



Media Firms: Structures, Operations, and Performance

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Media Firms presents studies applying the company level approach to media and communication firms. It explores differences among missions, strategies, organizational choices, and other business decisions. Reviewing economic factors and pressures on media and communications companies, this book seeks to improve understanding of how these elements affect market and company structures, operations, and performance of firms.

The chapters, written by leading scholars worldwide, were selected from papers on the theme of media firms presented at the 5th World Media Economics Conference hosted by the Turku School of Economics and Business Administration and *The Journal of Media Economics*.

The collected studies provide:

- *an overview of economic and related managerial issues affecting the structures of markets in which firms compete;
- *the operations of media and communications firms; and
- *their financial performance.

As a result, it expands the discussion of economic issues traditionally associated with the field due to narrowed focus of initial books in media economics. It is hoped that this book will induce additional avenues of inquiry regarding such issues.

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