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Television Economics

Robert G Picard, Steven S Wildman



Television Economics:

Television Economics Bruce M. Owen, Jack H. Beebe, Willard Graham Manning (Jr.), 1974 **Handbook on the Economics of the Media** Robert G Picard, Steven S Wildman, 2015-02-27 Media industries and services present a complex set of challenges to economic analysis challenges made more difficult by the technological changes that have been transforming the media sector Research on the economics of media has made major advances **Cable Television Regulation Oversight** United States. Congress. House. Committee on Interstate and Foreign Commerce. Subcommittee on Communications, 1977 **New Television Networks** United States. Federal Communications Commission. Network Inquiry Special Staff, 1980 The Economics of Television Richard Collins, Nicholas Garnham, Gareth Locksley, 1988 How television is to be financed in the last years of this century is a question of major concern to governments broadcasters and the private sector The Economics of Television is a detailed examination of the real costs of television production in the United Kingdom and a critical analysis of those political and economic factors that impinge upon broadcasting s future The book addresses three equally pertinent questions First what is the nature of the television market Second what is happening to broadcasting costs and why Third what is the United Kingdom s role in the internationalization of television and in the international trade of television programmes The authors review the recent Peacock Committee s Report and its implications for licence fee and advertising revenues the production costs of television the internationalization of the television programme market and the overall financing of broadcasting The broadcasting environment is rapidly changing under the influence of new distribution technologies such as satellites and new ideologies such as the challenge of the private sector to public service authority Given these new influences the authors discussion highlights the imperfectly competitive character of the broadcasting market the outstanding cheapness of terrestrial broadcasting and the particular economic characteristics of television programmes and other information commodities The Economics of Television is an essential guide to the finance of television and will be required reading for anyone concerned with the future of broadcasting **Handbook of Media Management and Economics** Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, 2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics *Media Economics* Alison Alexander, James Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, 2003-12-08 Media Economics Theory and Practice focuses on the basic principles of economics in the business sector and applies them to contemporary media industries This text examines the process of media economics decision making through an exploration of key topics such as industrial restructuring regulatory constraints upon media operations and changing economic value providing key insights into media business activities With the structure and value of media industries changing rapidly and sometimes dramatically this text moves beyond a basic documentation of historical patterns to help readers understand the mechanics of change offering

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The World of Economics John Eatwell,Murray Milgate,Peter Newman,1991-05-13 What are the central questions of economics and how do economists tackle them This book aims to answer these questions in 100 essays written by economists and selected from The New Palgrave A Dictionary of Economics It shows how economists deal with issues ranging from trade to taxation

Educational Television United States. Congress. Senate. Committee on Interstate and Foreign Commerce,1959 Considers S 12 to authorize Federal grants to public schools colleges and adult training programs for the use and reception of educational television

New Television Networks: Final report United States. Federal Communications Commission. Network Inquiry Special Staff,1980

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