

CROSS MEDIA SYSTEM

- **Production, Distribution**
- **Conglomeration - global issues in mass communication**
- **Globalization, Cultural and Media Imperialism**
- **Media monopoly**
- **International media Organizations**
- **Ethical aspects**

Objectives

- **Explain the relevance of cross media marketing and cross promotion.**
- **Describe the concept of production and distribution in media**
- **Analyze the global issues in mass communication, conduct a pilot study(Research)**
- **Discuss the socio-cultural values in the developing countries**
- **Identify the elements to know the media monopoly and media convergence**
- **Explain the different international media organizations**
- **Discuss the ethical aspects in media**

CROSS MEDIA SYSTEM

- **Cross-media marketing** is a form of **cross-promotion** in which promotional companies **commit to surpassing traditional advertisement techniques and decide** to include extra appeals to the products they offer.
- It is **communication involving more than one form of public communication.**
- Their advertising campaign includes **cross-media coverage on television, radio, newspapers, and the internet**



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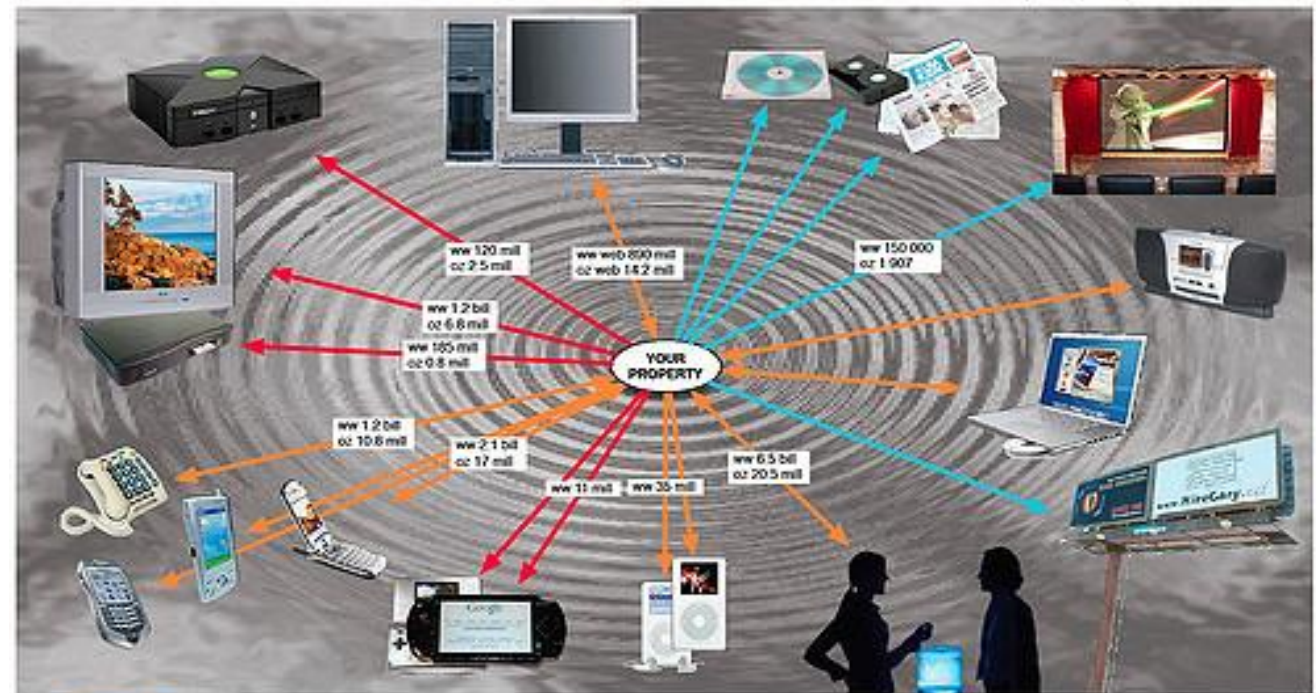
- **Cross media is usually seen as the use of traditional media along each other in an innovative way.**
- **However, the term can be used in a variety of ways; cross-medial concepts are not only formed by means of a commercial purpose (including marketing campaigns and broadcasting arrangements) but also depend on the personal lives of consumers.**

- **In the current media landscape consumers control the use of media; they decide when and where they wish to access specific media and content.**
- **The cross media sector itself defines the term as follows:**

“The cross media-sector provides multimedia products and services by using radio, television, Internet, mobile devices, print and events simultaneously along each other.”

- This implies that the cooperation between companies and specialists is part of the concept of cross media as well.

THE CROSS-MEDIA PLATFORM DELIVERY UNIVERSE by Gary Hayes 2005



- ↔ TITELY TWO WAY COMMUNICATION
- MOSTLY ONE WAY
- CONTENT IS FREED

This diagram represents a range of delivery platforms/devices and the approx. numbers or usage of main services worldwide. Each platform (apart from newspapers) can accommodate video, graphics and text (TV/Film, photography, novels etc.) Games consoles and computer platforms support the most rich and immersive interactive applications, mobile phones and interactive TV support limited game-like interactivity. Dec 2005.



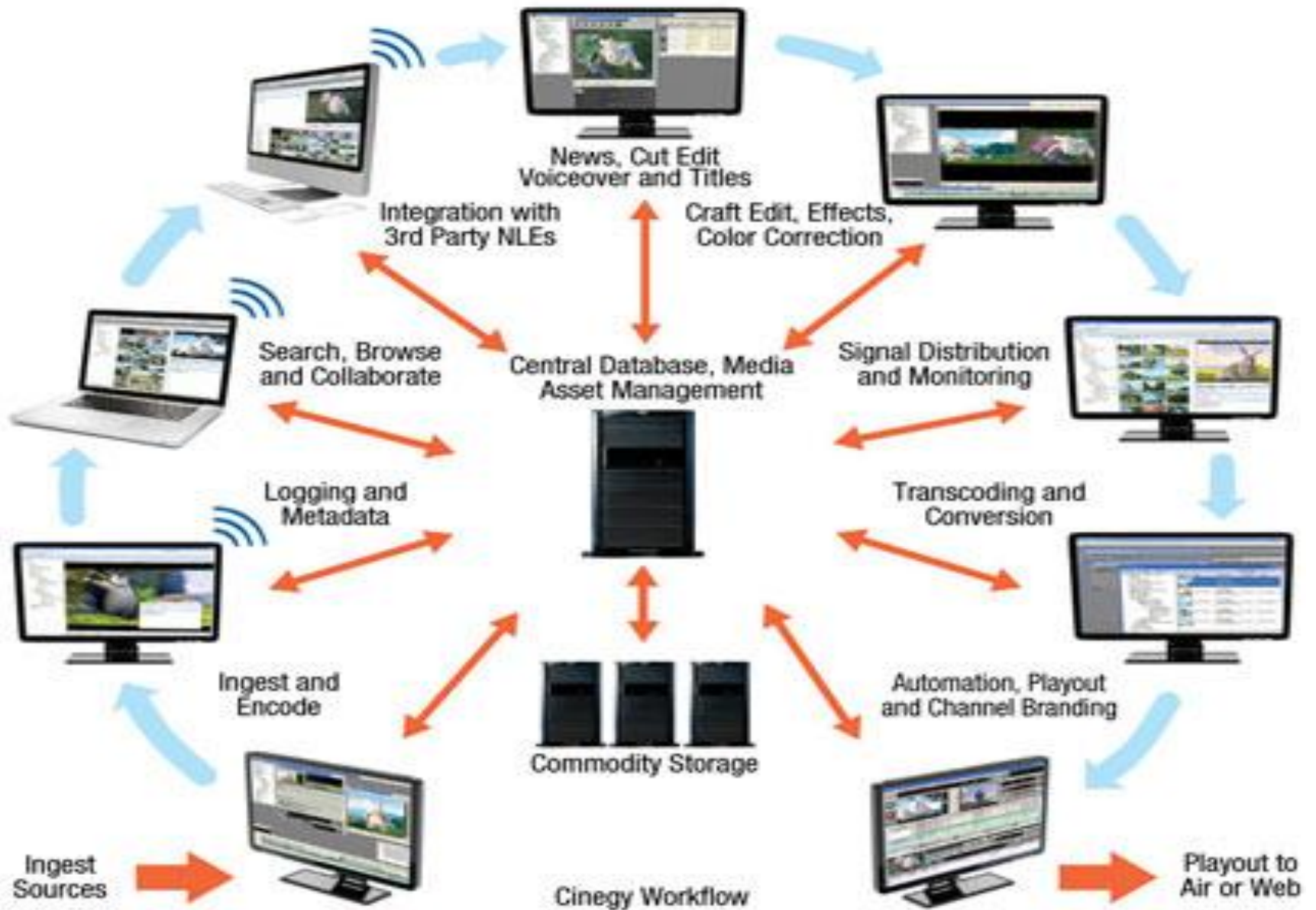
PRODUCTION ,DISTRIBUTION

- ✓ **Cross Media Convergence: When different types of technology come together (converge) to create a new technology. For example, Sony and Ericsson.**
- ✓ **Production: The process in which things are made.**
- ✓ **Distribution: The course in which things are given out. (Distribute)**
- ✓ **Marketing: The manner in which things are promoted.**
- ✓ **Exchange: The means of how a product has reached a consumer.**

- **Media Production ... Media production** specialists are involved in many aspects of producing audio and video content that is used in commercials, movies, online or in other realms. They need to have computer software, video editing and video equipment skills.
- Digital **distribution** (also referred to as content delivery, online **distribution**, or electronic software **distribution** (ESD), among others) is the delivery or **distribution of** digital **media** content such as audio, video, software and video games.
- **Media Production & Distribution** companies create content or acquire rights to distribute content over cable or broadcast **media**, including entertainment programs, news, music, and children's programming. ... Sustainability Accounting Standards board (SASB) standards for such activities are outlined in the Internet **Media** and Services industry standard.



Digital Production Workflow



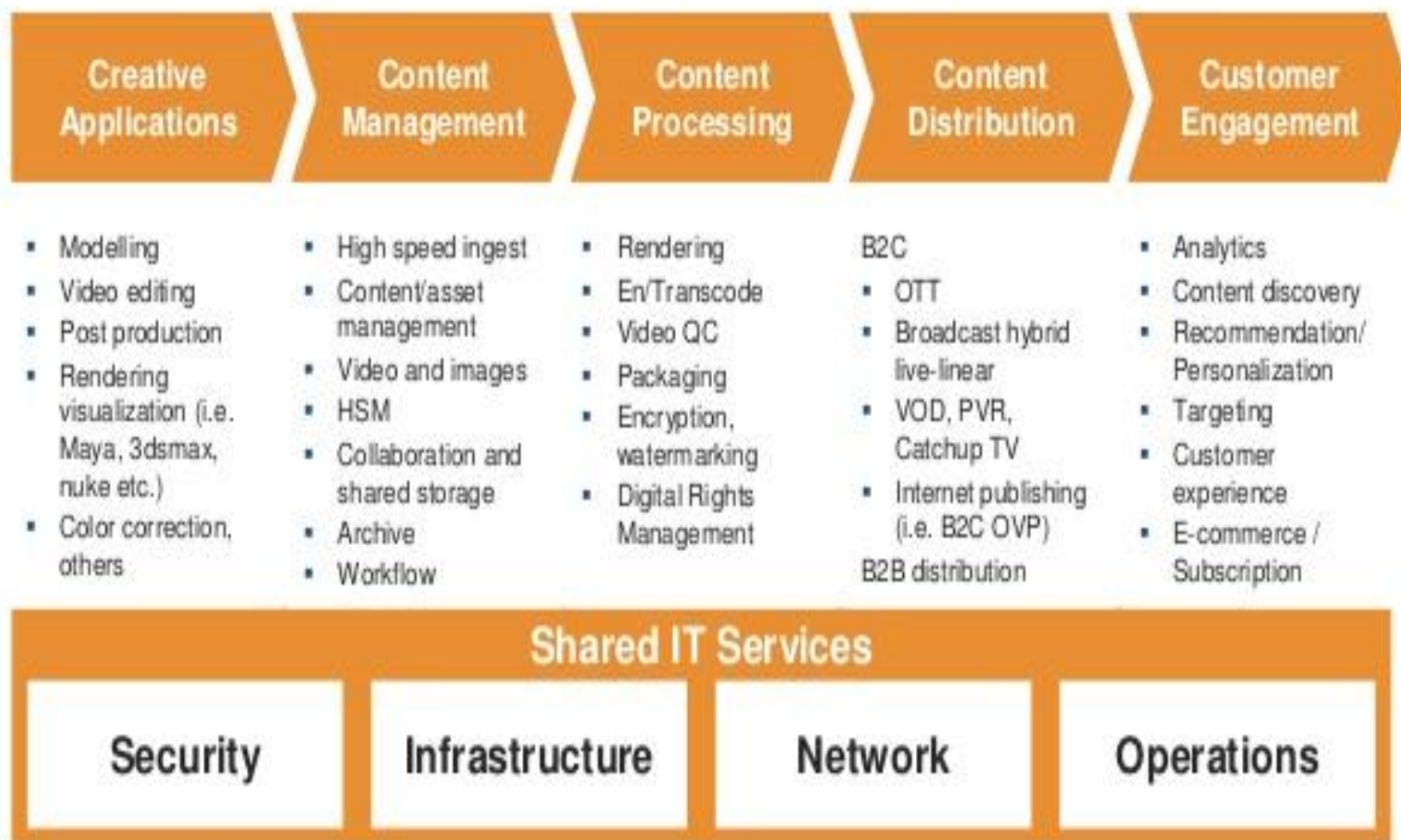
Importance of cross media convergence in production, distribution and marketing.

- 1. Different form of media have come together or have started to become increasingly similar, one example of this is television and computers. Both are now actively used in marketing for the film industry.**
 - The internet now broadcasts trailers much like regular television.**
 - However rather than keeping to scheduling, the internet allows individuals to view trailers and adverts of their own accord.**

- 2. For example, television and computer technology are increasingly becoming the same thing.**
- Websites have video on them and the Internet is an important part of the offer of most broadcasters.**
 - Computers and network technology has allowed television to offer "video on demand" services moving away from traditional "linear" or scheduled television.**



Media Production & Distribution Value Chain



3. Equally the Internet has become important for newspaper publishers.

- Newspaper has been a dying format for years - it is very difficult to compete with newer media that gives news up to the second when you present yesterday's news tomorrow on a sheet of paper.**
- Consequently, a lot of newspapers have started to concentrate on producing Internet offerings.**
- Increasingly as technology improves, these also offer video services - a move onto the turf of the traditional broadcasters.**

4. The improvement in mobile technology has also allowed a lot of these services to be delivered to mobile devices as well bringing the operators of mobile networks into this convergence.

The combining of different forms of media in order to make a single form of media (Such as computers and television)

5. Marketing: Example: Paranormal activity used cross media marketing in its ad campaign.

The internet was used for the campaigns and for the tweet to see, the twitter viral campaign that allowed individuals to vote for their city to have first screenings.

Television was subject to the standard trailers we are use to, however these were often used to attract people to participate in the viral internet marketing.

Conglomeration – global issues in mass media communication

- 1. A media conglomerate, media group, or media institution is a company that owns numerous companies involved in mass media enterprises, such as television, radio, publishing, motion pictures, theme parks, or the Internet.**

Mass Communication Now

This table shows the six most prosperous media conglomerates of 2014. Included is a list of just SOME of the networks they own.


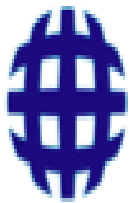



 COMCAST	 News Corporation				
-NBC -MSNBC -AT&T	-FOX -Wall Street Journal -New York Post	-ABC -ESPN -Pixar -Miramax -Marvel Studios	-MTV -Nick JR. -CMT -Paramount pictures	-CNN -HBO -Time -Warner Bros.	-Showtime -Smithsonian Channel - <u>NFL.com</u> -Jeopardy -60 Minutes

Image produced with information from businessinsider.com



2. A media conglomerate, media group or media institution is a company that owns large numbers of companies in various mass media such as television, radio, publishing, movies, and the Internet.

- Media conglomerates strive for policies that facilitate their control of the markets across the globe.**

- 3. A conglomerate is, by definition, a large company that consists of divisions of seemingly unrelated businesses**

- 4. There is also the issue of concentration of media ownership, reducing diversity in both ownership and programming (TV shows and radio shows).**

- **There is also as strong trend in the U.S. for conglomerates to eliminate localism in broadcasting, instead using broadcast automation and voice tracking, sometimes from another city in another state.**
- **Some radio stations use pre-packaged and generic satellite-fed programming with no local content, except the insertion of radio ads.**

- 5. Media conglomeration continues being a contentious subject in the media industry.**
- Several scholars have asserted that, the utmost danger to continued freedom of expression is the likelihood that, private entrepreneurs would always endeavour to control the open market of ideas under the guise of economic efficiency.**
 - Due to economic state of affairs, access to this open market of ideas is limited to a privileged few.**

- **Besides ownership, conglomeration of the mass media industry, provision of content, packaging and distribution of the communicated messages, have also developed into a homogeneous production and marketing process.**
- **It follows that, the communicated messages are controlled in quantity and quality, in order to fulfill the processes' economic imperatives.**

- **The repercussion of this is that, what the majority people hear and watch in the mass media, is extremely standardized in relation to content and opinion.**
- **In the global scenario, a number of governments can increasingly endeavour to manipulate and control the media.**
- **Additionally, powerful conglomerates also have significant influence on the conventional media.**
- **This paper posits to explore whether media conglomeration is by itself a problem in a free society.**

6. It is evident that, in several places, leading multinational corporations control media stations, as well as outlets.

Usually, the majority of media institutions exist on advertising revenues, which may cause the media outlet to be manipulated by diverse corporate interests.

7. The issue of media conglomeration is viewed differently from an economic and political standpoint.

In this background, the mass media industry is perceived to play a considerable role in legitimizing inequity in privileges, affluence, and power.

When the management of the flow of images, information, and values is controlled by persons who share the influence of the dominant class, the governing class will determine what should be circulated by the mass media, with the intention of reproducing the structure of class inequity, from which they profit.

- **The media industry is critical for the production of trustworthy information, ideologies, as well as propaganda in present-day societies.**
- **Political economists view the correlation between control and ownership, as a circumlocutory and mediated relationship, where control is not constantly implemented in a direct approach, nor does the economic framework of media institutions constantly have a direct influence on their output.**

- **Conventional communication researchers disapprove of the media conspiracy theories, on hypothetical and on pragmatic grounds by alleging that, political economists' opinions are sustained only by anecdotal proof.**

GLOBALIZATION, CULTURAL AND MEDIA IMPERIALISM

- **As technology develops, technology made it possible to make a worldwide movement toward economic, financial trade, and communication integration, which is called globalization.**

Cultural Imperialism and the Media

Increasingly the major media players are multinational companies with interests across the globe.



This has an important implication for the way Western television and film companies can have an impact on the cultures of developing countries.



Cultural Imperialism and the Media

An important function of the media is in winning the support of people to the interests of the dominant classes.



Obama receives a native American delegation

British photographers in India in the days of the Raj.



Zuma visit: "Thanks for the show, cultural imperialists!"





- **The globalization paradigm started with a good purpose, it was to unify the world and to share and understand each other cultures.**
- **However, it turns out globalization paradigm had its flaws and this flaws are described as cultural imperialism.**

- In the **early stage of cultural imperialism**, researchers focused their efforts mostly on **nation-states as primary actors in international relations**.
- They imputed rich, **industrialized**, and **Western nation-states** with intentions and actions by which they **export their cultural products** and **impose their socio-cultural values** on poorer and weaker nations in the **developing world**.

GLOBALISATION

- **Globalization refers to the way in which, in contemporary society, distant countries are inter-related and connected together by trade communication and cultural experiences.**
- **The global sales of film, TV and media products , along with the Internet bring people in developing countries into direct contact with western media products.**

- **Consider the global reach of companies such as Disney, News Corporation and Time Warner.**
- **Their products can be seen globally facilitated by satellite and the Internet.**
- **It has been argued that in an increasingly globalised world there is a danger that local cultures become eroded and replaced with a single, 'standard' culture. - This is known as Cultural Homogenization**

CULTURE AND MEDIA IMPERIALISM

- **Culture and media Imperialism** is a process by which one **country dominates** other countries' **media consumption** and **consequently dominates their values and ideologies.**
- Consider the **number of television programmes** and films produced in the USA that are shown throughout the world.

- **A political-economy perspective argues that the homogenisation of culture and communication leads to shared values and ideologies.**
- **The USA dominates world media with 85% of the global film market and 68 % of the television market.**
- **A cultural imperialism perspective argues therefore that American values and ideologies are imposed upon the rest of the world , through media texts**

CRITICISMS

- **There is no doubt that the USA (and to a lesser degree the UK) export a large amount of film and television programming; however many critics of cultural imperialism question whether this really does have a homogenising effect in other countries.**
- **India, Nigeria and Japan to name a few all have thriving movie industries of their own.**

- **Other critics also point out that audiences are not just passive observers and they are capable of making their own judgements and attaching their own meaning to media texts (You should be familiar with this as ‘Reception Theory’).**
- **Audience responses to globalised media are highly differentiated depending on which country they are viewed in.**

Reception theory

- **is a version of reader response literary theory that emphasizes each particular reader's reception or interpretation in making meaning from a literary text. Reception theory is generally referred to as audience reception in the analysis of communication models.**
- **In literary studies, reception theory originated from the work of Hans-Robert Jauss in the late 1960s, and the most influential work was produced during the 1970s and early 1980s in Germany and the US (Fortier 132), with some notable work done in other Western European countries. A form of reception theory has also been applied to the study of historiography.**

CASESTUDY

- **The Simpsons is hugely popular throughout the world and has been translated into several languages and shown in over 70 countries.**

However the show does contain some regional variations...The show is edited to make it suitable for the target audience.

TASK

- **“The Disney empire frequently stands accused of cultural imperialism, and of being a ruthless global business” To what extent do you agree with this statement? Quote from BBC Article**
Read the article and carry out some research of your own before answering the question.

- **You could look at the popularity of Disney films outside of the USA and consider what ideological values the films promote. You could also look at regional variations (e.g. have any of the films been edited or changed in translation to make them more appropriate to other audiences)**

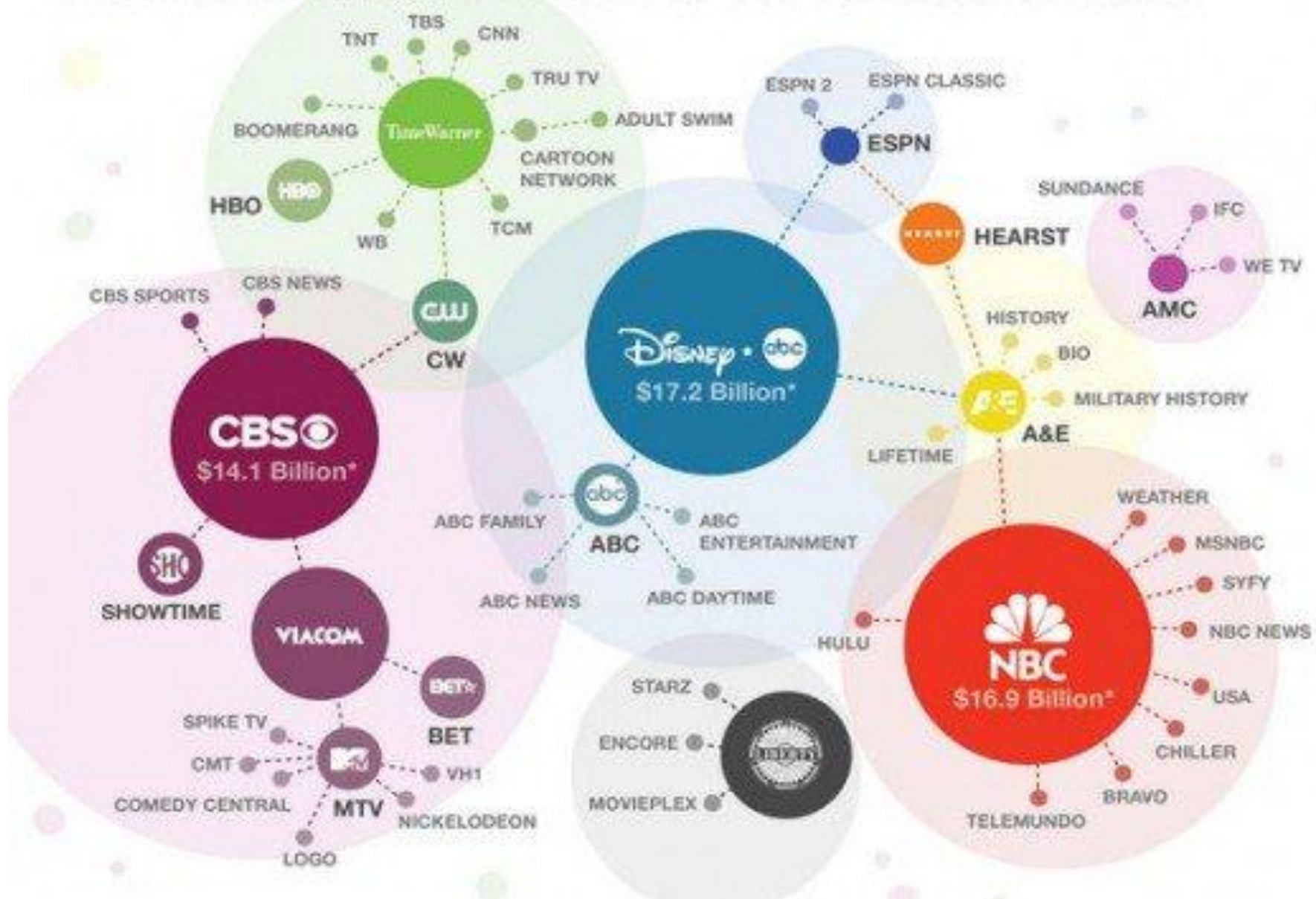
- **This is sometimes show does not cause done to make the content offence. E.g. in Pakistan all more appropriate to references to drugs, audiences outside of the drinking and sex have been USA.. removed.**

MEDIA MONOPOLY

- **Concentration of media ownership** (also known as **media monopoly** or **media convergence**) is a process whereby progressively fewer individuals or **organizations control increasing shares of the mass media.**
- Once a country which had **fifty major media companies in 1983**, America now, has only nine important multinational media conglomerates, some of which include **Walt Disney, Time Warner, Comcast, News Corp., CBS and Viacom.**



WHO OWNS THE BIG TV NETWORKS?



- **There is an explosion of media consolidation since Congress passed the Telecommunications Act of 1996, thus Federal Communications Commission (FCC) to review its media ownership rules every two years.**
- **Although this was done to encourage fairness and accuracy, instead it led to increasing buyouts.**

The Federal Communications Commission (FCC)

- **is an independent agency of the United States government created by statute (47 U.S.C § 151 and 47U.S.C § 154) to regulate interstate communications by radio, television, wire, satellite, and cable. The FCC works towards six goals in the areas of broadband**
- **competition, the spectrum, the media, public safety and homeland security, and modernizing itself.**

Some Pros And Cons Of Media Consolidation Are:

- 1. Media for the Consumers - What works for the consumers, works in the media. Like any other business, the purpose of the media is to earn profit and the only way they can do so, is by providing the viewers with whatever they want. So something that is popular in media stays on, while others are just give up.**

2. Minimal Government Control

If the media is consolidated, and it is people who make choices of what they want to see, the government control is minimal.

3. The Advantage of Converging Technologies –

- According to pro consolidation arguments, due to converging technologies the media houses are fuelled by the desire to reach consumers in different and often innovative ways.**
- This allows the user to get a phone, TV and internet from a single company, and pay a single competitively priced bill, instead of three different bills.**
- The competition among the few media houses also ensures better and lower prices for the consumers.**

4. Diversification

The diversification argument by the media houses says that with consolidation there is lesser investment risk.

Therefore, a bad phase by a subsidiary of the media conglomerate can be counterbalanced by more profitable ventures.

Meanwhile, the pro consolidation voice also argues that with diversification there are a number of :

TV channels, movie productions ,newspapers, radio and Internet offered by companies

Thus every niche is catered for, and every voice is heard.

5. Lack of Competing Viewpoints and Perspectives

- One of the biggest fears in the minds of those opposing media consolidation is that the large media houses will silence alternate views, which can then lead to a decline in democratic viewpoints.**
- It is staggering to imagine that only a handful of media houses cater to billions of viewers.**

6. Money Vs. Public Interest –

- The lack of adequate competition also means that media houses now, run after money instead of serving public interest.**

- Since every media house is now ensured of a large global audience, the focus shifts from providing quality services to getting more money.**

- **Innovative or risky ideas are now squelched in favour of 'tried and tested' methods.**
- **Moreover, with less competition, the media houses charge more and, due to the lack of alternatives, the consumer has to pay.**

7. Focus on Advertisers –

- ✓ The commercially driven media is loyal to their sponsors and advertisers, not to the viewers.**
- ✓ There is minimal interest in journalism and public affairs, and more concentration of lucrative genres that do quite well.**
- ✓ As the CEO of Westinghouse put it aptly "We are here to serve advertisers. That is our raison d'être." (reason for being/ most important reason)**

8. Under-representation of Minorities and Women

- ✓ There is a vast under-representation of women and people of colour in media.**
- ✓ Even though women consist of 51 % of the US population, they hold less than 7 percent of all TV and radio station licenses.**
- ✓ There is also a lack of accurate coverage and diverse programming related to women and minorities in the media.**

9. Biased Political Views

Large media houses are also blamed for their biased political views.

Media companies are known to support candidates and political parties.

Biased involvements of large media houses affects and influences the content in the media as well.

10. Less Local News

- With the monopoly of large media businesses, the local news takes a backseat.**
- With cross-owned media there was a marked production of total news produced locally.**
- Despite the proponents trying to push it, media consolidation has definitely had a negative impact on journalism and the ability of news to provide important democratic information to its citizens**

- **The control of the large media houses on the information we see, including the information in newspapers and other sources, is staggering.**
- **Although this does not mean that they are out to spread evil or do bad, it is the deprivation of actual facts and varied opinions that irks people when they hear the word media consolidation.**

INTERNATIONAL MEDIA ORGANISATION

- 1. Disney "New" Viacom (and its former parent CBS Corporation, the former "Old" Viacom), Time Warner, Rupert Murdoch's, News Corp, Bertelsmann AG and General Electric together own more than 90% of the media holdings in the United States.**



Source: Public Twitter profiles



Source: Public Twitter profiles

Among other assets

- ✓ **Disney owns ABC, Buena Vista Motion Pictures Group, ESPN, and Miramax Films**
- ✓ **CBS Corporation owns CBS, CBS Radio (formerly Infinity Radio)**
- ✓ **Simon and Schuster editing group, etc.;**
- ✓ **Time Warner owns CNN, Time, AOL, etc.;**
- ✓ **Bertelsmann owns Arvato, Direct Group, RTL Group (which owns M6 TV channel, VOX and Five), etc.**

2. Rupert Murdoch, the media magnate, apart of News Corp., also owns British News of the World, The Sun, The Times and The Sunday Times as well as the Sky Television network, which merged with British Satellite Broadcasting to form BSkyB ; in the US, he owns the Fox Networks and the New york post.

Since 2003, he also owns 34% of DirecTV Group (formerly Hughes Electronics), operator of the largest American satellite TV system, Direct TV and InterMix Media (creators of myspace.com) since 2005. See also Murdoch Newspaper List.

3. Modern Times Group, quoted on the Stockholm Stock Exchange, owns Viasat TV network and Metro International, which is the world's largest chain of free newspapers, publishing 57 daily Metro editions in 18 countries.

It was started as a direct competitor of 20 Minuten .

4. British Sky Broadcasting Group Plc - Hailing from across the pond on the shores of England, this London-based company generates over \$10 billion in revenue and over \$1.9 billion in profit to make it no. 7 on the list.

Sky, which is 40% owned by 21st Century Fox, has over 10 million subscribers in the U.K., making it the largest satellite broadcasting company in the country.

5. Viacom - Coming in at no. 4 is the company that, quite literally, owns the music television game, with control over MTV, VH1 and BET. With nearly \$15 billion in revenue and over \$2 billion in profit, Viacom also has its stake in the movie-making business with Paramount Pictures.

The company, in its current form, was created when it split from the old Viacom in 2006 along with the CBS Corporation. Viacom also counts Nickelodeon, Spike and Comedy Central among its assets

6. Time Warner Inc. - The company has been downsizing in recent years, having seen America On-Line (AOL) and Time Warner Cable spin off into their own distinctly independent companies in recent, while Time Inc., the division of Time Warner that controls it's magazines such as Sports Illustrated,

Time Warner will, however, be holding onto its biggest assets such as the Turner networks TBS, TNT, HBO, CNN and Warner Brothers studios, while they also own a \$50 million stake in the CW Network.

ETHICAL ASPECTS

- ✓ **Monopolistic media ownership interferes with or restricts the exercise of free expression in a number of ways, mostly through restricting access to media outlets.**
- ✓ **In the most concrete terms, as media outlets are consolidated and ownership is concentrated, staff are cut and the real number of people working on or contributing to a given media outlet is reduced.**

- **More indirectly, the cost of using the media prevents or discourages people outside the media industry from accessing the media as tools of communication.**
- **Finally, the current media environment stifles freedom of expression by making it extremely difficult for new, independent media outlets to be created and to survive.**
- **The end result is a situation in which public discourse is dominated by the voices of corporations and those individuals who have the resources to access a profit-motivated media system.**

- **Vertically integrating a company and cutting costs is the main thrust behind consolidating media ownership.**
- **By controlling everything from content production to marketing and distribution, media companies can control what they pay for each service and can cut costs by eliminating duplicate staff.**

- **Media corporations benefit from the cost savings of combining overlapping services, but reducing the number of staff at a given newspaper or television station also reduces the number of reporters and content providers who have direct access to the media.**
- **This in turn reduces the number of different voices and opinions that are or can be heard.**

- **Making the media inaccessible can also include reducing the amount of space dedicated to reader-supplied opinion and setting the price for print space or air time out of reach for the vast majority of people.**
- **This is done through increases in advertising prices, increases in the amount of time and space dedicated to advertising and a reduction in the amount of time and space dedicated to factual information and discourse.**

- ❖ **The cost of advertising is part and parcel of the desire by media conglomerates to take advantage of economies of scale.**
- ❖ **In terms of advertising, media chains have an advantage in attracting advertisers because they can offer a wider circulation or audience reach through multiple media outlets.**

- **Economies of scale are also found in the competitive advantage created by wider distribution.**
- **The larger the scale of the operation, the wider the profit margin, the more competitive a media outlet can be when it comes to undercutting or outperforming other media outlets.**
- **This affects the ability of a media outlet to attract advertisers, as has already been noted, and it often determines which media outlets are able to survive.**

✓ The competitive advantage created by economies of scale contributes to the third way in which the current media environment infringes on the rights of individuals to free expression – it creates an environment in which it is extremely difficult for people to create and distribute their own alternative, independent media.

✓ If people do not have access to the established media as tools of communication and purchasing advertising space or time is too prohibitive, then the other option is for them to produce their own media communication tools.

right
Implications
wrong
Ethical
you your CAS actions
fairness
honesty
compassion
decisions justice integrity