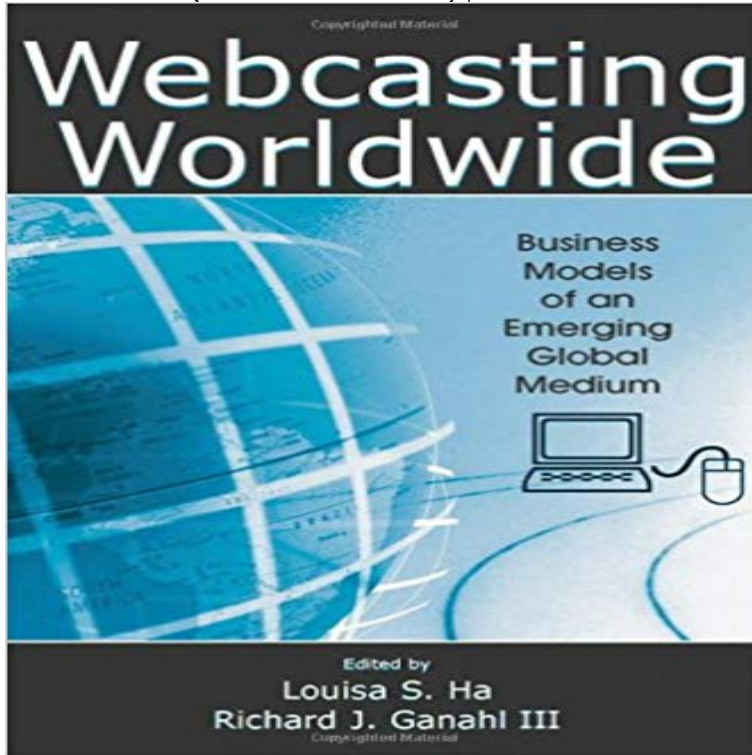


Webcasting Worldwide: Business Models of an Emerging Global Medium (Media Management and Economics Series)



Webcasting Worldwide tackles one of the most timely topics in mass communication today?the delivery of audio and video content via the Web, or webcasting?employing a global perspective to explore the subject. It is unique in providing a theoretical framework by which to analyze business models of emerging media, and it also examines the business practices of leading webcasters in the worlds most developed broadband markets. With webcasting in its early development, the approaches discussed in this volume set the standards for the webcasting industry. Representing the major broadband markets in the world, this text is an authoritative and valuable reference for both researchers and practitioners. The chapters relate the business practices of webcasting to the media market environment and established media industries, such as television and radio, as well as government and non-profit organizations. A CD-ROM accompanies the book, offering PowerPoint charts for use in training, education, and research, along with tables, graphs, screenshots, and hyperlinks. Webcasting Worldwide is essential reading for academic researchers and media industry practitioners, and the volume will be a useful text in advanced courses addressing media technology, media management, and international communication. For updates about the book chapters and latest commentaries on topics related to webcasting business models, please visit the Webcasting Business Models Blog at <http://webcastingworldwide.blogspot.com> Winner of The Association for Education in Journalism and Mass Communication Picard Award for Media Management and Economics 2007.

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