kapitel werden erst die Medienkonzerne Bertelsmann Sony AOL Time Warner und Vivendi Universal detailliert vorgestellt und dann anhand ausgewählter Bilanzwerte des Geschäftsjahres 2001 unter Berücksichtigung aktueller Entwicklungen verglichen und soweit möglich auch bewertet Kernstück ist die abschließende Stärken

Schwächen Analyse die Chancen und Risiken der jeweiligen Unternehmen tabellarisch **Swords & Ploughshares** ,2002

Fremdbestimmte Freude Andreas Schoenrock,2021-02-26 Der Einfluss werbetreibender Marken auf die Musikkulturen der Gegenwart ist ungeachtet ihrer dortigen Omnipresenz bislang kaum Gegenstand musikwissenschaftlicher Forschung Andreas Schoenrocks Pionierarbeit Fremdbestimmte Freude legt die autoritative Wirkkraft von Marken und Werbeindustrie auf kontemporäre populäre Musikkulturen im jungen 21. Jahrhundert offen und untersucht die von diesem Markenmandat ausgehenden musikalischen Homogenisierungseffekte Die transparente Darstellung des Zusammenhangs zwischen werbetreibenden Marken und Musikentwicklung kulminiert in der detaillierten Analyse eines prototypischen Beispiels für synchronisationsfreundliche Musik Pharrell Williams Happy *Global Entertainment and Media Outlook : 2002 - 2006* PricewaterhouseCoopers,2002 *Wachstumsstrategien in der Medienbranche* Andreas Spiegel,2007-12-05 Andreas Spiegel berträgt in einem theoriegeleitet explorativen Forschungsdesign Erkenntnisse der Wachstumsforschung auf medienspezifische Problemstellungen und stellt neue Ansätze der Marktbearbeitung vor **Books in Print, 2006-2007** ,2006

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