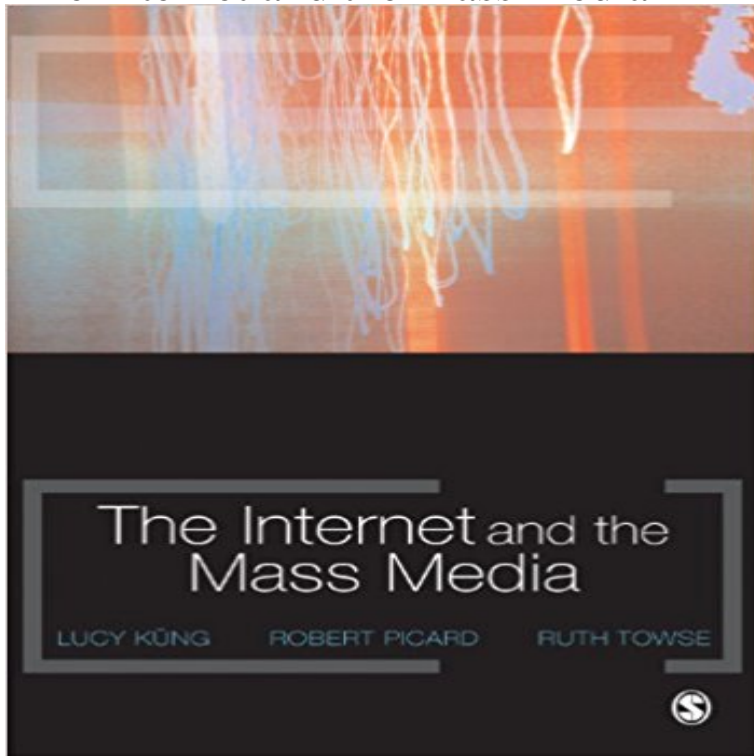


The Internet and the Mass Media



This book analyses issues of the internet and mass media in a rapidly changing environment. It covers a wide range of fundamentals which will be in effect for a longer time, and reflects the benefits of international and interdisciplinary collaboration. - Heinz-Werner Nienstedt, President, European Media Management Education Association This excellent book will be of great use to researchers, teachers and students interested in the relationship between the Internet and the mass media and it offers an invaluable contribution to the literature. The overall picture that emerges from this book is one that is very balanced, stressing both the radical potential of the internet and the ways in which the various media sectors have experienced the impact differently. - Colin Sparks, University of Westminster What impact has the Internet really had on the media industries? What new regulatory policies and business models are driven by the Internet? And what are the effects of the Internet on how we produce, access and consume music, film, television and other media content? After an initial flurry of analysis and prediction of the future of the dot com boom, this is the first book to review the developments of the first Internet era and investigate its actual outcomes. Bringing together sophisticated analyses from leading scholars in the field, *The Internet and the Mass Media* explores the far-reaching implications of the Internet from economic, regulatory, strategic and organizational perspectives. This cross-disciplinary, international view is essential for a rich, nuanced understanding of the many technological, economic, and social changes the Internet has brought to the way we live and work.

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