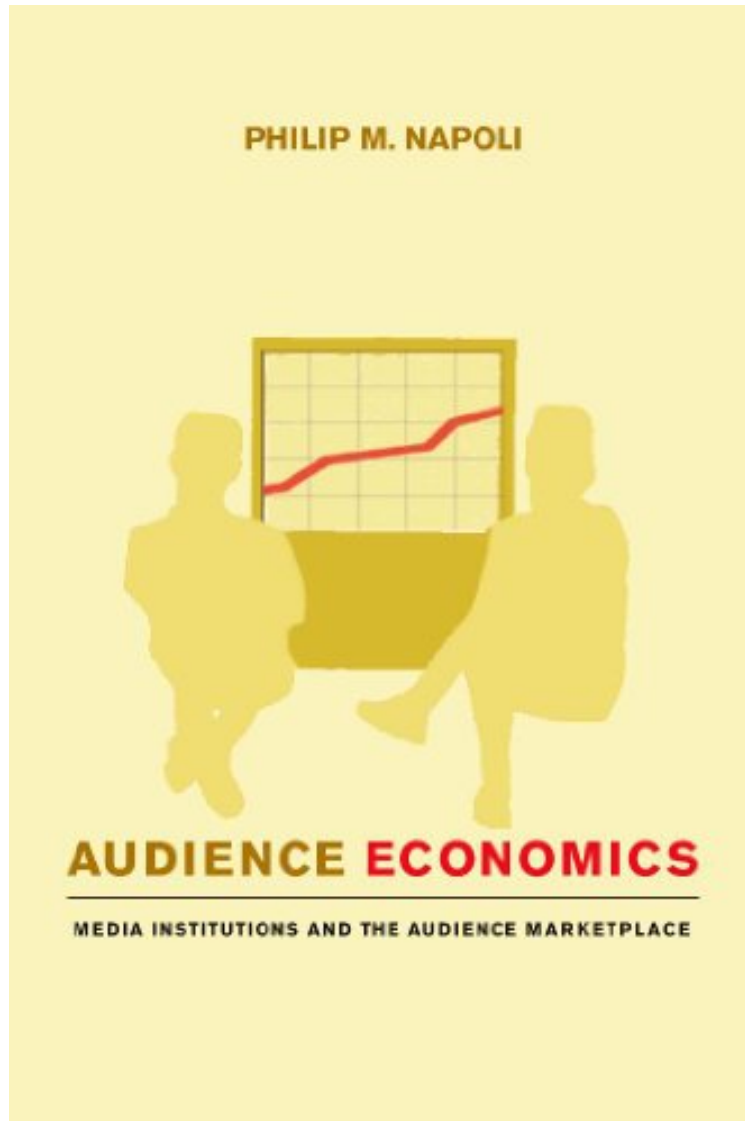


# Audience Economics: Media Institutions and the Audience Marketplace

*Philip M. Napoli*

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**Philip M. Napoli : Audience Economics: Media Institutions and the Audience Marketplace** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Audience Economics: Media Institutions and the Audience Marketplace:

2 of 7 people found the following review helpful. Missing entire sections!By L. AlfaroThe copy sent me was missing entire sections, including some important diagrams and figures. There was simply white space where the diagrams were supposed to be. I had to photocopy the pages off of a friend's book. How embarrassing!3 of 3 people found the

following review helpful. Great overview of audience economics  
By M. Cecil  
This is a serious book about how audiences are made and sold across a variety of media. It offers the serious reader a great framework for understanding how this vital part of our culture industry works. For media economists, there are a couple of inventive analyses that apply rational choice theory and audience theory to assess what factors influence assessments of risk (which influences content development and pricing). Even though the audience marketplace is changing fast in response to new media and measurement technologies, the book remains relevant. Well worth it if you want to develop a comprehensive understanding of audiences. Must read for media planners and strategists.  
1 of 1 people found the following review helpful. Great Read for Media Studies and Industry Professionals  
By Sam Weber  
This is a comprehensive must read for anyone interested in how media audiences are generated and sold to advertisers. Napoli efficiently sheds light on the evolution and current developments of an intricate audience measurement process that will make you think differently about the content you consume. Napoli also describes the profound consequences that arise by the way in which marketers value us along the lines of race, gender and class. Despite the rapid pace of developments in measurement technologies, this book still provides a relevant and compelling look at the audience marketplace.

Focusing on the electronic media -- television, radio, and the Internet -- Audience Economics bridges a substantial gap in the literature by providing an integrated framework for understanding the various businesses involved in generating and selling audiences to advertisers. Philip M. Napoli presents original research in order to answer several key questions:  
• How are audiences manufactured, valued, and sold?  
• How do advertisers and media firms predict the behavior of audiences?  
• How has the process of measuring audiences evolved over time?  
• How and why do advertisers assign different values to segments of the media audience?  
• How does audience economics shape media content?  
Examining the relationship between the four principal actors in the audience marketplace -- advertisers, media firms, consumers, and audience measurement firms -- Napoli explains the ways in which they interact with and mutually depend on each other. He also analyzes recent developments, such as the introduction of local people meters by Nielsen Media Research and the establishment and evolution of audience measurement systems for the Internet. A valuable resource for academics, students, policymakers, and media professionals, Audience Economics keeps pace with the rapid changes in media and audience-measurement technologies in order to provide a thorough understanding of the unique dynamics of the audience marketplace today.

The book sheds new lights on the operation and likely future of media in the twenty-first century. (Educational Book)  
Crisply written and aimed at nonspecialists... (Harvard International Journal of Press/Politics)  
About the Author  
Philip M. Napoli is an assistant professor of communications and media management in the graduate school of business at Fordham University. He is the author of Foundations of Communications Policy: Principles and Process in the Regulation of Electronic Media.