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Webcasting Worldwide

Business Models of an Emerging Global Medium

Edited by

Louisa S. Ha

Bowling Green State University

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LEA's 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 to analyze business models of emerging media. It also examines the business practices of leading webcasters in the world's 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.

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Contents:

Preface

R. Picard, Foreword

D. Gardy, Industry Insights

Part I: *Worldwide Webcasting Overview: A Framework for Analyzing Business Models of Emerging Media*

1. **L. Ha, R. Ganahl**, Webcasting as an Emerging Global Medium and a Tripartite Framework to Analyze Emerging Media Business Models

2. **L. Ha**, Application of the ACR Framework in a 13-Country Study of Leading Webcasters

Part II: *Webcasting Businesses Practices and Dynamics Across North America*

3. **L. Ha**, The United States: The World's Largest Broadband Market

4. **C. Martin, I. Allagui, M. Chausse**, Canada: Webcasting in Canada: The Imbedded Media

Part III: *Webcasting Business Practices and Dynamics Across Europe*

5. **A. Arampatzis**, United Kingdom: Webcasting's Biggest Promise in Europe

6. **P. Bakker**, The Netherlands: Webcasters in a Public Broadcasting Environment

7. **M. Friedrichsen, M.A. Smith, A. Kurad**, Germany: Poised for Dynamic Growth

8. **M. Herrero, C. Sádaba**, Spain: An Emerging Market Still Giving Its First Steps

9. **T. Bonini**, Webcasting in Italy: The Fastest Growing Broadband Market in Europe

10. **A. Arampatzis**, Greece: Webcasting Is Slowly Taking Shape as an Industry

11. **A. Rolland, C.B. Monsen**, Norway: The Clicks-and-Bricks Have Taken the Lead

12. **K. Nicholas**, Denmark: Smooth Sailing (For Now): The Public Service Legacy in Danish Webcasting

Part IV: *Webcasting Business Practices and Dynamics in the Asia Pacific*

13. **H. Min, D. Min, B. Yang**, China: The Largest Broadband User in Asia and the Second Largest Broadband Market in the World

14. **A. Lee, C. So**, Hong Kong: The Crown Jewel of Broadband for China With the Second Highest Broadband Penetration in the World

15. **Y-L. Liu**, Taiwan: Bandwidth, Connection, and Access: Analyzing the BusinessModels of Webcasters in Taiwan

16. **S.K. Park**, South Korea, the Country With the World's Highest Broadband Penetration: Popular Video Webcasters and User-Generated Content Models

17. **K. Ishii, M. Ogasahara**, Japan—the World's Third Largest Broadband User in the World. Mobile and Broadband: Two Emerging Business Models in Japan

18. **N.D. Weerakkody**, Webcasting in Australia: "Pretty Dead, Really"—or Is It?

Part V: *Webcasting Business Practices and Dynamics in the Arab Region*

19. **I. Allagui, C. Martin**, The Arab World: Broadband Market Taking Off; How Far Is Webcasting?

20. **L. Ha, R. Ganahl**, Lessons From the Leading Webcasters Around the World and the Outlook of Webcasting as an Emerging Global Medium

Table of Contents in Accompanying CD-ROM:

PowerPoint File Presentation for Each Chapter. Screenshots of the Leading Webcasters in Each Chapter. Leading Webcasters in Each Chapter With Hyperlinks. Useful Reference Hyperlinks About Webcasting or Media Environment. Additional Tables and Charts. Authors' Digital Pictures With a Bio, E-mail Contact, and Home Page Link.

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