Western Broadcast Models
Structure, Conduct and Performance

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Leuven
Nijmegen,

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Chair Jean Monnet “Europe
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Preface

You are holding a full at the Dawn of the 21st century. More focus will be on research in media, and sociological evolu
tion of the government ("third powers") and civil society at least. An intersting model in our society was throughout the past, the "market"

Figure 1. Media Perfor

This problematized models in Europe as a merely factual presentation of broadcast media in given Western countries, including countries within the European Union. Students in commun

amental tool for policy making which we approach to the approach taken (i.e., twofold. This also be
Leen d’Haenens and Frieda Saeys (Editors)
Western Broadcast Models
Structure, Conduct and Performance

Includes CD-ROM
Broadcasting is an important indicator of a society's political, economical, social, cultural and geographical context. Over the last decades, however, the socio-economic conditions and societal organizational forms have become more and more uniform: diversity among countries is less the case than within each of the countries under scrutiny (e.g., economical, political, cultural, ethnic differences). Nevertheless, the societal diversity among the western European countries has continued to bear its stamp on the development of the broadcasting scene. The book features descriptions of recent evolutions in various geographical contexts. Under scrutiny are the market structure embedded in the legal context, the different media actors, their cost structure, and barriers to entry. Also, impact on the content, program supply, efficiency and product performance are discussed in terms of audience reception. The accompanying CD-ROM offers facts and figures as well as techniques of analysis.