



Varieties in Defining Media Products: Rethinking Theoretical Approaches between traditional and innovative Media

D. Voci¹, P. Przybylski², F. Güngör³, K.-D. Altmeyden²,
M. Karmasin¹⁻⁴, M.B. von Rimscha⁵

¹Alpen-Adria-Universität Klagenfurt

²Katholische Universität Eichstätt-Ingolstadt

³Universität Zürich

⁴Österreichische Akademie der Wissenschaft

⁵Johannes Gutenberg-Universität Mainz

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University of
Zurich^{UZH}



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Defining Media Products: Changing Contexts



- › product characteristics, production processes, & producers change
- › media products are **transcending** national, cultural, technical & narrative **borders**
- › **What are media products?**



Source: <http://nextgenerationmedia.eu/digitale-medien/>

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Definitory Context: The cbmc-project



- › Research project: “The management and economics of cross-border media communication (cbmc).”
- › *When, how, and why is media communication transcending national and cultural borders?* » detecting **structures, goals and strategies of media companies** acting on cross-border markets
- › no „one size fits all“ solution
- › definition resulting from a combined communication science and media economics tradition » focus on both societal function of media and tradability of products

Perspectives on media products



Approach	Function	Legal protection	Materiality	Commercialization
Economic perspective	› profit	› relevant	› both tangible and intangible	› properties of goods
Journalistic perspective	› Observing society	› information not protectable	› Focus on “information”	› Journalistic content not tradable
Legal perspective	› function for owner of legal rights	› constitutive	› Focus on immateriality	› premise
Socio-cultural perspective	› functions in society	› not constitutive	› both tangible and intangible products	› not focused

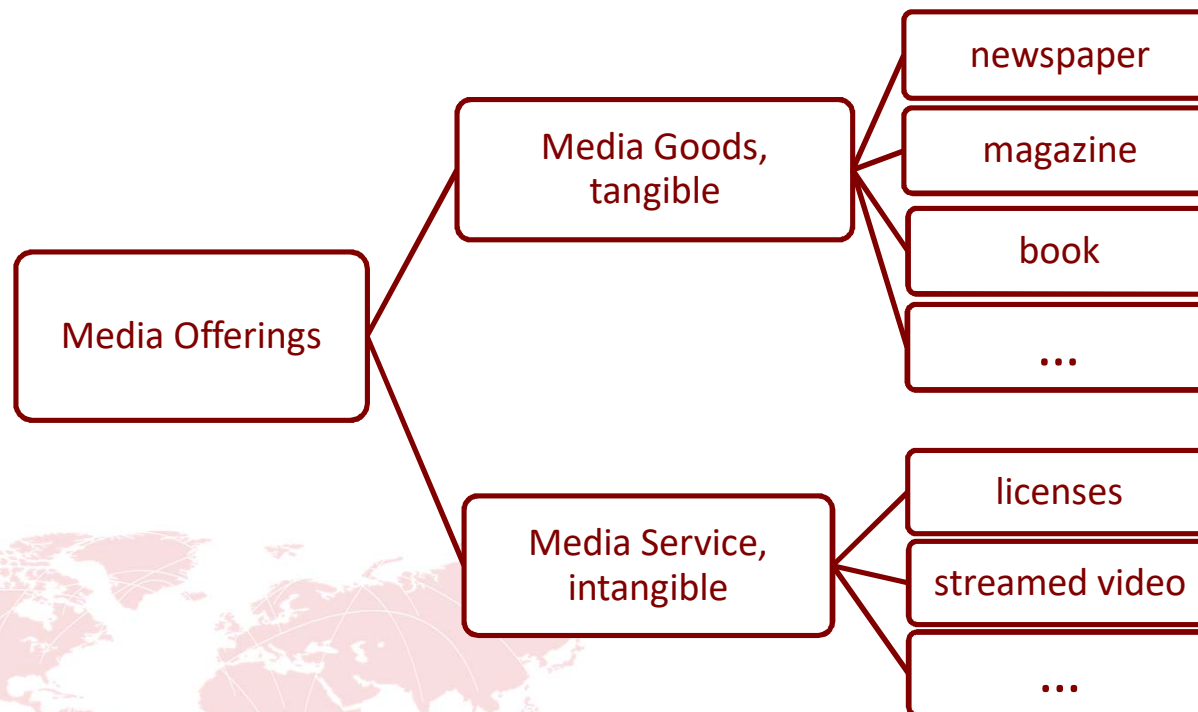
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Perspectives on media products

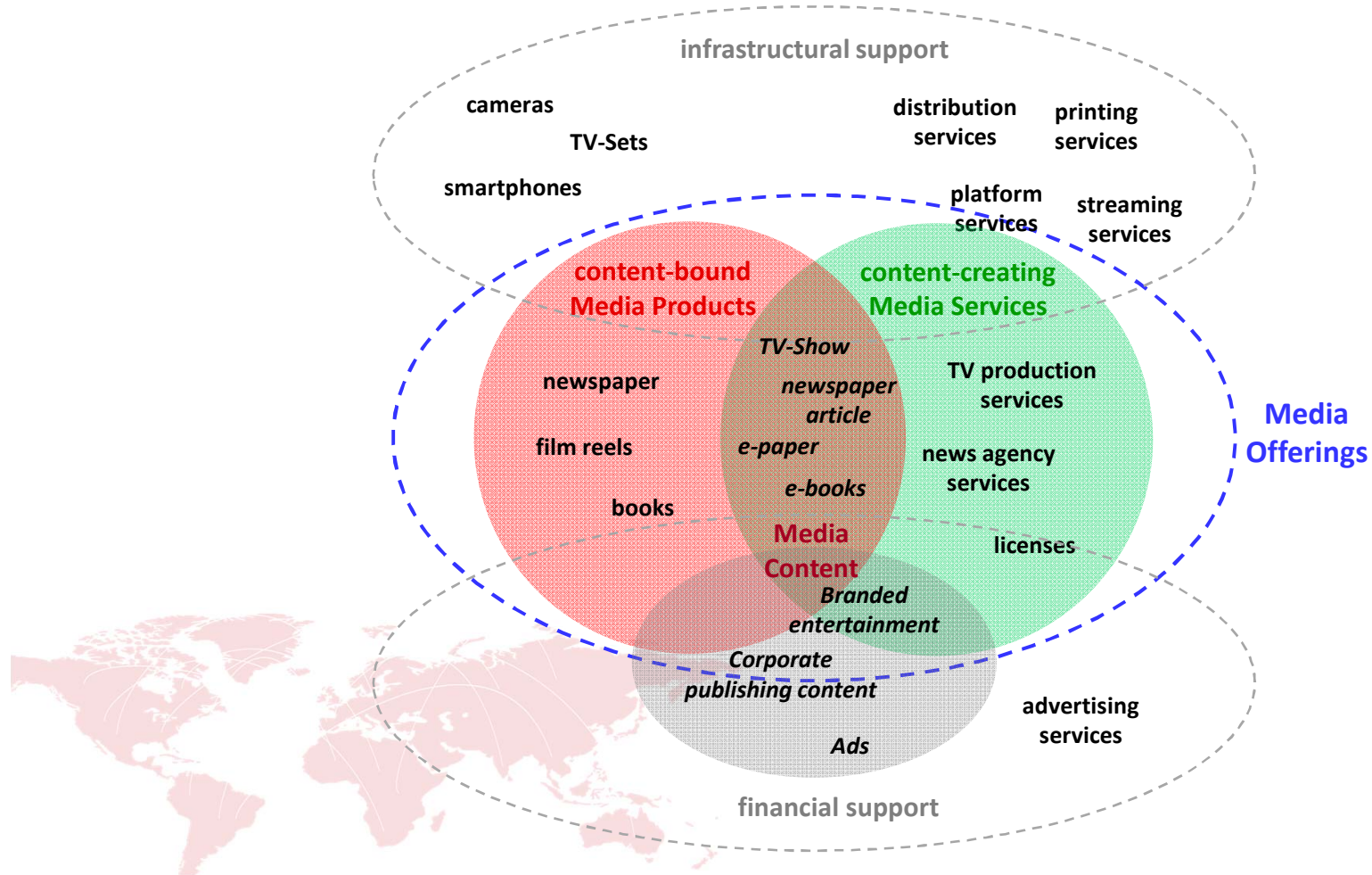


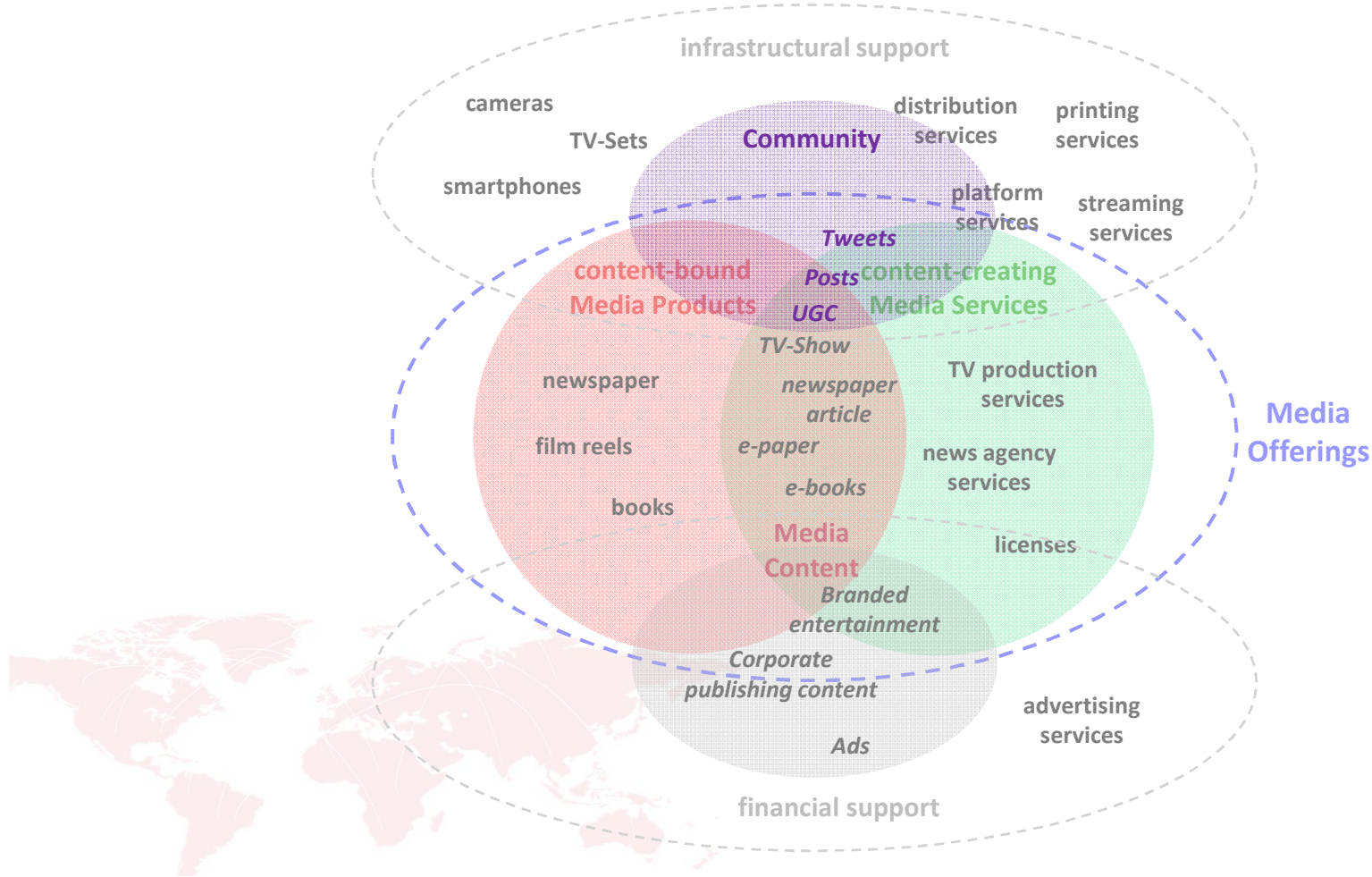
Approach	Function	Legal protection	Materiality	Commercialization	Terminology
cbmc-perspective	<ul style="list-style-type: none"> › Societal functions › constitutive: focus on symbolic character › twofolded perspective: Economic: product/ service; Societal: content › 	<ul style="list-style-type: none"> › not decisive › for defining a media offering – latter might constitute basis for legal protection › Relevant in case of economic point of view 	<ul style="list-style-type: none"> › Both tangible › and intangible products can be “media offers” in itself 	<ul style="list-style-type: none"> › services and products commercial in themselves › Symbolic content constitutes an economic value 	<ul style="list-style-type: none"> › media offerings (incl. elements: product, services, goods and content)

Defining media products as media offerings



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Thank you for your attention.

contact: pamela.przybylski@ku.de

More information on the project: www.cbmc.info

