CONTENTS

SERIES EDITOR'S FOREWORD xiii

ACKNOWLEDGEMENTS xv

INTRODUCTION 1
Studying media convergence 5
Mediatizing convergence and cultural change 6
Industrial convergence 9
Technological convergence 12
Regulatory convergence 14
Industry consolidation, media convergence, democracy 16
Web 2.0 and network convergence 17
The Internet, advertising and search businesses 18
Conclusion 20
Further reading 22

1 INTERPRETING MEDIA CONVERGENCE 24
Introduction 24
Production, distribution, consumption 26
Convergence and market freedom 27
Co-evolution of old and new media 30
Internetization and mediatization 32
Video and the new 'distribute-it-yourself' ethos 34
After 'Web 2.0' 37

The network society and network intensification/extensification 40
Mobilities 42
Conclusion 45
Further reading 46

2 | TRADITIONAL MEDIA MOVES ONLINE 47
Introduction 47
Next year's model 48
Shifting advertising practices 52
Acquiring online assets 54
New media deals and 'taking it private' 60
Online news and diversity 65
Conclusion 67
Further reading 68

3 | MEDIA OWNERSHIP AND THE NATION-STATE 69
Introduction 69
Rationales of pluralism and diversity 70
Public interest discourses and citizenship 73
International developments 79
Nation-states compared 111
Conclusion 115
Further reading 116

4 | AUDIENCES OF NEOLIBERAL IMAGINARIES 118
Introduction 118
Networked individualism 120
Propaganda revisited 125
Multichannelism, 'the long tail', interactivity 128
Voices in neoliberal media markets 129
User content and 'audiencing' 131
Conclusion 132
Further reading 133

5 | LIVING AT THE NETWORK EDGE 134
Introduction 134
Accounting for broadband 137
Rethinking USOs for broadband networks 138
Broadband convergence 147
Net neutrality 151
Digital delays 153

Conclusion 156
Further reading 156

6 | CONCLUSION 158
Information infrastructures, diversity, scale 161
New welfarist models of media communications policy 165
Informationalism and democracy 167
The view from here 169
Further reading 171

GLOSSARY OF KEY TERMS 172

REFERENCES 178

INDEX 193