

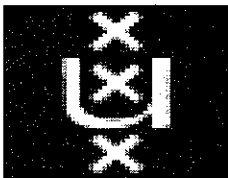
Between Media Monopoly and Ruinous Media Competition

Jan van Cuilenburg

The Amsterdam School of Communications Research
ASCoR

Universiteit van Amsterdam

Moscow, November 12-15, 1998



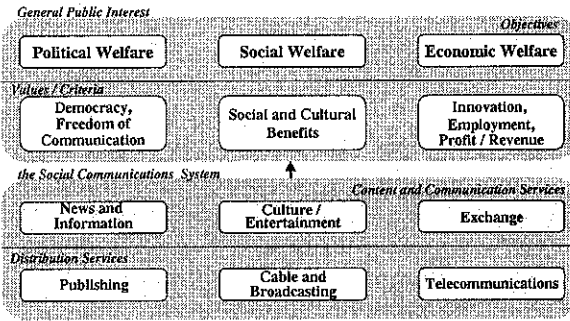
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Societal functions of the social communications system



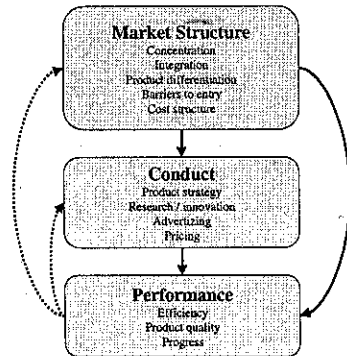
Central Question

Is there an optimal point for social communications systems on the continuum running from media monopoly to ruinous media competition?

Central Media Performance Indicators

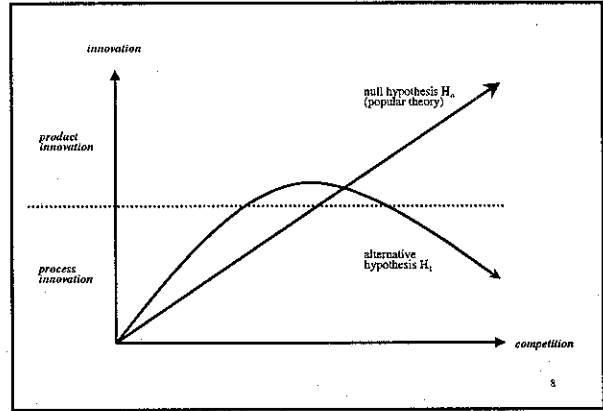
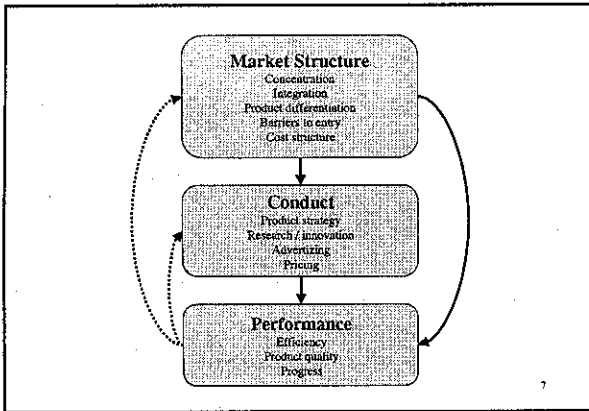
- *access to communications*
- *media diversity*
 - reflective diversity, proportional diversity;
 - open diversity, uniform diversity.

A media organizational model



Types of market structures

- perfect competition;
- monopolistic competition;
- oligopoly;
- monopoly.



Hypothesis I: Media Competition and Content

The more media compete for market-share,
the more they compete on price (fierce competition),
the less they compete on content (moderate competition).

Hypothesis II: Media Diversity

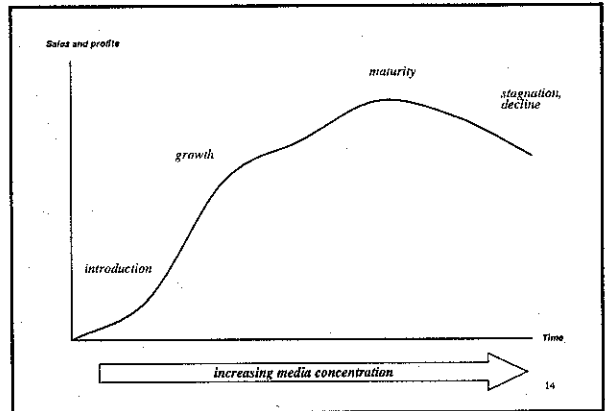
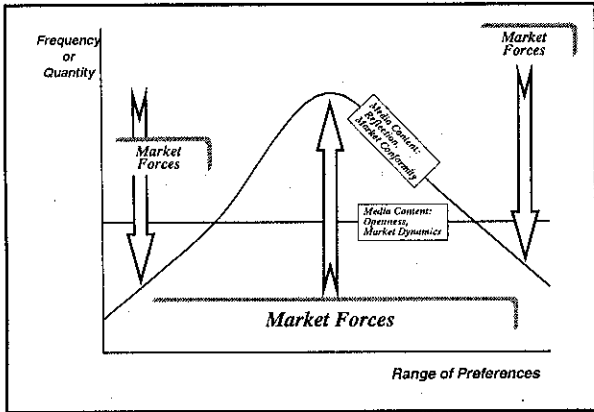
The more media is reflective diversity,
the less media diversity is open, equal access diversity.

Hypothesis III: Media Competition and Diversity

The more media compete for market-share,
the more they compete on price,
the less they compete on content,
the more media diversity is reflective diversity,
the less media diversity is open diversity.

**Main trend: more providers, more outlets,
more competition**

- digitalization → competition on price;
- informatization → competition on price;
- diversification → competition on content;
- stagnation → competition on price;
- segmentation → competition on content.



Moderate competition, monopolistic competition and oligopoly

Competition on content, open diversity, product innovation

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