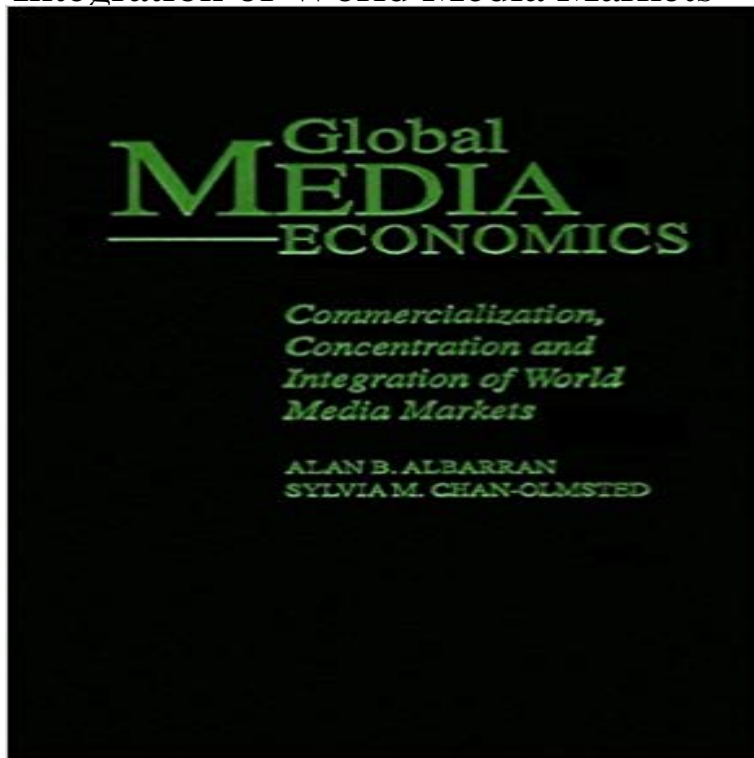


# Global Media Economics: Commercialization, Concentration, and Integration of World Media Markets



This text studies the increasing international marketplace for media companies, exploring the mergers and acquisitions, the impact of technology, and the implications of changing regulatory policies and a growing world economy that are the most salient features of this scene. The contributors to this volume take us around the world - from Nigeria to Singapore to Spain - to give reports on how media, political and economic issues intersect in various ways in different countries. Their essays, combined with a full account of domestic media economics, provide a comprehensive sense of the macro- and microeconomic realities of the media around the globe.

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