

# Canadian broadcasting: Market structure and economic performance

McFadyen, Stuart

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# Canadian Broadcasting Market Structure And Economic Performance

**Stuart McFadyen**



## **Canadian Broadcasting Market Structure And Economic Performance:**

**Canadian Broadcasting** David Gillen, Colin Hoskins, Stuart McFadyen, Institut de recherches politiques, 1980 From the back cover There is evidence that the private sector of the Canadian broadcasting system is failing to perform in the manner envisaged by the Broadcasting Act The debate on this and related questions has largely taken place without a thorough examination and understanding of the economics of the television radio and cable industries The authors examine and attempt to answer the following question which have important implications for public policy What are the ownership patterns both at the local market and national level in the television radio and cable television industries What are the effects of ownership and cross ownership on the conduct of firms in areas such as pricing and programming What effects do the ownership patterns have on various performance measures such as profitability audience size and program choice and diversity *Management and Economics of Communication* M. Bjørn Rimscha, 2020-06-08 This handbook combines the

perspectives of communication studies economics and management and psychology in order to provide a comprehensive economic view on personal and mass communication It is divided into six parts that comprise 1 an overarching introduction that defines the field and provides a brief overview of its history 1 chapter 2 the most commonly used theoretic frameworks for the analysis of communication economics and management 4 chapters 3 the peculiarities of the quantitative and qualitative methods and data used in the field 3 chapters 4 key issues of the field such as the economics of language labor in creative industries media concentration branding etc 10 chapters 5 descriptions of the development trends and peculiarities of the field in different parts of the world written by scholars from the respective region 10 chapters 6 reflections on future directions for the field both from a managerial and from an economics perspective 1 chapter The authors of the individual chapters represent different academic disciplines research traditions and geographic backgrounds The reader will thus gain multifaceted insights into the management and economics of communication

**The Politics of Broadcasting** Raymond Kuhn, 2023-12-22 The Politics of Broadcasting 1985 examines the state of broadcasting in a variety of Western democracies from a political viewpoint written at a time when new telecommunications and information technology revolutionised television and radio The book describes and analyses the problems faced by politicians and broadcasters in responding to these changing technological and political environments

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in areas such as pricing and programming What effects do the ownership patterns have on various performance measures such as profitability audience size and program choice and diversity

**The Introduction of Pay-TV in Canada** Institute for Research on Public Policy,1982

**Service Industries in Developing Countries** Erdener Kaynak,2013-09-13 First Published in 2004 The purpose of this special study is to enhance our understanding of the role of different service sectors in the welfare and development of emerging economies This study includes eight essays covering the topics of a conceptual framework for studying service industries in developing countries and examines marketing techniques for service industries an exploration of the very important but neglected service sector the financial markets in relation to economic development in developing countries a study that argues that financial liberalisation is essential to the economic development of the Third World countries and concludes that many will have to change their outlook and adopt more appropriate and realistic financial policies in the next few years

**When Television was Young** Paul Rutherford,1990-01-01 A decade after the first Canadian telecasts in September 1952 TV had conquered the country Why was the little screen so enthusiastically welcomed by Canadians Was television in its early years more innovative less commercial and more Canadian than current offerings In this study of what is often called the golden age of television Paul Rutherford has set out to dispel some cherished myths and to resurrect the memory of a noble experiment in the making of Canadian culture He focuses on three key aspects of the story The first is the development of the national service including the critical acclaim won by Radio Canada the struggles of the CBC's English service to provide mass entertainment that could compete with the Hollywood product and the effective challenge of private television to the whole dream of public broadcasting The second deals with the wealth of made in Canada programming available to please and inform viewers even commercials receive close attention Altogether Rutherford argues Canadian programming reflected as well as enhanced the prevailing values and assumptions of the mainstream The final focus is on McLuhan's Question What happens to society when a new medium of communications enters the picture Rutherford's findings cast doubt upon the common presumptions about the awesome power of television Television in Canada Rutherford concludes amounts to a failed revolution It never realized the ambitions of its masters or the fears of its critics Its course was shaped not only by the will of the government the power of commerce and the empire of Hollywood but also by the desires and habits of the viewers

**Canada's Cultural Industries** Paul Audley,1983 From the back cover Books television records media such as these provide a country with its entertainment information opinion and analysis a major part of its culture But the import of culture from more powerful countries has always meant disadvantages for Canada's cultural industries whose smaller market dictates higher costs As these industries suffer economically so does Canadian culture However by both their buying habits and responses to polls Canadians have shown that they support Canadian content Despite this fact an annual cultural deficit of 750 million and an obvious threat to Canadian autonomy responses from government have been fitful and sometimes even counter productive For both English and French Canada

Paul Audley provides a wealth of information on the state of the cultural industries newspapers magazines books recording radio television and film Audley pays particular attention to problems of Canadian content and control and how government could formulate new policies to strengthen these vital industries      **Canadian Broadcasting** Colin Hoskins,1985      **Revue Canadienne D'économique** ,1982 A general interest journal in economics      *Global Guide to Media & Communications* John A. Lent,1987      *Canadian Business and Economics* Barbara E. Brown,1984      **Cultural Development in an Open Economy** Stuart McFadyen,1994 The tension between cultural objectives and commercial considerations will become even more important in the future as a result of the convergence of the broadcasting telecommunications and computer industries Technological improvements lower the barriers to movement of information and cultural products internationally and this in turn heightens the economic pressures which must be dealt with by those pursuing cultural goals As well as economic pressures new means of content delivery undermine the ability of regulators to control content This volume presents the thoughts of Canada's leading communication scholars on this problem and their suggestions as to how cultural industry researchers should orient their work to deal effectively with the problems faced by the cultural industries in an environment of much more open global competition Papers deal with cultural foundations cultural and economic policy the globalization of cultural industries special Quebec research issues Native and multicultural concerns as well as audience and business research The essays are reprinted from Volume 19 Number 3 4 a special issue of the Canadian Journal of Communication

Canada Ernest Ingles,1990      *Advertising and Social Change* Ronald Berman,1981-09-01 Advertising and Social Change presents guidelines for evaluating advertising theories of social control analyses of how advertising shapes our social expectations and transmits our ideals of social change and a scrutiny of federal regulatory efforts Advertising has become a major social institution and Berman provides a foundation for understanding its effects on our lives This is a book to grow on and it should be in every academic library Choice May 1982      **Proceedings of the Royal Society of Canada** Royal Society of Canada,1984      **Canadian Journal of Political and Social Theory** ,1981      Mid-Atlantic Journal of Canadian Studies ,1986      **Value Creation and Branding in Television's Digital Age** Timothy M. Todreas,1999-08-30 Until recently profit in the television industry went to the owners of the conduit the distributors of content As the industry enters the digital age the distribution bottleneck will disappear and be replaced by the content creators themselves This book explains patterns of profitability from the golden age of television to the emerging digital age Television today is not just 500 channels it is countless millions of hours of programming stored on video servers around the world For media companies wanting to create value in this new era including the major networks digital branding is key Just as consumers manage to make their way in 30 seconds through a 100 foot aisle jammed with hundreds of boxes of cereal by reaching for a box of whatever name brand product they know and love viewers will also navigate through the vast wasteland of content by returning to their favorite digital brand This book provides detailed historical data financial models and informed discussion

of profitability trends in the industry It offers a framework for understanding and predicting profitability and describes the nature of branding as it applies to the television industry It shows how a handful of dominant brands will emerge as sought after organizers of content Investors industry consultants and executives policy makers students and academics will all find this book fascinating and informative     Studies of Broadcasting ,1991

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## **Table of Contents Canadian Broadcasting Market Structure And Economic Performance**

1. Understanding the eBook Canadian Broadcasting Market Structure And Economic Performance
  - The Rise of Digital Reading Canadian Broadcasting Market Structure And Economic Performance
  - Advantages of eBooks Over Traditional Books
2. Identifying Canadian Broadcasting Market Structure And Economic Performance
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Canadian Broadcasting Market Structure And Economic Performance
  - User-Friendly Interface
4. Exploring eBook Recommendations from Canadian Broadcasting Market Structure And Economic Performance
  - Personalized Recommendations
  - Canadian Broadcasting Market Structure And Economic Performance User Reviews and Ratings

- Canadian Broadcasting Market Structure And Economic Performance and Bestseller Lists
- 5. Accessing Canadian Broadcasting Market Structure And Economic Performance Free and Paid eBooks
  - Canadian Broadcasting Market Structure And Economic Performance Public Domain eBooks
  - Canadian Broadcasting Market Structure And Economic Performance eBook Subscription Services
  - Canadian Broadcasting Market Structure And Economic Performance Budget-Friendly Options
- 6. Navigating Canadian Broadcasting Market Structure And Economic Performance eBook Formats
  - ePub, PDF, MOBI, and More
  - Canadian Broadcasting Market Structure And Economic Performance Compatibility with Devices
  - Canadian Broadcasting Market Structure And Economic Performance Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Canadian Broadcasting Market Structure And Economic Performance
  - Highlighting and Note-Taking Canadian Broadcasting Market Structure And Economic Performance
  - Interactive Elements Canadian Broadcasting Market Structure And Economic Performance
- 8. Staying Engaged with Canadian Broadcasting Market Structure And Economic Performance
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Canadian Broadcasting Market Structure And Economic Performance
- 9. Balancing eBooks and Physical Books Canadian Broadcasting Market Structure And Economic Performance
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Canadian Broadcasting Market Structure And Economic Performance
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Canadian Broadcasting Market Structure And Economic Performance
  - Setting Reading Goals Canadian Broadcasting Market Structure And Economic Performance
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Canadian Broadcasting Market Structure And Economic Performance
  - Fact-Checking eBook Content of Canadian Broadcasting Market Structure And Economic Performance
  - Distinguishing Credible Sources



13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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