



## Handbook on the Economics of the Media

Edited by Robert G. Picard, formerly Reuters Institute, University of Oxford, UK and Steven S. Wildman, Michigan State University and University of Colorado, Boulder, US

This Handbook explores the economic features of the media and its infrastructure to provide readers with a sophisticated understanding of the critical issues and their influence on companies, audiences and regulators. The contributors explore and explain the impact of underlying factors such as multi-sided platforms, advertising and industry structure. They assess the unique economic factors affecting print, broadcast and broadband-based media, and highlight how the economics of the media can influence policy making. Each original chapter introduces the reader to a specific topic, reviews the literature on the development of knowledge in the field, explores critiques of the approach, and provides an understanding of applying this knowledge and the implications.

'Edited by Robert G. Picard and Steven S. Wildman, the book gives several eminent economists an opportunity to look at media, especially in the United States and Europe. I heartily recommend the entire volume for careful study by lawyers whose practices keep them engaged with any media businesses or their regulators.'

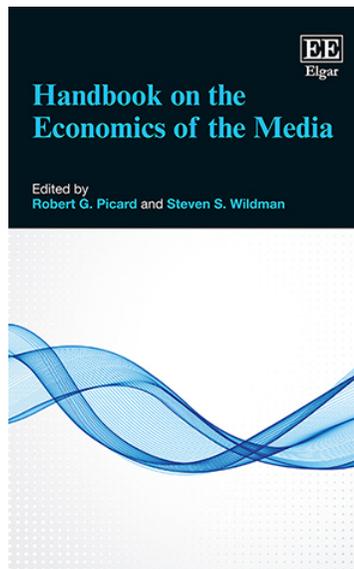
– Christopher Faille, The Federal Lawyer

'At a time of growing interest in economic aspects of media, this edited volume presents a comprehensive and timely set of perspectives on key sectors of media and media infrastructures and related economic questions. Impressive in both scope and depth, this well-informed book guides readers through a compelling set of concepts and issues relevant to an increasingly internationalised contemporary media environment.'

– Gillian Doyle, University of Glasgow, UK

'This volume offers a comprehensive overview of modern approaches to media economics at a time of remarkable transition to new technologies and new business models.'

– Bruce Owen, Stanford University, US



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