



# What is a media company today? Rethinking theoretical and empirical definitions

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# What is a media company today?

- Definition?
- Characteristics?
- Content production vs. content dissemination

→ Assumption of a self-evident and generally accepted definition of „media company“

# What is a media company today?

Convergence confuses the media industry:

- *Google, Facebook, Twitter*
- *Hulu, Netflix, Amazon*



Are they media companies?

Changing global economic, cultural and technological settings



Review of existing definitions of „media company“



# Background: The cbmc project



*When,  
How,  
and Why*

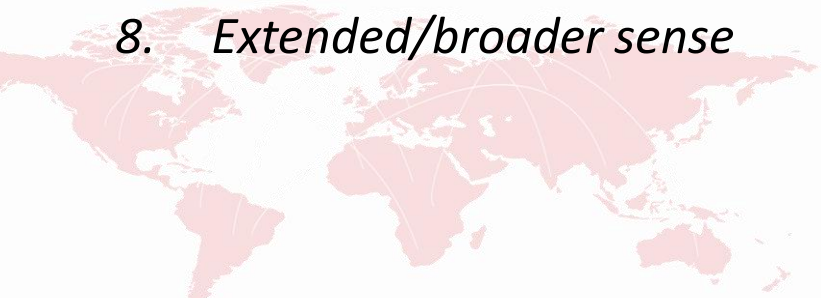
is media communication transcending national and cultural borders?

Aim: structures, goals and strategies of media companies



# Definitional approach

1. *Business administration perspective*
2. *Legal approach*
3. *Vertically integrated approach*
4. *Sectoral approach*
5. *Product approach*
6. *Value chain approach*
7. *Traditional/narrow perspective*
8. *Extended/broader sense*

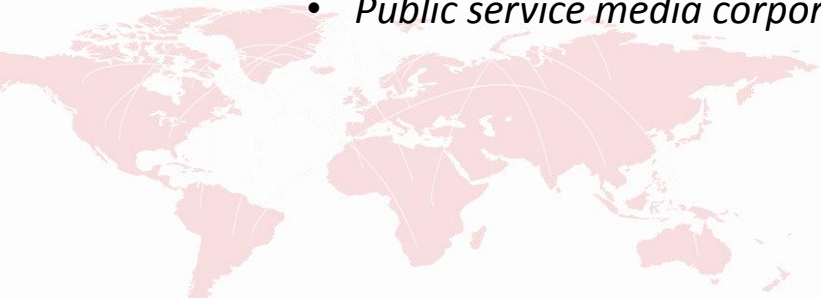


# 1. Business administration perspective

*An organization that takes into account the general corporate task of external needs coverage, makes autonomous choices, calculates and bears all risks, and strives a (market-oriented) objective*

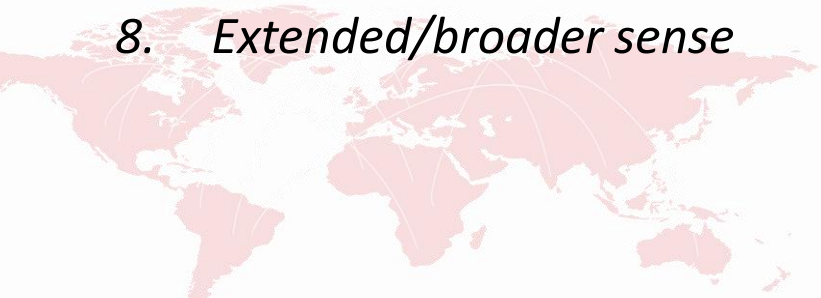
## Shortcoming(s):

- The „market-oriented“ objective:
  - *Public service media corporations?*



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## 2. Legal approach

Media companies are these companies protected and/or regulated by media law

### European media law:

- „Television without Frontiers“ Directive (TWFD)
  - Article 1: „Television broadcasting [...] for reception of the public“
- „Audiovisual Media Services“ Directive (AVMSD)
  - Article 1: „[...] provision of programmes in order to inform, entertain or educate [...] the general public“
- Copyright

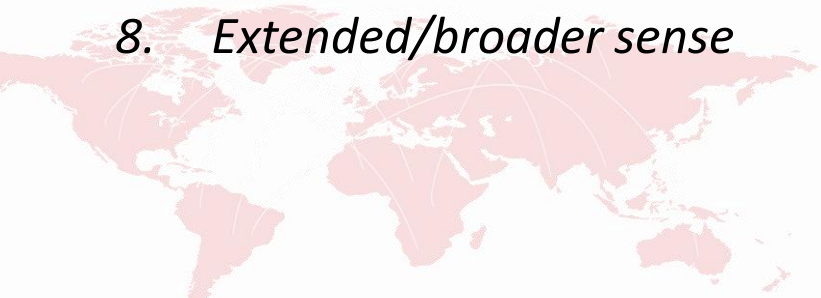
### Shortcoming(s):

- *Internet?*
- *Hybrid broadcasting?*
- *Audience-oriented perspective*



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### 3. Media companies vs. non-media companies

*Media companies are companies creating and selling media content, aggregating and storing it, **and** distributing it*

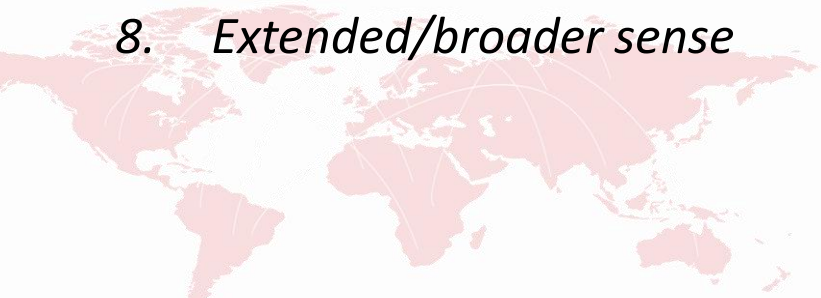
#### Shortcoming(s):

- Definition is too restrictive – **ALL** components have to be included
  - *Right seller?*
  - *Format seller?*
  - *Content provider?*



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## 4. Media companies in relation to the media sector

*Media companies are companies that can be attributed to one of the submarkets „print“, „audiovisual“ and „electronic“ market, **and** producing, aggregating and distributing media content*

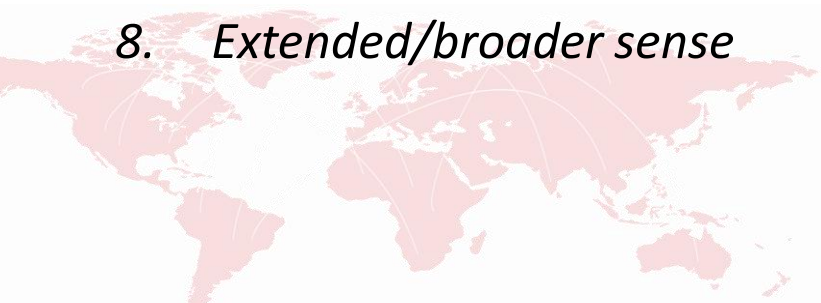
### Shortcoming(s):

- TIME-Industry companies?
- What is „content“?



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## 5. Media companies as producers of media products

*Media companies are companies that produce, create, bundle and distribute media content*

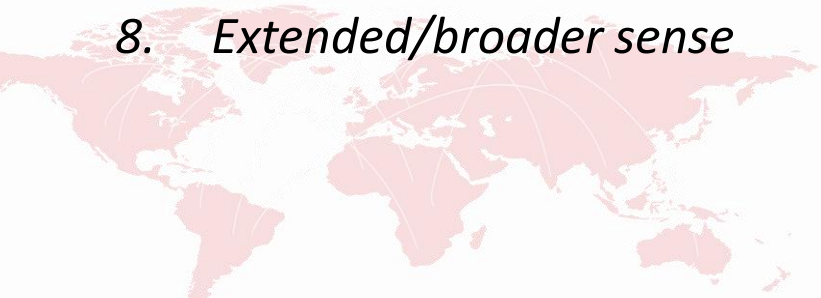
### Shortcoming(s):

- Core business of a media company?
- Content/rights/TV-formats trading companies?



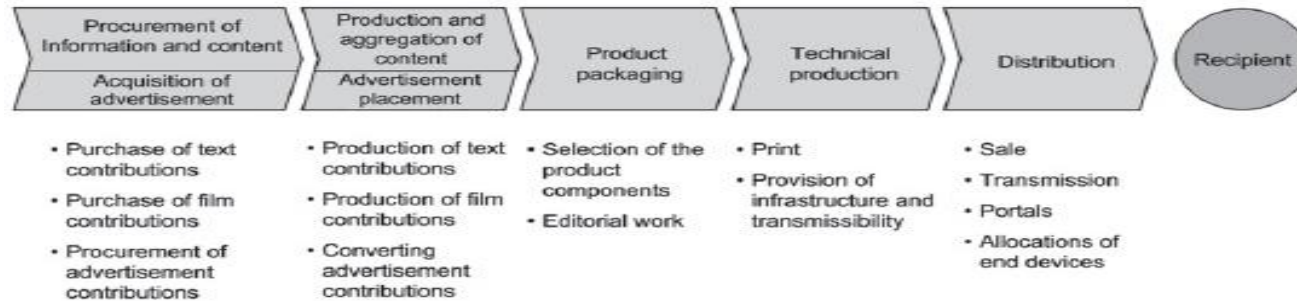
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## 6. Media companies along the value chain

*Media companies are companies that achieve their value added through content production, content providing or packaging, content distribution and investment*



Wirtz ,2014

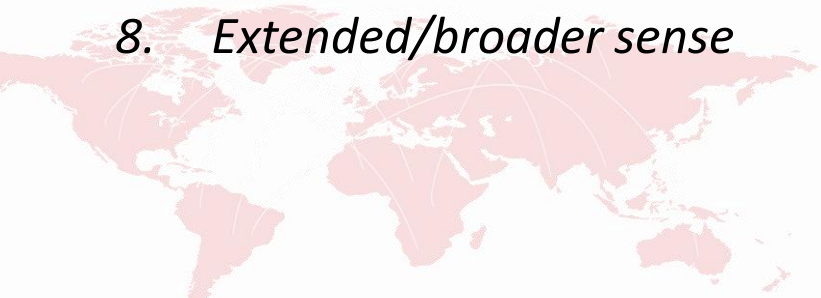
### Shortcoming(s):

- Too broad:
  - technical distribution
  - companies with intermediary function



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## 7. Media companies in a traditional/narrow sense

*Media companies are companies that have their economic focus in the journalistic production of information*

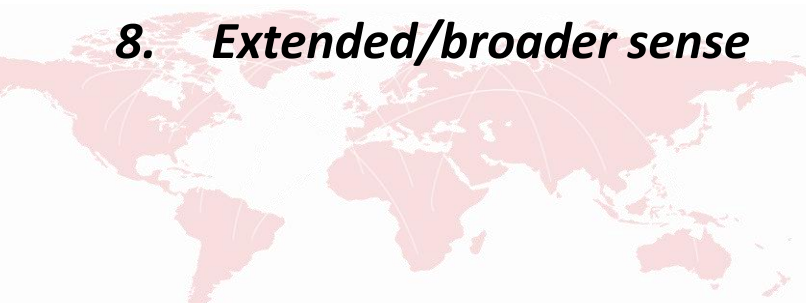
### Shortcoming(s):

- Too narrow:
  - Content vs. journalistic content
  - Focus on content production



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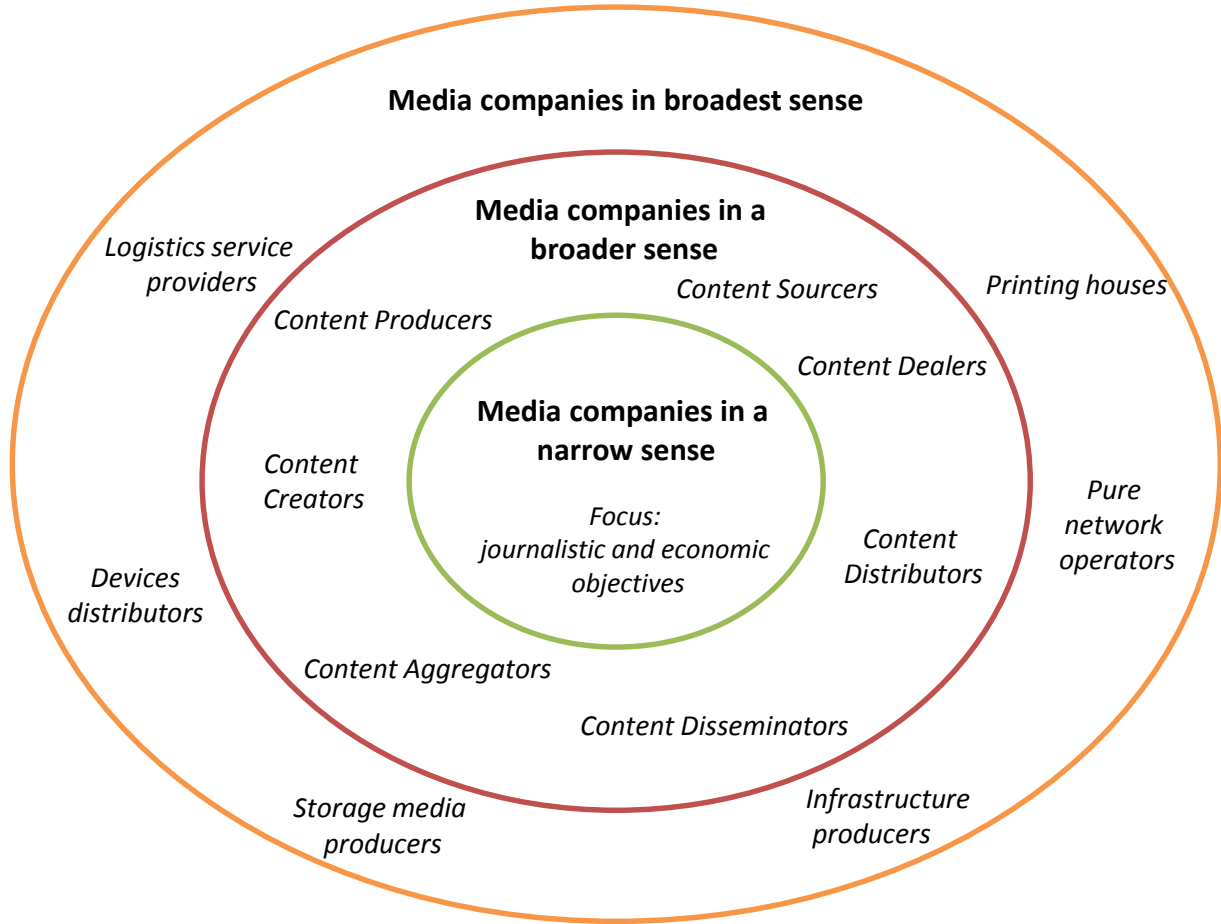
## 8. Media companies in a broader sense

*Media companies are companies that are „players“ of the media sector*

### Shortcoming(s):

- Too broad:
  - Technical distribution
  - Infrastructure





# Our approach

*Media companies in the framework of cross-border media communication:*

*Media companies are companies that are producing and/or trading content*

- *Core elements of media business:*
  - *Content sourcing*
  - *Content aggregation*
  - *Content dissemination*
- *Qualification: proximity/distance*
- *Balance between economic and journalistic objectives*
- *Balance between „traditional“ and „new“*