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media xxi
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MEDIAXXI AND RESEARCH & CONSULTING ACTIVITIES

MediaXXI Publishing is associated to an intelligence unit that also develops consulting and applied research activities. Since its foundation, MediaXXI has based its business model on the idea of creating a project allowing combination of knowledge production and divulgation.

Throughout its business, MediaXXI has consolidated its know-how and diversified its activities within the areas of applied research and consulting, having also participated in important international projects, including activities promoted by entities such as the World Bank, the European Commission and the European Parliament, amongst others.

MediaXXI is an international trademark and positions itself as an intelligence unit developing products, services and research activities – theoretical and empirical – related to the areas of communication, media, entertainment and creative industries, regarding which the following activity areas may be highlighted:

• Applied research and consulting



- Scientific research and support to doctoral theses
- Management, investment and public subsidies
- Design and analysis of public policies

• Books and scientific publications



- Publishing of books and university publications
- Book and academic magazine distribution
- Educational and scientific work publishing

- **Corporate communications and marketing**



- Corporate magazine and newsletter publishing
- Support in contents design and writing
- Marketing and corporate communication plans

- **Courses, training, seminars and conferences**



- Executive courses and advanced training
- Professional training and modular courses
- Seminars, conferences and academic events

MEDIAXXI PUBLISHING PROCESS

1. Editing: we employ a team of qualified professionals, able to edit and suggest improvements to original works.

2. Design: we carefully paginate and design book covers and contents. Authors are welcome to collaborate in this process, by providing images, illustrations, prints, etc.

3. Support: we deal with all administrative aspects related to book publishing, from registration to legal deposit copies and ISBN.

4. Printing: the last step in book production, through various printing partnerships, including digital printing, ensuring publishing quality.

5. Promotion: we plan and execute all local and global communication and marketing tasks, as well as distribution, using the most appropriate channels, such as book shops, stalls, direct sales or digital platforms.

THE DREAM HAS COME TRUE

- Professional training and modular courses
- Seminars, conferences and academic events

Present and future development is based on four strategic innovative levels:

> **Business model:** combining contents production and divulgation, exploring synergies between three areas – research, training and publishing – that constitute an integral part of the same value chain.

PRESENT AND FUTURE DEVELOPMENT IS BASED ON FOUR STRATEGIC INNOVATE LEVELS:

> **Business model:** combining contents production and divulgation, exploring synergies between three areas – research, training and publishing – that constitute an integral part of the same value chain.

> **Product characteristics:** developing specialised products in the areas of communications, media and creative and communication industries, in collaboration with prestige researchers and specialists.

> **Organisation model:** supported on an international network, promoting continuous interaction, innovation and development of innovative products, relevant to society.

> **Strategy and positioning:** positioning itself as a company dealing in products of interest to a wide audience and with a solid scientific background, often collaborating with universities and research centres.



mediaXXI
Books

La Creación de Valor y el Futuro de las Empresas Informativas

¿Por qué y de qué manera las empresas informativas cambian? Con la tendencia para los bajos costos y bajos precios ¿de qué manera la industria informativa puede crear valor con el fin de asegurar su supervivencia en el entorno digital? Gran parte de los desafíos contemporáneos enfrentados por las empresas informativas son consecuencias de los cambios en el entorno mediático y en el mercado de los medios. Estos cambios han disminuido el valor de las noticias y de las informaciones y han roto con los modelos de negocios actuales de las productoras informativas. Muchos de estos cambios son resultado del desarrollo tecnológico.

Las organizaciones informativas no tienen respondido adecuadamente a las rupturas causadas por la llegada de la televisión y Internet, por los cambios sociales y estilo de vida, por el apartamiento de las instituciones tradicionales. La perspectiva de la creación de valor afirma que el valor está en la mente del consumidor y es una medida de mérito o importancia dada a un producto o servicio.

El periodismo y las empresas informativas están en un momento decisivo de su existencia. Aquellos que han elegido cambiar y aumentar el valor para sus accionistas tendrán un futuro; aquellos que siguen en sus caminos actuales se desvanecerán.



Author: Robert G. Picard
ISBN: 978-989-729-012-1
Price: 18€

Comunicación, Política y Redes en Europa



Author: Xosé Rúas Araújo,
Valentín Alejandro Martínez
(Coord.)

ISBN: 978-989-729-018-3

Price: 22€

Investigadores procedentes de distintas universidades de España y Portugal aportan en esta obra una visión detallada sobre el panorama de la comunicación, la política y las redes en esta convulsa Europa del nuevo milenio.

Una perspectiva sobre los cambios, retos y desafíos de la sociedad de la información, los programas y proyectos en vigor, las políticas de gestión del sector audiovisual, el impacto de los apoyos, incentivos y ayudas por parte de los estados, la protección de su patrimonio fílmico y el fomento y reconocimiento de la diversidad cultural en la construcción de las identidades europeas.

Una serie de trabajos académicos complementados con el estudio de casos de reciente actualidad y el monitoreo de las nuevas herramientas, como Facebook o Twitter, mostrando su utilización por parte de los distintos grupos sociales, las propias instituciones comunitarias y sus políticos, para finalizar con diversas aportaciones sobre el papel del marketing y su aplicación en las nuevas tecnologías de la información y la comunicación.

La edición iberoamericana de esta publicación, resultado de un encuentro académico auspiciado en Galicia por la Universidad Internacional Menéndez Pelayo (UIMP), constituye una propuesta de referencia y consulta para estudiosos y profesionales.

Economía de la Cultura y la Comunicación en la Era Digital

Desde que Horkheimer y Adorno acuñaron la expresión industria cultural, si bien con el propósito de demostrar que los términos del binomio eran antitéticos, una pléyade de estudios e instituciones han resaltado la importancia económica adquirida la cultura y la comunicación en las últimas décadas, tanto por su papel de catalizador de la creatividad y la innovación como por su contribución al crecimiento y al empleo. En este último aspecto, la Comisión Europea cifra su aportación, circunscrita al ámbito de las que denomina industrias culturales y creativas (ICC), en el 2,6 % del PIB y en unos cinco millones de empleos de calidad en el conjunto de los 27 países que integran la Unión Europea. Y tal vez esas cifras, con ser relevantes, constituyen solo un pálido reflejo del papel central que el sector desempeña en los procesos de desarrollo sostenible, superador del productivismo y del mero crecimiento cuantitativo. Esta edición europea e iberoamericana recoge 32 investigaciones presentadas en 2011 en la Isla del Pensamiento de Galicia (en San Simón, Redondela, frente a Vigo) en francés, español, gallego y portugués sobre el tema de este libro.



Author: Fernando Salgado García, Valentín Alejandro Martínez

ISBN: 978-989-7290-28-2

Price: 25€

Las Redes Sociales como Estrategia de Marketing Online (*Soon*)



Author: José Sixto García
ISBN: 978-989-729-018-3
Price: 19€

Los clientes de nuestras empresas y los usuarios de nuestras instituciones y organismos se relacionan y comunican mediante las redes sociales, así que ¿por qué no acercarnos a ellos en lugar de esperar a que sean ellos los que acudan a nosotros? Si sabemos donde están, lo que les gusta y lo que les interesa, solo nos falta conocer cuáles son las mejores estrategias de marketing para que nuestro mensaje cale fondo en la red y alcance los objetivos deseados. En este libro se explica con detalle el funcionamiento del marketing moderno y sus posibilidades de aplicación a través de las redes sociales para convertir una magnífica oportunidad de negocio en una realidad.

Newsroom Decision-Making: Under New Management *(Soon)*



Author: George Sylvie (Ed.)

ISBN: 978-989-8143-62-4

Price: 17€

Do news media need a new kind of manager? Does an industry beset by digitization, convergence, recession and perceived lack of value have room for a team-player – someone who can share information and authority, respect subordinates, nurture creativity and diversity, and possess the interpersonal skills to influence others throughout the news organization. Or is this just an academic pipe dream or more business review psychobabble? George Sylvie and his collaborators explore just that in *Newsroom Decision-Making: Under New Management*, which deconstructs newsroom decision-making influences and proposes a framework that will enable editors and managers to recapture the leadership mantle – if they're up to it, and if they're able to evolve along with the rest of the world.

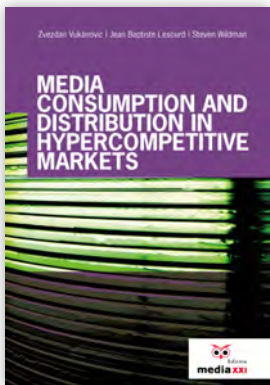
Business Innovation and Disruption in Publishing (Soon)

This volume will examine how the publishing industry is undergoing a process of disruption and transformation due to the technology of the Internet, social forces driven by social media, the development of new portable digital devices with greater capabilities and smaller size, the decreasing costs of new information, and the creation of new business models and forms of intellectual property ownership rights for a digitized industry.



Author: Robert DeFillipi,
Patrick Wilstrom (Co-Eds.)

Media Consumption and Distribution in Hypercompetitive Markets *(Soon)*



Author: Zvezdan Vukanovic,
Jean Baptiste Lesourd, Steven
Wildman

The book deals with the issues of Digital media consumption in a branded world, The impact of Marketing, Advertising and Sales on global markets, Audience studies in new and web media environment, Media policy and markets.

Creating, Producing and Selling TV Shows

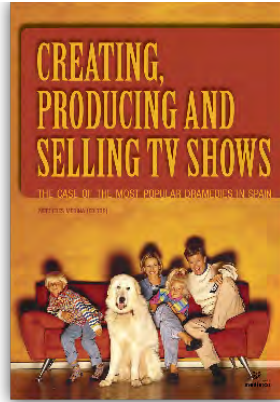
Why are family series like *Médico de familia*, *Cuéntame y Los Serrano* so successful? How do they get from the script to screen? How are they programmed? What audience figures have they got and why? What parallels and differences do they show in portraying the family in Spain? How profitable have they been?

In *Creating, Producing and Selling TV Shows* you will find full answers to these and other questions on the three series that, due to their popularity and commercial success, are landmarks in the history of Spanish television.

This is a complete comparative study that covers creative and production issues (script and development, negotiations, production standards), in addition to programming and commercial exploitation strategies, audience analysis and narrative structure. Because of its multidisciplinary approach, this study is a first in Spain, and will doubtlessly contribute to the academic research on television series.

About the Author:

Mercedes Medina (Ph.D. University of Navarra; MSc University of Westminster) is Professor at University of Navarra (Spain). She lectures courses in media economics and audiovisual content management. She is the director of the Master in Media Management (MGEC) at School of Communication, University of Navarra (Spain). She is member of the editorial board of *The International Journal on Media Management* and the board of European Media Management Association (EMMA).



Author: Mercedes Medina
(editor)

ISBN: 978-989-8143-10-5

Price: 20€

The Changing Media Business Environment

Nos últimos anos, a indústria europeia dos media tem desenvolvido alguns dos mais bem sucedidos casos de adaptação empresarial aos novos desafios regulatórios, tecnológicos e de mercado. Após a emergência das dificuldades sentidas nos sectores tradicionais, as empresas começam hoje a encontrar respostas, ancoradas em novas práticas de gestão.

Apresentado a 20 de Maio na Universidade Católica Portuguesa, durante a 8.ª Conferência Mundial de Economia e Gestão dos Media, The Changing Business Media Environment revela ao mercado português diversos exemplos representativos desta evolução, explicitados por autores de renome nesta área científica. A obra aborda exemplos inovadores e bem sucedidos de implementação de políticas públicas, modelos gestão privada e tendências da indústria dos media no contexto internacional, assumindo-se como ferramenta útil para que os meios profissional e académico melhor compreendam algumas dinâmicas da indústria europeia da comunicação.

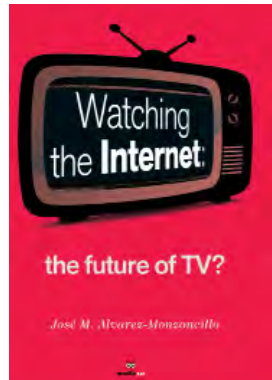


Author: Mercedes Medina,
Paulo Faustino
ISBN: 978-989-8143-06-8
Price: 21€

Watching the Internet: the future of TV?

This book deals with the Internet's influence on television. The traditional value chain has been transformed, giving rise to new forms of television that foster user generated content. We no longer dream about interactivity but participation. Accordingly, the 'digital natives' like to tag programmes and films by voting, sharing, collaborating, remixing and distributing media content. Indeed, television may become a web of interactive programmes by the cyberspace, each conveniently tagged so that other users can find it. Although many questions have yet to be answered, this decade's motto may be 'the tag is the medium'. However, on-demand television is unlikely to replace mass TV. The Web 2.0 has brought an end to the 'my TV' concept of the dotcom age and may put 'our TV' in its place.

Focusing on the social and economic implications of this transformation, the book provides a critical perspective on the emerging of new television forms of audiovisual entertainment, while simultaneously it brings the debate on the future of TV medium. It is a timely contribution to the audiovisual industry.



Author: José M. Alvarez-Monzoncillo

ISBN: 978-989-8143-83-9

Price: 17€

Managing Media Economy, Media Content and Technology in The Age of Digital Convergence



Author: Paulo Faustino and Zvezdan Vukanovic

ISBN: 978-994-0250-39-3

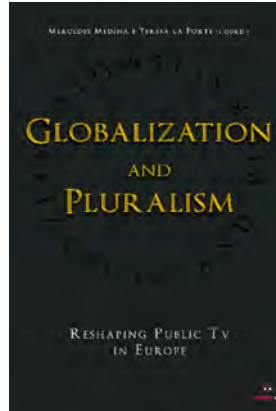
Price: 20€

Although the ‘Dili Massacre’ is considered a watershed event in the annals of East Timor, the analysis of its press coverage is still largely overlooked. This book compares the British and Portuguese broadsheet coverage of the shooting of demonstrators by Indonesian troops at the Santa Cruz cemetery in Dili, the capital of East Timor.

Drawing on earlier research in the field, this study presents an alternative conceptual model of news factors that allows for an appraisal of press performance in foreign reporting. The model assesses the weight of news factors in determining both the newsworthiness and the orientation of the coverage pointing to the interplay of news values and, in particular, the influence of intra-media considerations, in determining the coverage of the November 12 1991 episode and in justifying the differences between the Portuguese and British reporting, and the influence of national perspectives marked by ‘cultural bias’ or ‘public patriotism’.

Globalization and Pluralism

Public television in Europe is going through one of the greatest crises in its history. The economic problems are not only determining severe measures among private broadcasters but also prompting a debate about what the functions of public television should be.

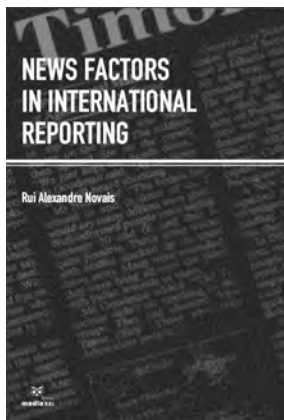


Author: Mercedes Medina
and Teresa La Porte

ISBN: 978-989-8143-18-1

Price: 17€

News Factors in International Reporting



Author: Rui Alexandre Novais

ISBN: 978-989-8143-23-5

Price: 16€

Although the 'Dili Massacre' is considered a watershed event in the annals of East Timor, the analysis of its press coverage is still largely overlooked. This book compares the British and Portuguese broadsheet coverage of the shooting of demonstrators by Indonesian troops at the Santa Cruz cemetery in Dili, the capital of East Timor.

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Value Creation and the Future of News Organization

Why and how are news organizations changing? With the drive for low costs and low prices, how can the news industry create value to ensure its survival in the digital environment? Most of the contemporary challenges faced by news organizations result from changes in the media environment and media markets that have reduced the value of news and information and disrupted the existing business models of news producers.

Many of these changes are the outcome of technological development.

News organizations have not adequately responded to disruptions caused by the arrival of television and the Internet, social and lifestyle changes, and disengagement from traditional institutions.

The value creation perspective asserts that value is in the mind of the consumer and is a measure of worth or importance placed on a product or service. Today, there are clear indications that consumers' views of the value of contemporary news and information are relatively poor given their unwillingness to make significant temporal and monetary expenditures for that content. This, in turn, might mean that much of the news and information as currently provided by many news organizations is unable to create functional, emotional and self-expressive value for its users, but also for journalists, investors, advertisers and society as a whole.

Journalism and news organizations are at a decisive point in their existence. Those that choose to change and increase value for their stakeholders will have a future; those who continue on their current paths will wither.

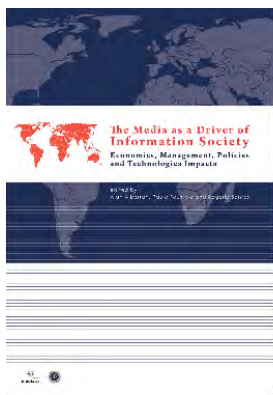


Author: Robert Picard

ISBN: 978-989-8143-27-3

Price: 20€

The Media as a Driver of Information Society



Author: Alan Albarran,
Paulo Faustino e Rogério
Santos

ISBN: 978-989-8143-18-1

Price: 43€

This book is the last product associated to the 8th World Media Economics and Management Conference (8WMEMC), published with a joint organization of Media XXI Magazine, the Communication and Culture Research Centre of the Portuguese Catholic University (CECC-UCP), and with the collaboration of the Journal of Media Economics.

It presents a collection of some of the papers presented at the Conference in Lisbon in May 2008. Chapters deal with how companies are adjusting to the current environment, how they are integrating the new technologies, and how they are creating strategies to overcome difficulties that are appearing in those media that are most dependent on oil and gasoline, and other resources for distribution.

The 8WMEMC had the participation of people from the four continents that, in general, are directly or indirectly associated to the communication industry and academy. That's why this book will be important to several audiences, as followed: i) communication students, professors and researchers; ii) professionals and collaborators of media companies; iii) professionals and collaborators of ICT companies; iv) representatives of regulatory institutions and public organisms; and v) directors and collaborators of associations, syndicates and non-governmental organizations related with the media.

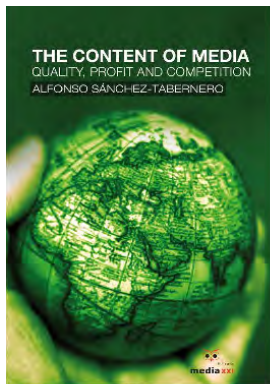
The Content of Media - Quality, Profit and Competition

In this research about the content of Media, the author starts from three hypothesis:

- 1) In the last decades the content of the media has impoverished, particularly in the audiovisual sector.
- 2) The public demands are not the main cause for that tendency.
- 3) The vulgarisation of the contents is a high-risk company bet.

If the three hypotheses are confirmed, we can conclude that the deterioration of the news and entertainment contents obey mainly to factors that we have not clearly detected: insufficient number of competitors, lack of talent from those who make the products or lack of professionalism in the executive staff or management.

Therefore, if we go through that path, we can open a door to hope: instead of contemplating, in astonishment, the news superficiality and the rudeness of many entertainment programs, we find out that there are possibilities to recover part of the lost land.

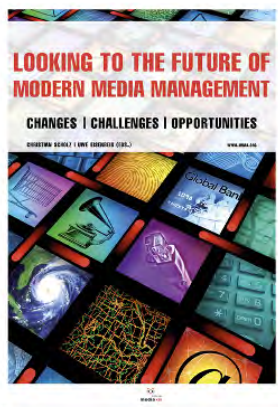


Author: Alfonso Sánchez-Tabernero

ISBN: 978-989-8143-11-2

Price: 24€

Looking to the Future of Modern Media Management



Author: Christian Scholz,
Uwe Eisenbeis(org.)
ISBN: 978-989-8143-07-5
Price: 20€

Durante a última década, os media tornaram-se numa das mais fortes indústrias do mundo, apresentando um desenvolvimento rápido e exponencial. Esta conjuntura cria uma crescente necessidade de ferramentas de gestão específicas aos profissionais do sector, no sentido de antecipar os desafios presentes e futuros, prever o comportamento dos consumidores, desenvolvimento tecnológico e a evolução das cadeias de valor, ou identificar novas áreas de investimento.

O presente livro, que a MediaXXI lançou em Maio de 2008, vem suprir esta lacuna, procurando fornecer conhecimento de base teórica e empírica ao mercado.

Com organização de Christian Scholz e Uwe Eisenbeis, membros da International Media Management Academics Association, a obra reúne 22 artigos de alguns dos mais destacados investigadores e profissionais internacionais no sector. A apresentação decorreu a 20 de Maio, no âmbito da 8.ª Conferência Mundial de Economia e Gestão dos Media, organizada em Lisboa pela MediaXXI, Universidade Católica Portuguesa e International Journal of Media Economics.

The Press in Portugal - Changes and Trends

The information age which we are going through is characterized by an ongoing change. Nowadays, it is impossible to be apart from this concept of change. The present book approaches some distinguishing aspects of the main changes which have taken place over the last thirty years in Portugal (but within a global framework) impacting both on companies and journalistic products. There is a whole set of changes in the society and within the several sectors of economic and social activity, reflected on these pages, which extend to the media sector, in particular to the press. However, the contents of this book are more focused on current subject matters related not only with the journalistic and managerial activity of the press, but also with the society in general, namely with the process and content of the changes (political, social, economic, and technological, among others) impacting on the media activity and the society structure. Thus, this book presents an account of the current situation of the press and identifies some trends of development and some of the main challenges which both in present and future this sector is and will be faced with. This book is aimed at those who wish to know, and further investigate particularly relevant aspects regarding the journalistic and managerial aspect of the media. Therefore, the public target are not only professionals and students of the communication area, as well as information consumers (especially newspapers and magazines readers) who would like to follow up and better understand the complex and important media activity.



Author: Paulo Faustino

ISBN:

Price: 17€

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