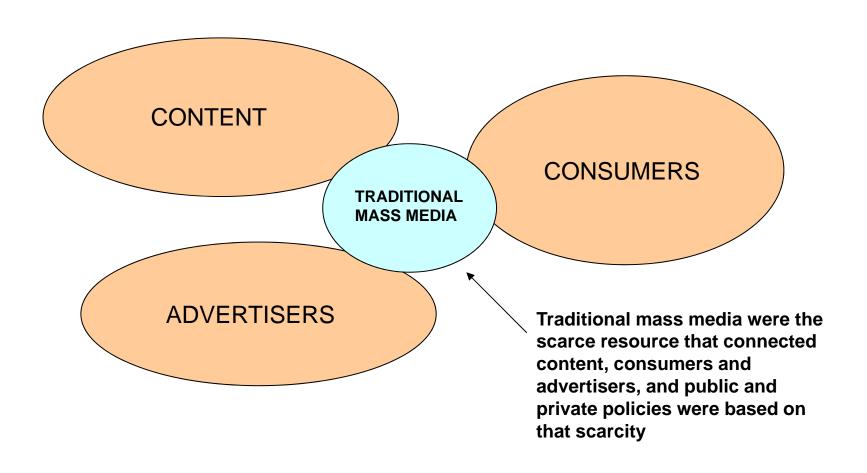
Media models and value chains for print, radio and television

July 2012

Media models

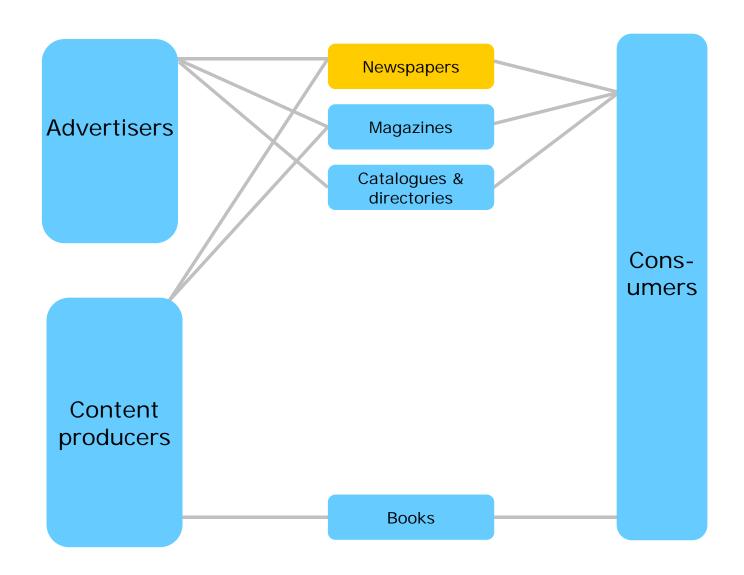
The traditional media model:



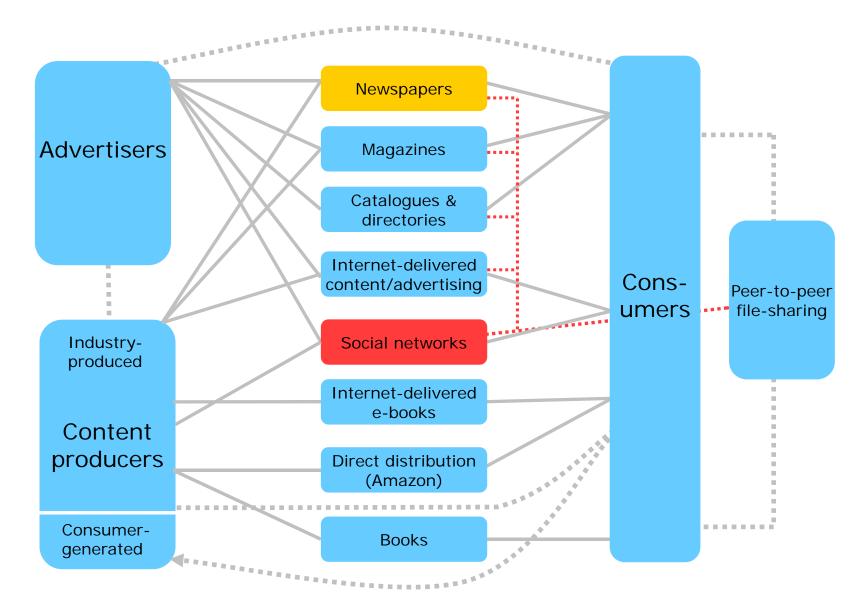
The emerging media model? Public and private policies in the future may have to consider three key components - search and other Internet applications, a multiplicity of media choices, and the relationship between content and carriage CONTENT **TRADITIONAL MASS MEDIA** The Search and relationship other CONTENTbetween Internet **GENERATED** content and **MEDIA** applications carriage GOOGLE, CABLE, ADVERTISER-FACEBOOK, SATELLITE, **GENERATED** CRAIGSLIST. TELCO ... **MEDIA** EPGs ... APPLE? CONSUMER-**GENERATED MEDIA CONSUMERS ADVERTISERS**

Print value chains

The print continuum value chain for much of the 20th Century:

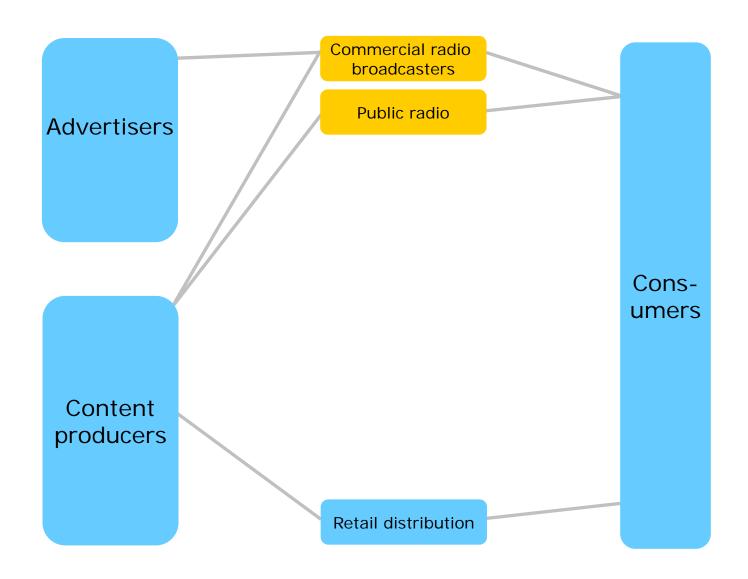


The print continuum value chain, early 21st Century:

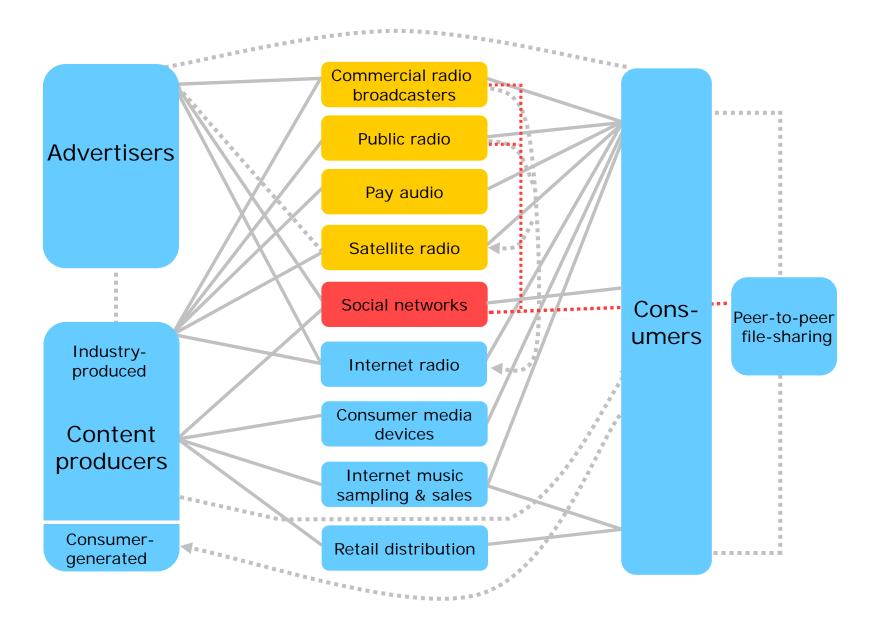


Radio value chains

Radio in the audio continuum value chain, 1975:

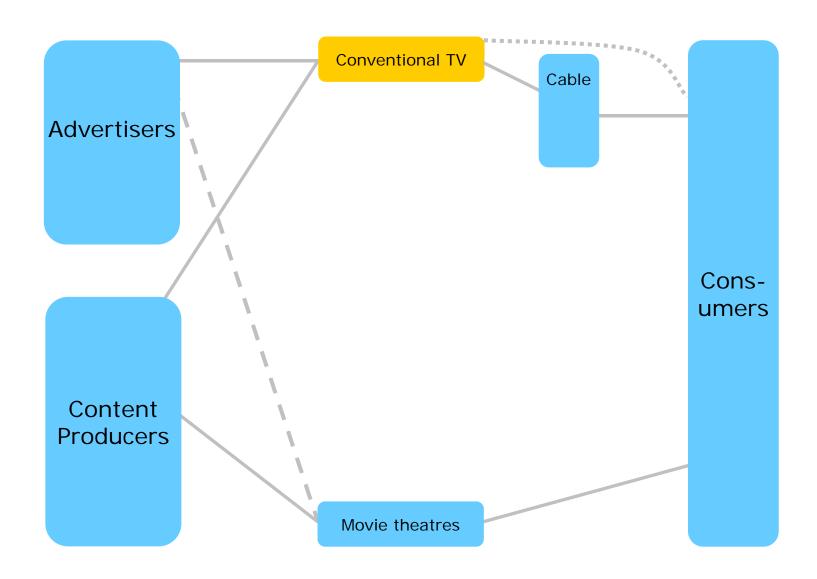


Radio in the audio continuum value chain, early 21st Century:



Television value chains

Television in the video continuum value chain, 1975:



Television in the video continuum value chain, early 21st Century:

