Media models and value chains for print, radio and television

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Media models
The traditional media model:

Traditional mass media were the scarce resource that connected content, consumers and advertisers, and public and private policies were based on that scarcity.
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.
Print value chains
The print continuum value chain for much of the 20th Century:

Advertisers

Content producers

Newspapers

Magazines

Catalogues & directories

Books

Consumers

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The print continuum value chain, early 21st Century:

Advertisers

Industry-produced

Content producers

Consumer-generated

Newspapers

Magazines

Catalogues & directories

Internet-delivered content/advertising

Social networks

Internet-delivered e-books

Direct distribution (Amazon)

Books

Consumers

Peer-to-peer file-sharing

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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:

- Advertisers
- Content Producers
- Conventional TV
- Cable
- Movie theatres
- Consumers

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

- Advertisers
  - Pay TV
  - PPV
  - VOD
  - Conventional TV
  - Specialty TV (cable channels)
- Content Producers
  - Internet streaming to devices/storage
  - Internet streaming to devices/real time
  - Social networks
  - Home video
  - Movie theatres
- Consumers
  - Cable, satellite, Internet, etc.
  - Devices, guides, search functions
  - Peer-to-peer file-sharing
- Industry-produced
- Consumer-generated

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