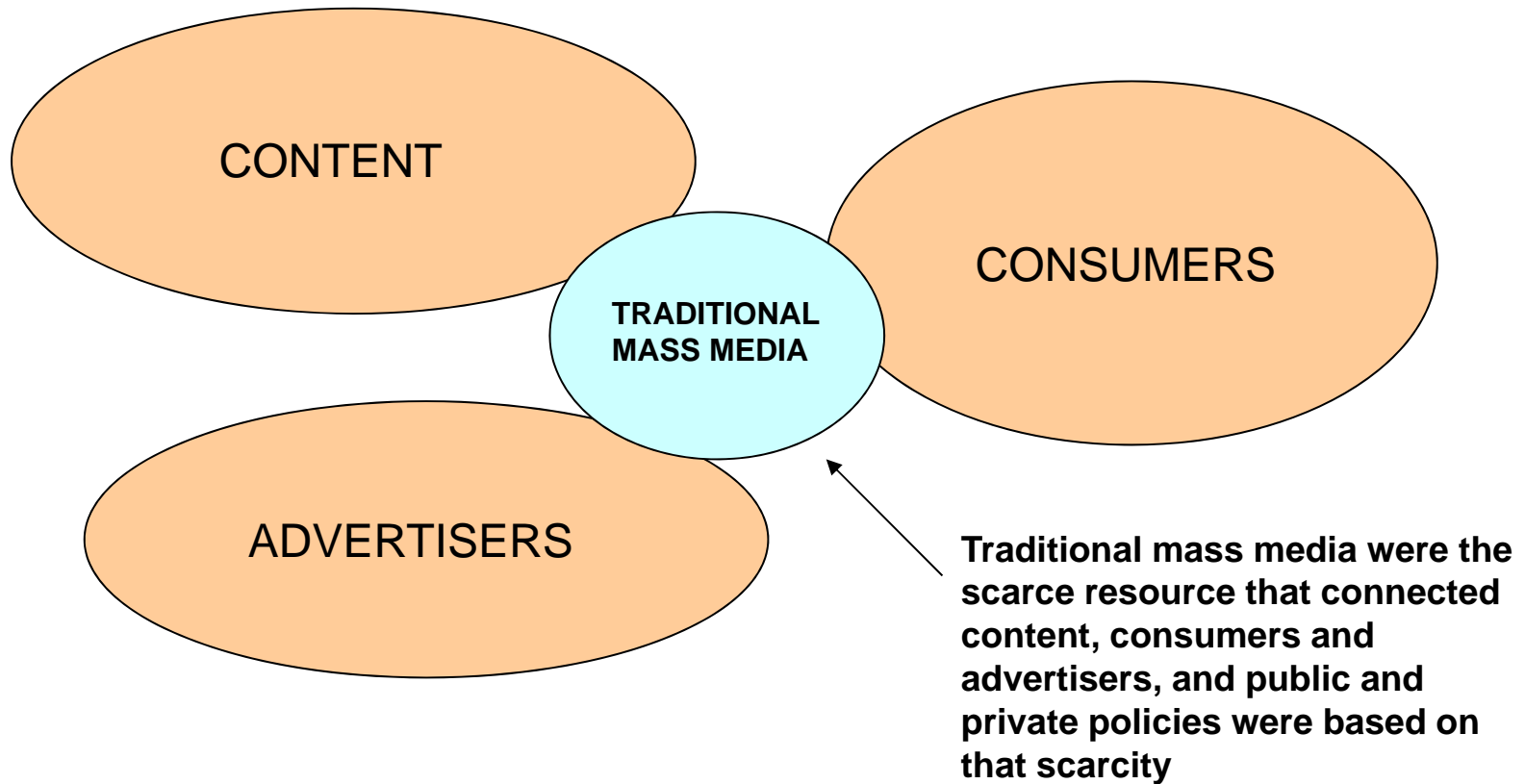


Media models and value chains for print, radio and television

July 2012

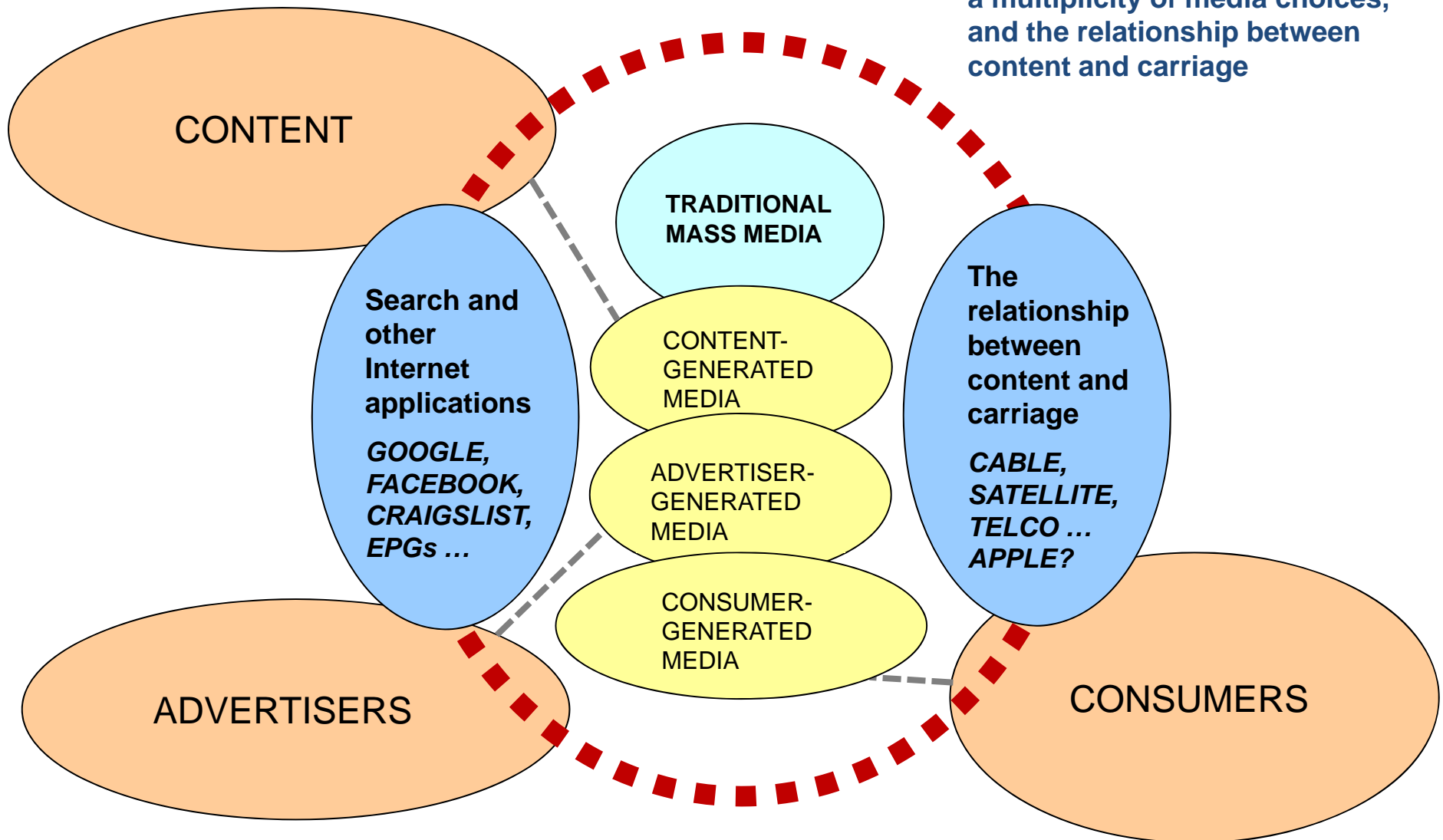
Media models

The traditional media model:



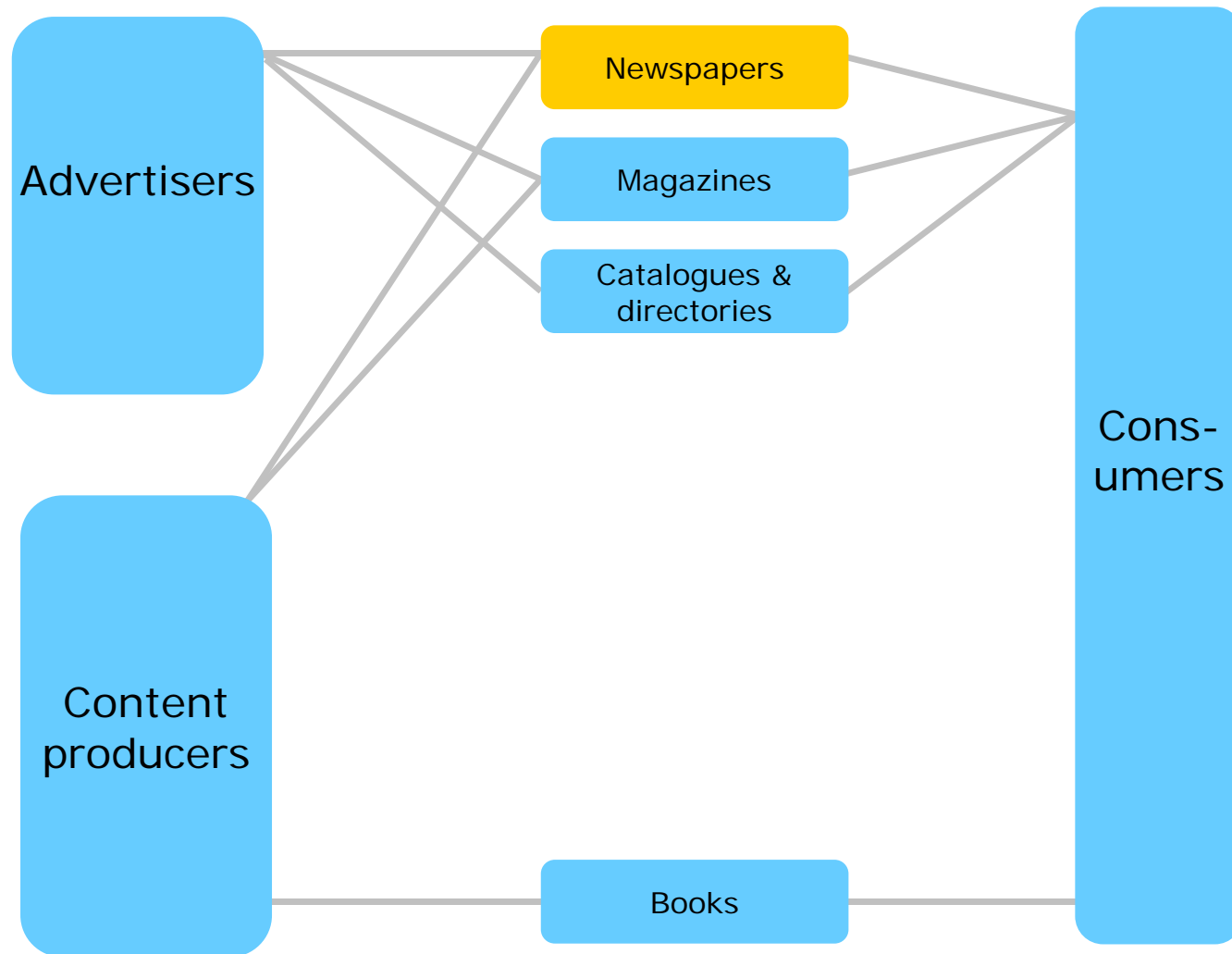
The emerging media model?

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

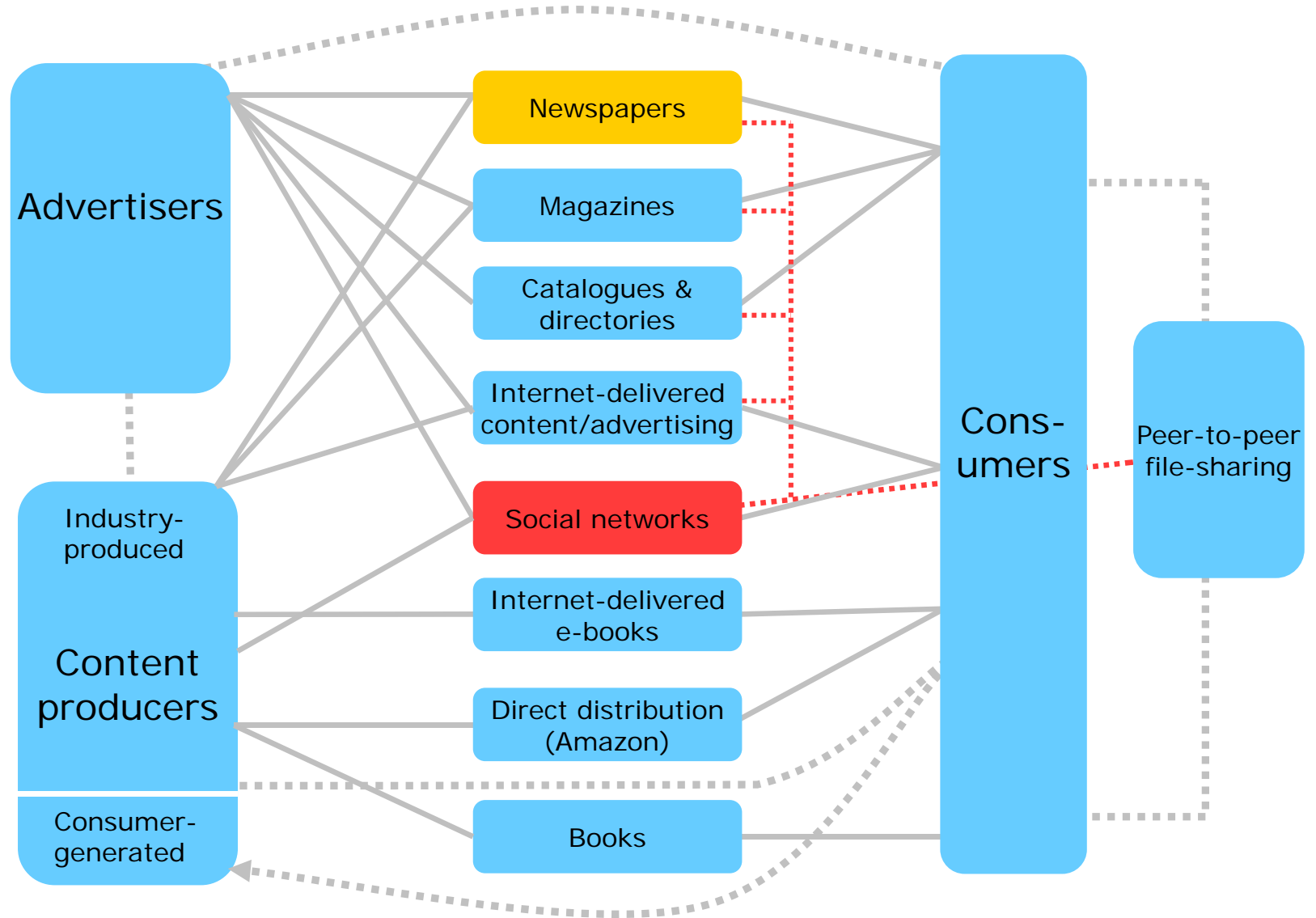


Print value chains

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

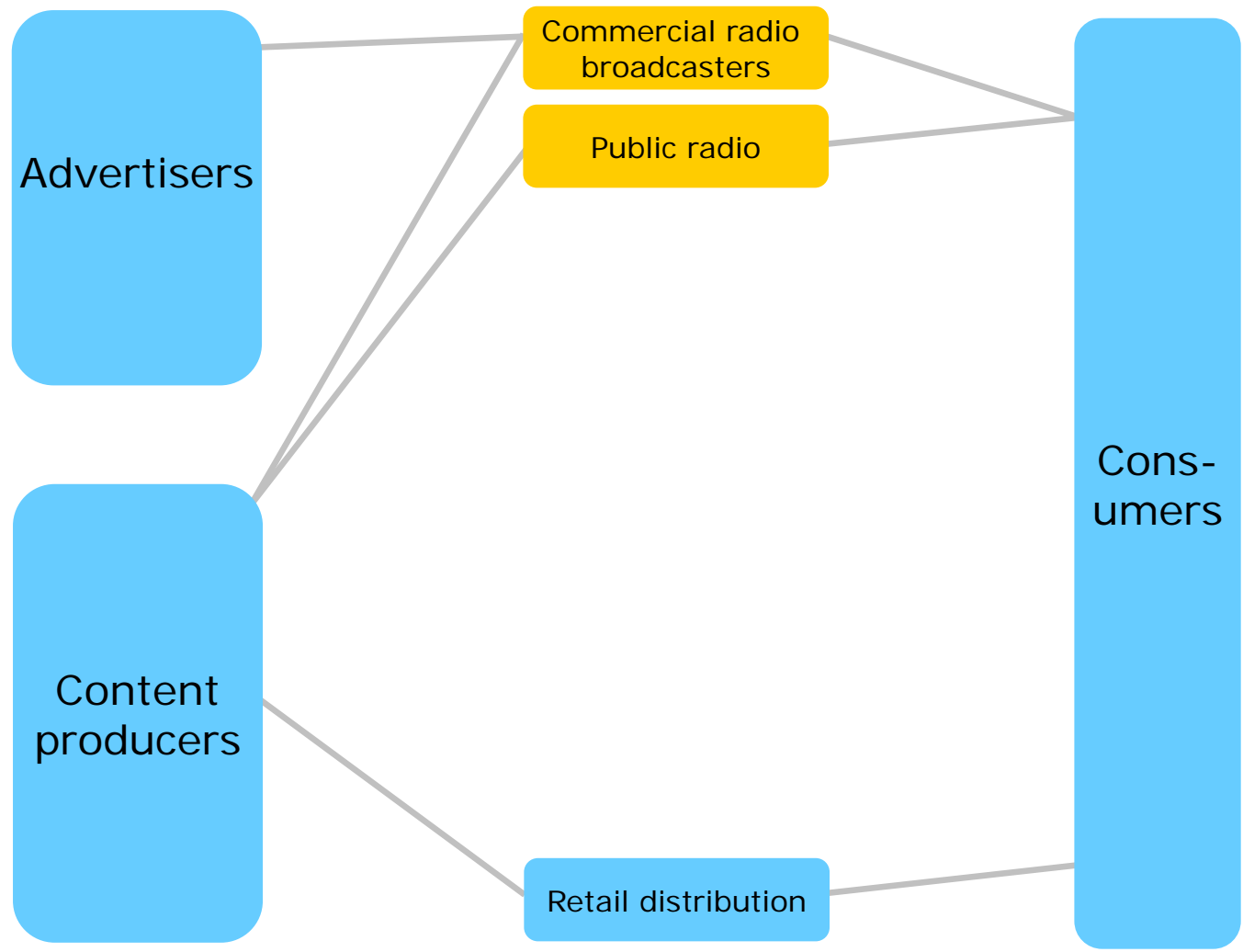


The print continuum value chain, early 21st Century:

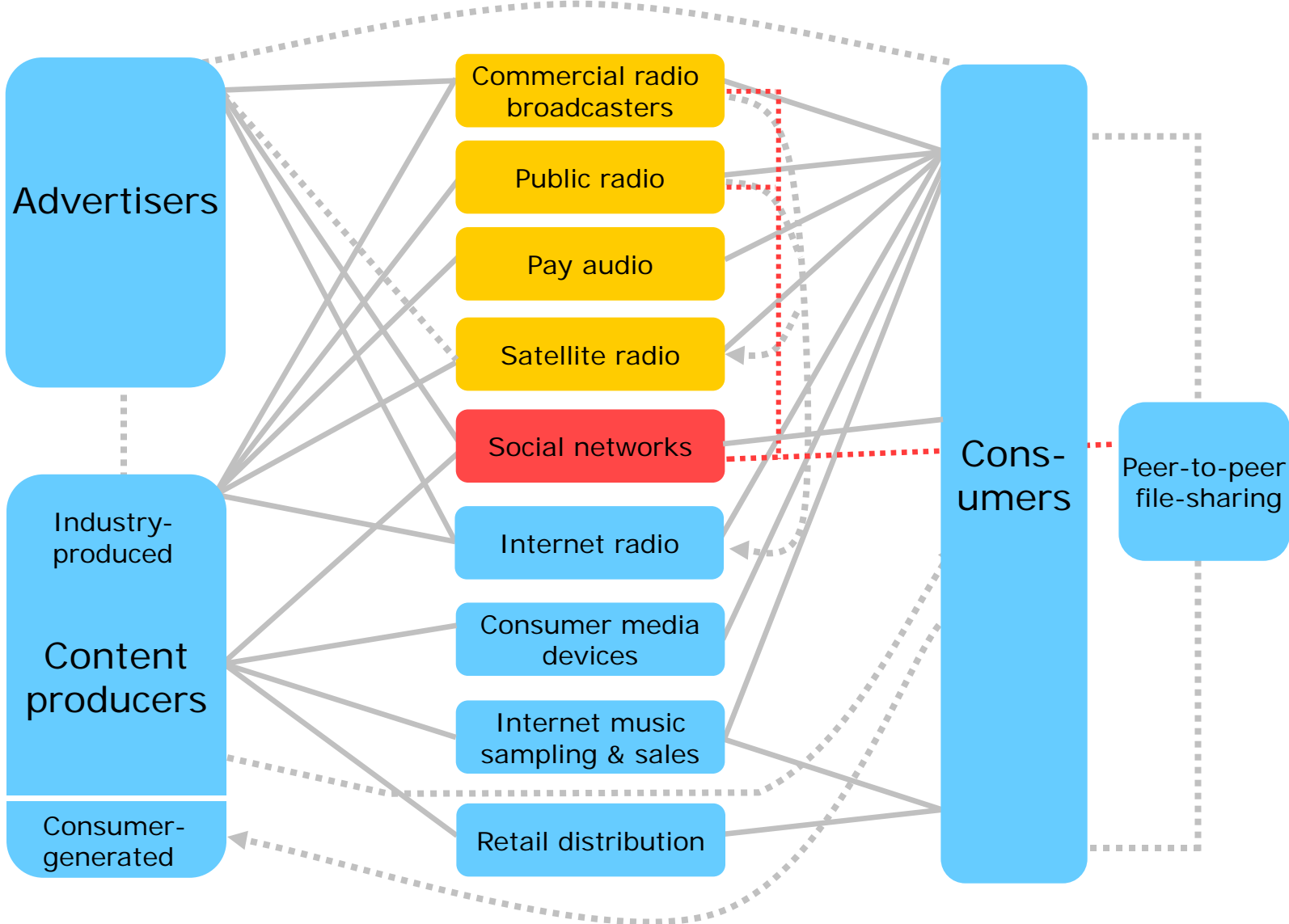


Radio value chains

Radio in the audio continuum value chain, 1975:

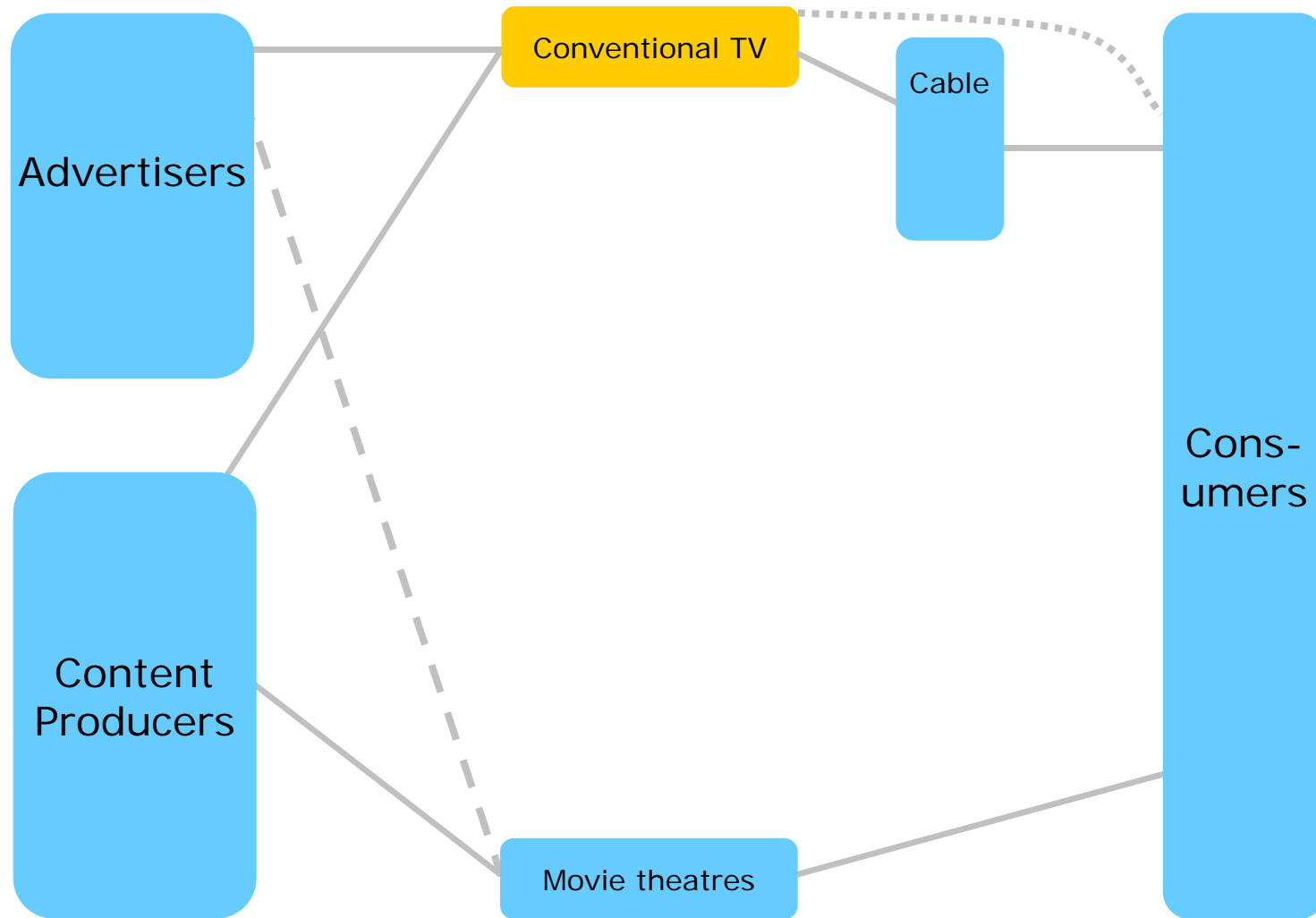


Radio in the audio continuum value chain, early 21st Century:



Television value chains

Television in the video continuum value chain, 1975:



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

