



# MASS MEDIA ECONOMY





# 1. DEFINITION OF MASS MEDIA

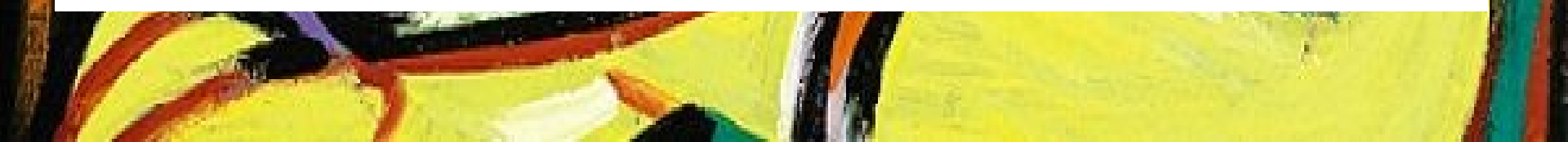




# Find definition of mass media

## Dictionary

Origin of term (1920-1925)

- characteristic:
    - „any of the means of communication, as television or newspapers, that reach very large numbers of people“
    - „newspapers, television, radio, and the internet. The mass media has become one of the main instruments of political change.“ (Cambridge dictionary)
- 

# Areas of mass media impact?

- Information
- Education
- Entertainment
- Formation
- Regulation
- Culture



## 2. WHAT KIND OF MASS MEDIA DO YOU KNOW?





# What kind of media do you know?

- Broadcast (radio, television)
- Publishing
- Print media (newspapers, magazines, books, etc.)
- Recorded music
- Cinema, films
- Outdoor media (billboards)
- Internet media – many mass media services (websites, blogs)



### 3. MILESTONES OF MASS MEDIA DEVELOPMENT





# Milestones of mass media development

## Newspapers in Europe

- 1566 Venice
  - handwritten news sheets that circulated widely in Venice as early as 1566.
- 1609 Germany
  - the first printed weekly published newspapers
  - they were heavily censored by the government
  - they reported only foreign news
- 1695 England
  - English government relaxed censorship
  - newspapers flourished in London and a few other cities
- 1830 high speed presses
  - Sunk cost help to expand newspapers





# Milestones of mass media development

## Radio broadcasting

- 1905-1906 broadcasting of music and talk
- 1920-1923 start commercial broadcasting
- 1922-500 radio stations in USA
  - BBC

## TV Broadcasting

- 30's first television station WRGB
  - 1936 BBC TV station
- 1954 color television
- 2014 smart television



# Milestones of mass media development

## Historical milestones

Internet

- 70's

YouTube

- 2005

Facebook

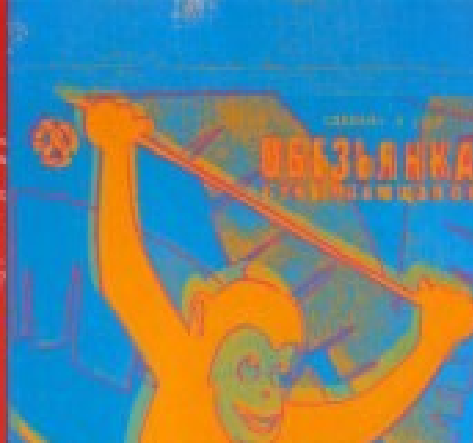
- 2004

Instagram

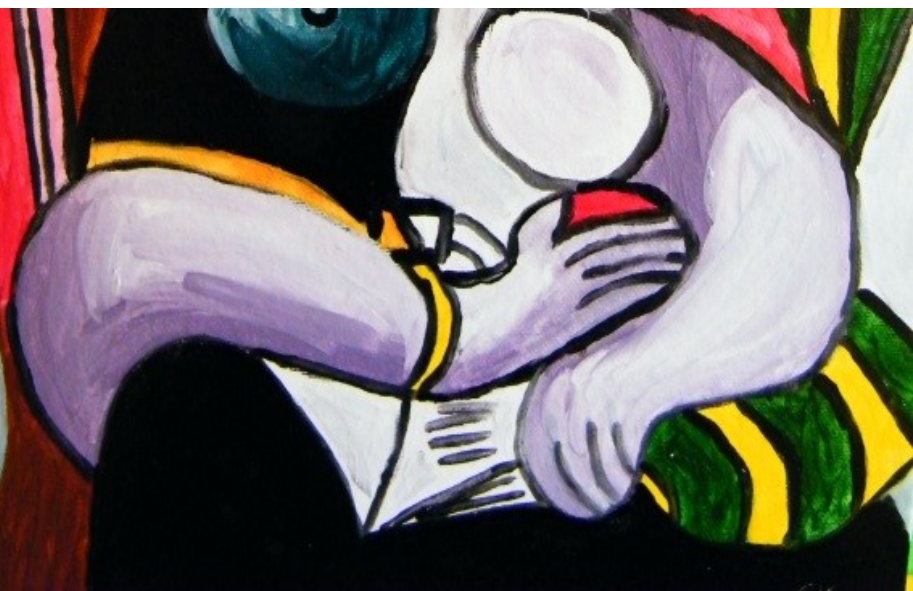
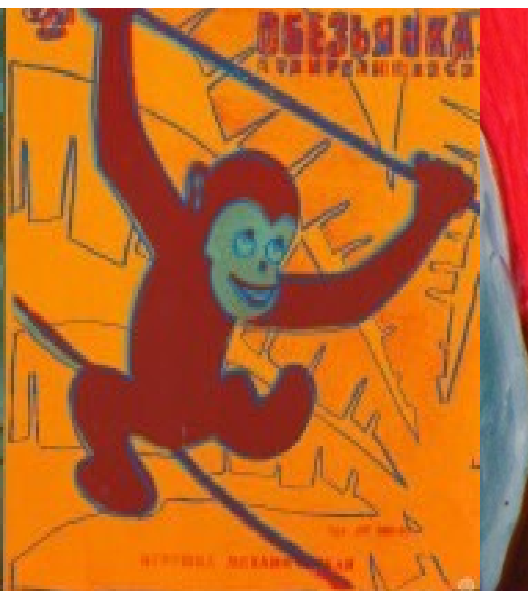
- 2010

TikTok

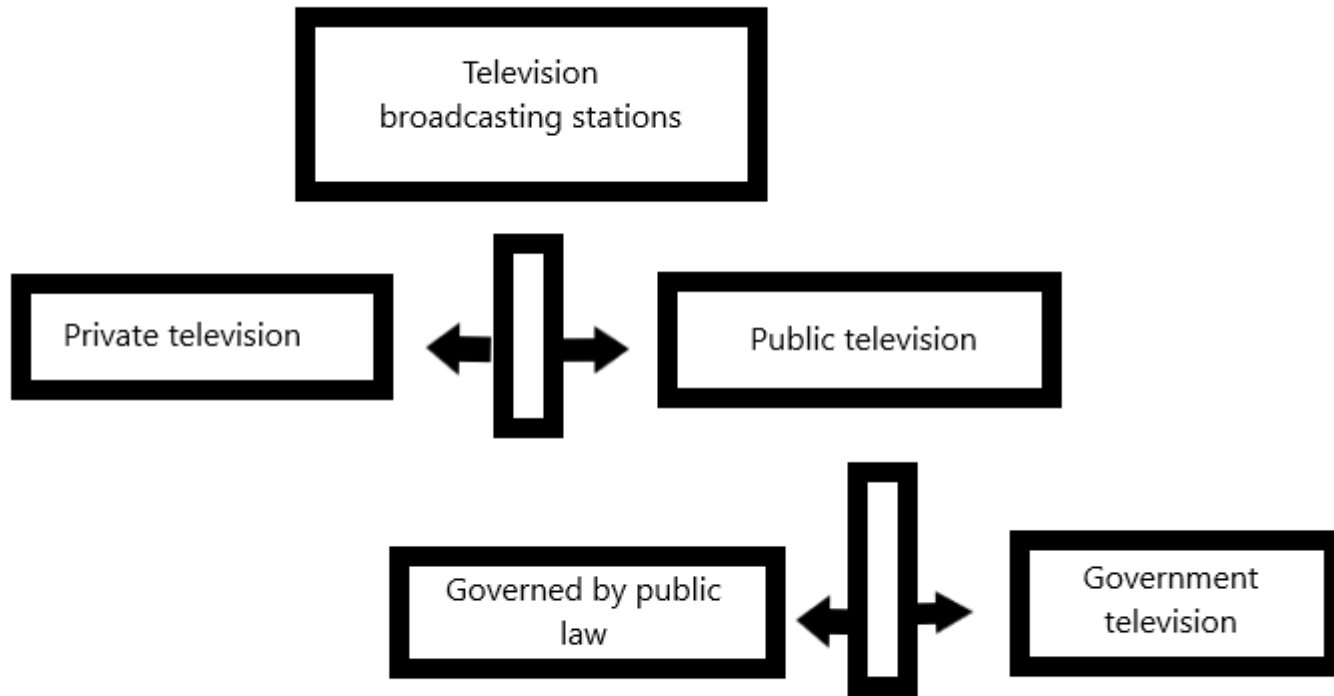
- 2017



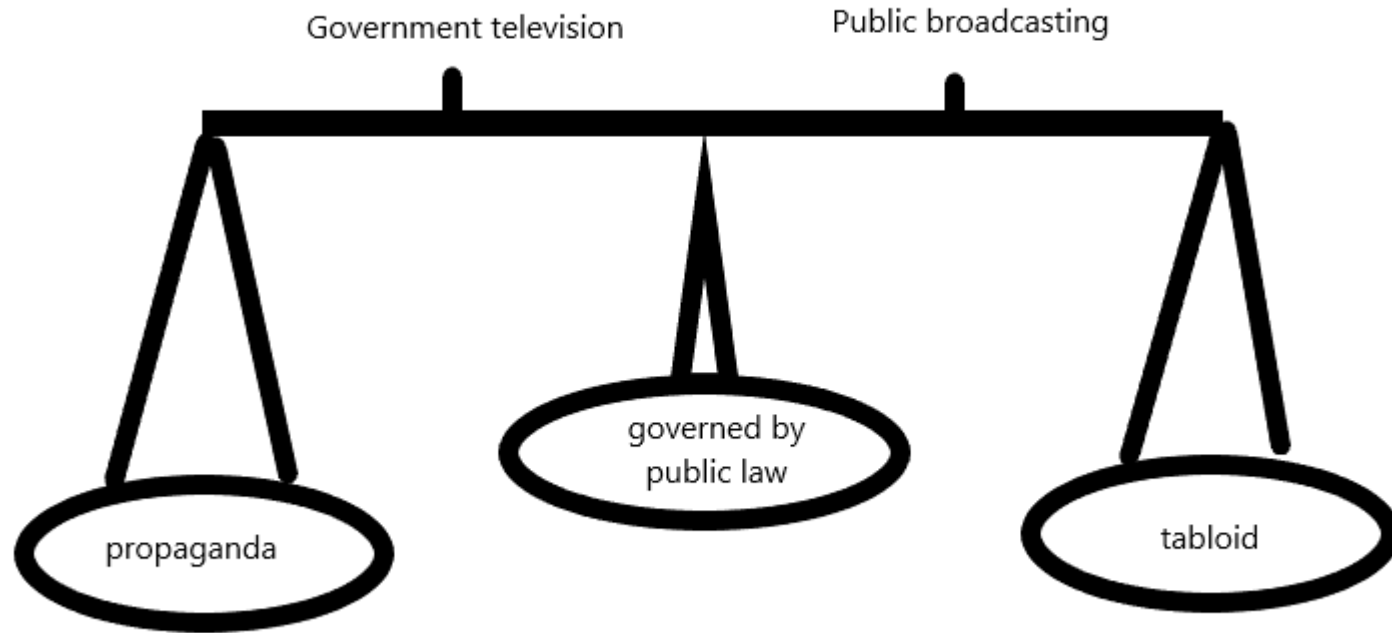
## 4. Ownership of mass media



# Ownership of mass media



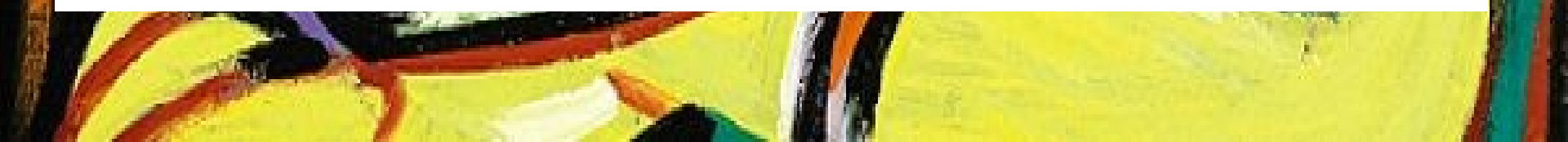
# Government media vs. Media governed by public law





# Public x Private

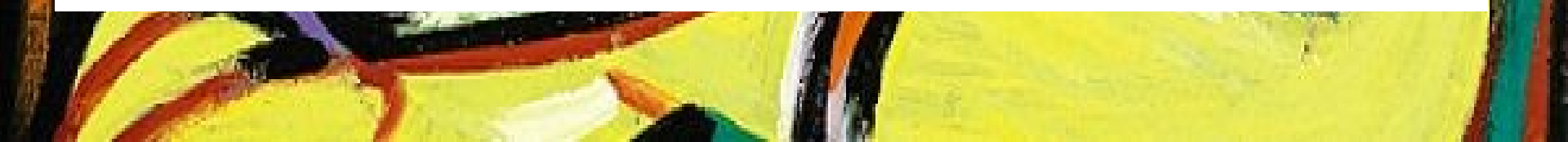
## Private

- + Pressure to financial efficiency
  - + Generally without political pressure
  - + Financial independent
  - Need support from advertisement
  - Under pressure of owners
  - Focused of gain
  - Tabloid
- 



# Public x Private

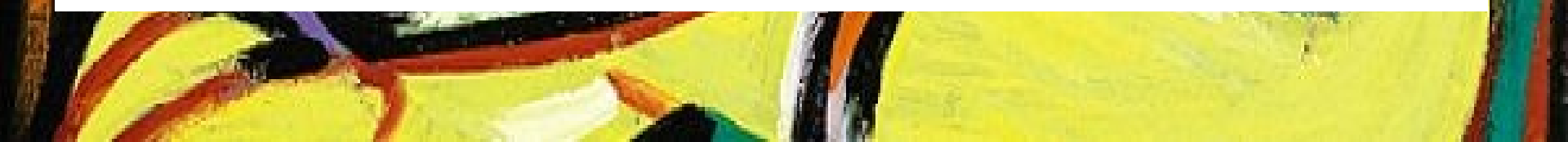
## Public

- + Demand to independence
  - + Program diversity
  - + Objectiveness
  - + Less advertisement
  - + Focused on information
  - + Focused on human capital development
- 



# Public x Private

## Public

- Needs of public support
  - Low financial independency
  - Lower pressure to economic efficiency
  - Political pressure
  - Existing tendency to propaganda
- 





## 5. Copyright



The background of the slide is an abstract painting with vibrant colors including green, orange, yellow, and purple, with thick, expressive brushstrokes.

# Copyright

## Term copyright

- „The exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material. “ (oxford dictionary)



## 6. Copyright protection associations



# Copyright protection associations

## Czech Republic OSA

- is a professional association of composers, lyricists and musical publishers which was established in 1919

*„The mission of OSA is the management of economic copyrights of composers, lyricists, the heirs of copyrights and publishers by law or based on an agreement. At present, OSA manages rights for the territory of the Czech Republic based on a contracting relationship directly with the rights holder or with its foreign sister society and offers repertoire of three and half million rights holders from various parts of the world, including 9,429 domestic rights holders as of 31 December 2017“*



## 7. REGULATION OF BROADCASTING



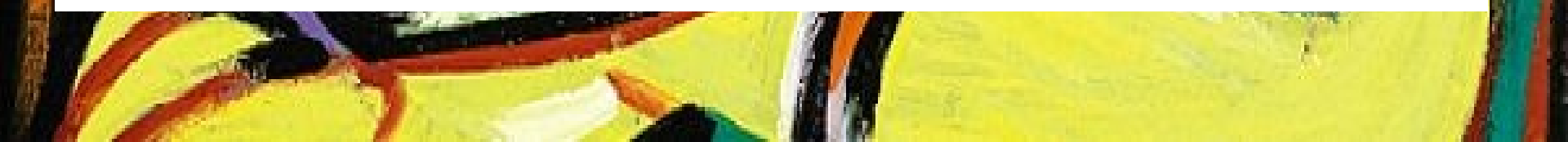


# Arguments for and against regulations

- Program diversity / Tendency to homogeneity
  - Competition, funding from advertiser reduce program diversity and neglect minority tastes, duplicating popular programs
- Monopolistic market
- Asymmetric information (advertising)
- Social and political effects
- Externality



# Arguments for and against regulations

- Merit goods
  - E.g. program with explicit violence
    - Induces (influence) actual violence from some viewers (externality)
    - Immoral even if not affecting people's behavior (merit good)
- 

The background of the slide is an abstract painting with vibrant colors including green, orange, yellow, and purple, with thick, expressive brushstrokes. The painting is visible at the top, bottom, and sides of the slide, framing the central white text area.

# What types of regulation do you know?

- Generally regulation by law
  - Mandatory rate of national broadcasting
  - Regulation of broadcasting violence, sexual scene,... etc.
- Regulation of ownership
- Regulation of program content
- Controls
- Licensing





## **8. WHAT METHOD OF FINANCING TV BROADCASTING DO YOU KNOW?**



# What method of financing Television broadcasting do you know?

- Broadcasting fees paid by viewers/listeners
- Concession fees paid by commercial operators
- Other sources of public funding
  - Direct support
  - Indirect support
- Radio/television advertising
- Radio/television sponsorship
- Subscription fees for pay services
- Other revenue
- Mixed funding

# What method of financing Television broadcasting do you know?

Method of financing	Country	Operator
licence fee and government subsidy	Great Britain	BBC
	Japanesse	NHK
	Canada	CBC
	Australia	ABC
licence fee and market financing	Germany	ARD, ZDF
	France	FT
	Italy	RAIS
	Holland	NOS
	Czech republic	ČT
	New Zeland	TVNZ
Market financing	Spain	RTVE
	Portugal	RTP



# CONCLUSION



# Conclusion

- Term mass media cover tv broadcasting, radio broadcasting, newspapers, billboards and internet
- Mass media are:
  - Private x public
  - Commercial x noncommercial
- Mass media can be financing by:
  - Market
  - Government subsidy
  - License fees

# Use full links

- <http://dictionary.cambridge.org/dictionary/english/mass-media>
- <https://www.ebu.ch/files/live/sites/ebu/files/Publications/EBU-MIS%20-%20Funding%20of%20PSM%202015%20-%20Public%20version.pdf>
- <http://unesdoc.unesco.org/images/0012/001240/124058eo.pdf>