



# Einführung in die Medienwirtschaftslehre (German Edition)

*Christoph Zydorek*

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Welche medienökonomischen Anknüpfungspunkte haben speziell Studierende als Abnehmer und künftige Produzenten von Medien? Diese Einstiegsfrage verdeutlicht auf einfache Weise die Sinnhaftigkeit einer systematischen Durchdringung des Themas Medienökonomie und führt die wichtigsten Begriffe ein: Medien, Inhalt, Wertschöpfung, Güter, Bedürfnisbefriedigung mit Medien, Medien als Wirtschafts- und Kulturgüter. Christoph Zydorek stellt die drei Haupt-Akteurstypen (Rezipient, Medienunternehmen, werbetreibende Wirtschaft) auf Medienmärkten mit ihren jeweiligen Handlungsmotivationen sowie danach die zentralen Eigenschaften von Mediengütern vor. Darauf aufbauend können einige Mainstream-Handlungskonzepte aus der Sicht der Hersteller von Mediendienstleistungen diskutiert werden: Preis- und Erlöspolitik, Bündelung, Versionierung, Windowing. Das Lehrbuch dient als Einführung in die Grundfragen und als Vorbereitung auf eine tiefergehende Durchdringung des medienwirtschaftlichen Handlungsbereichs.?

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