

Key Lessons to be Learned from

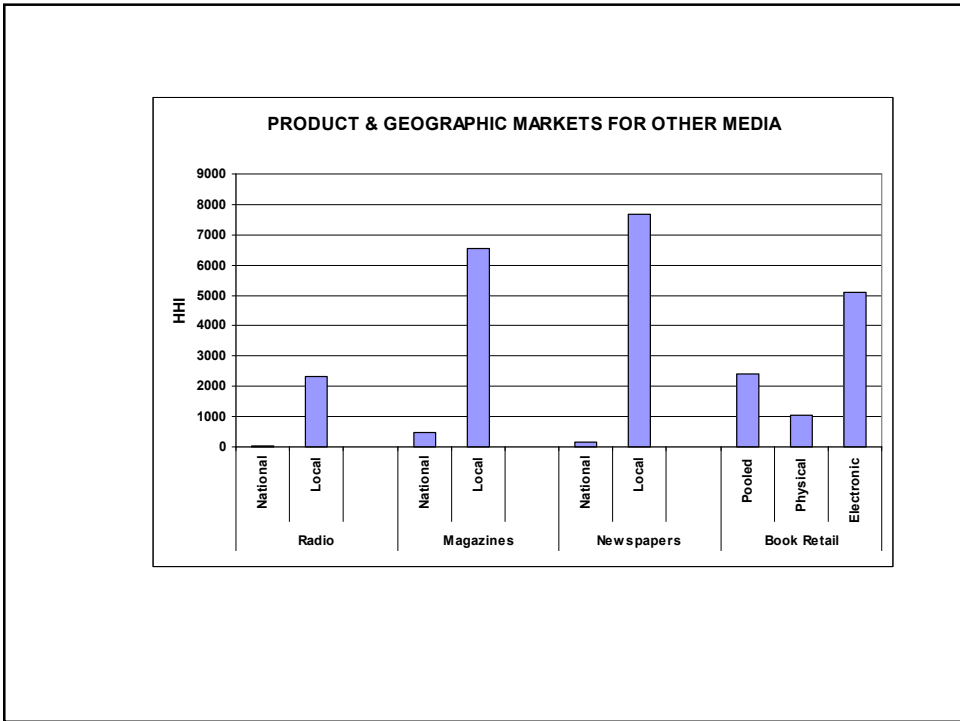
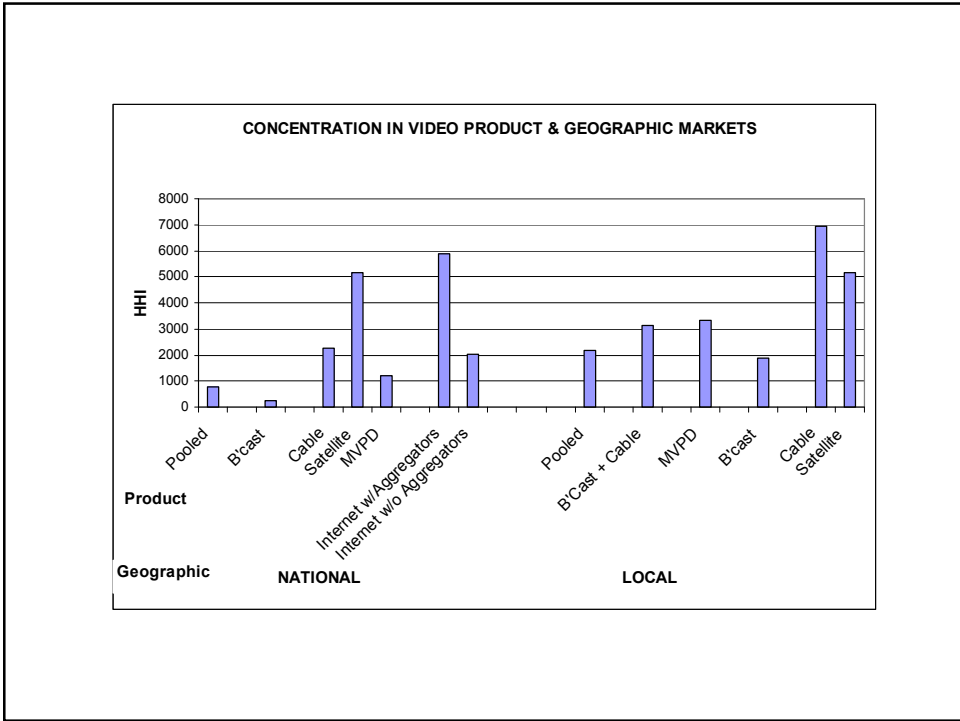
Media Ownership and Concentration in America

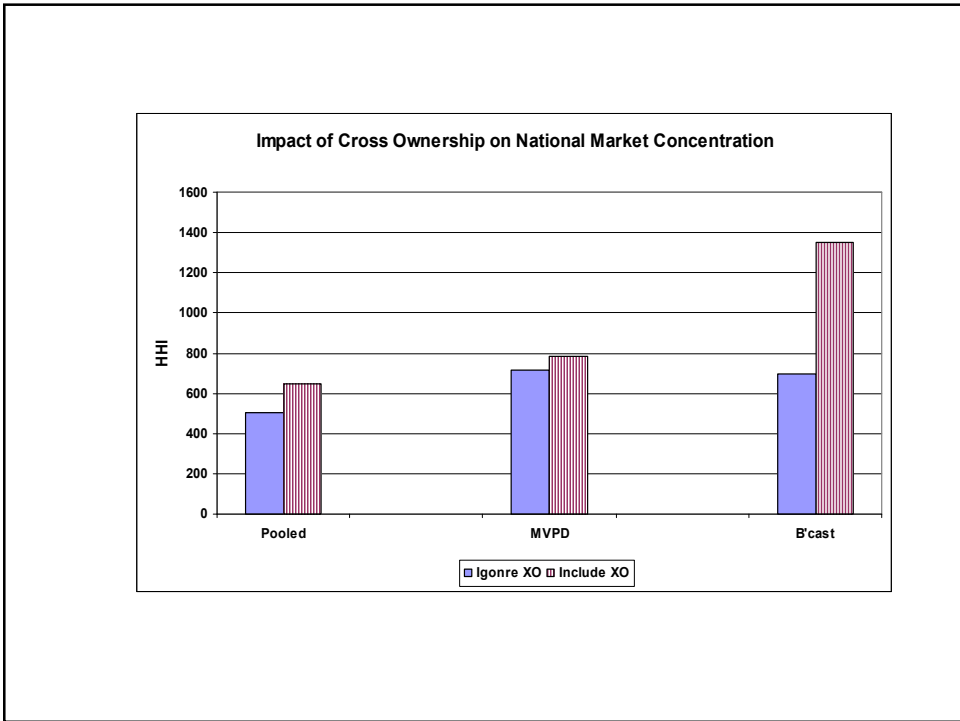
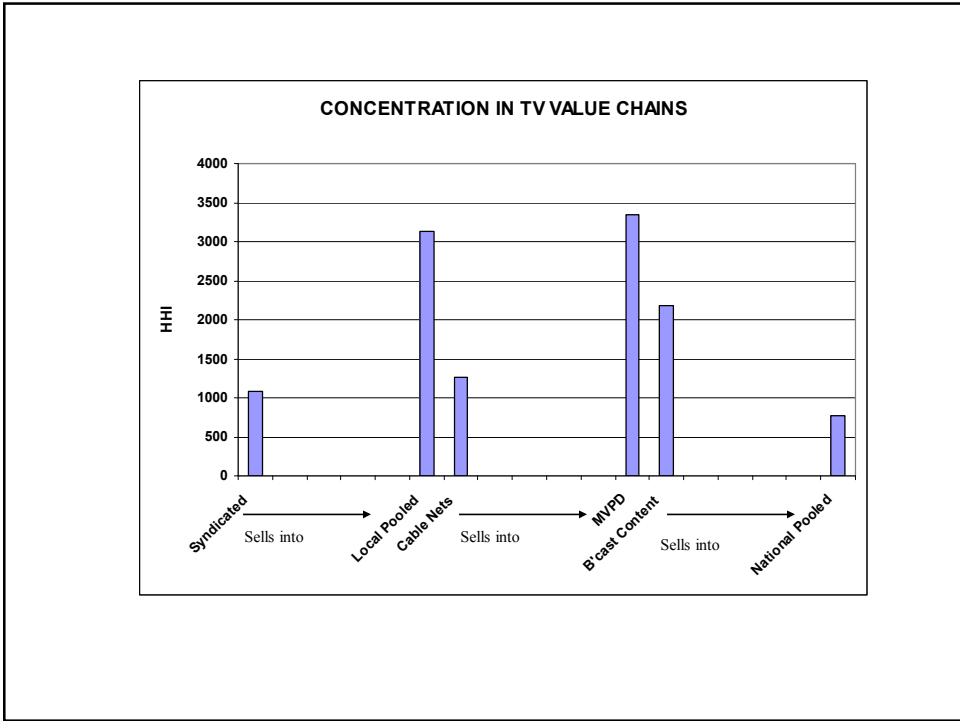
**Why Product and Geographic Market Definition are so Important
Where Market Power Lies in Media Value Chains
How Cross Ownership Affects Market Concentration
How to Build a Robust Media Concentration Index
How the Media Value Proposition Affects the Structural Analysis
and much, much more**

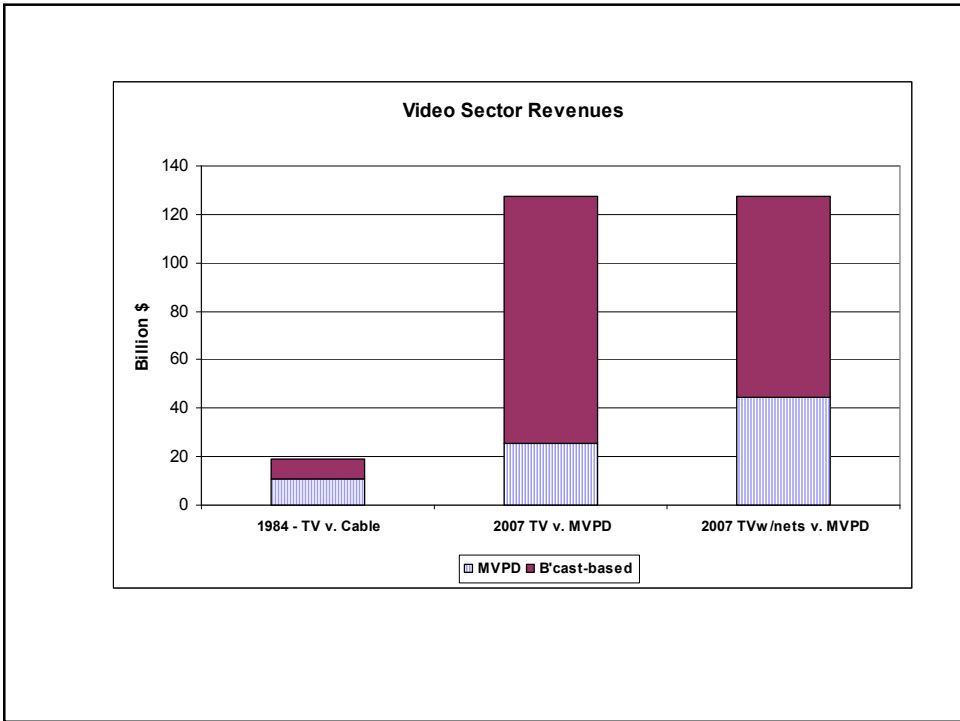
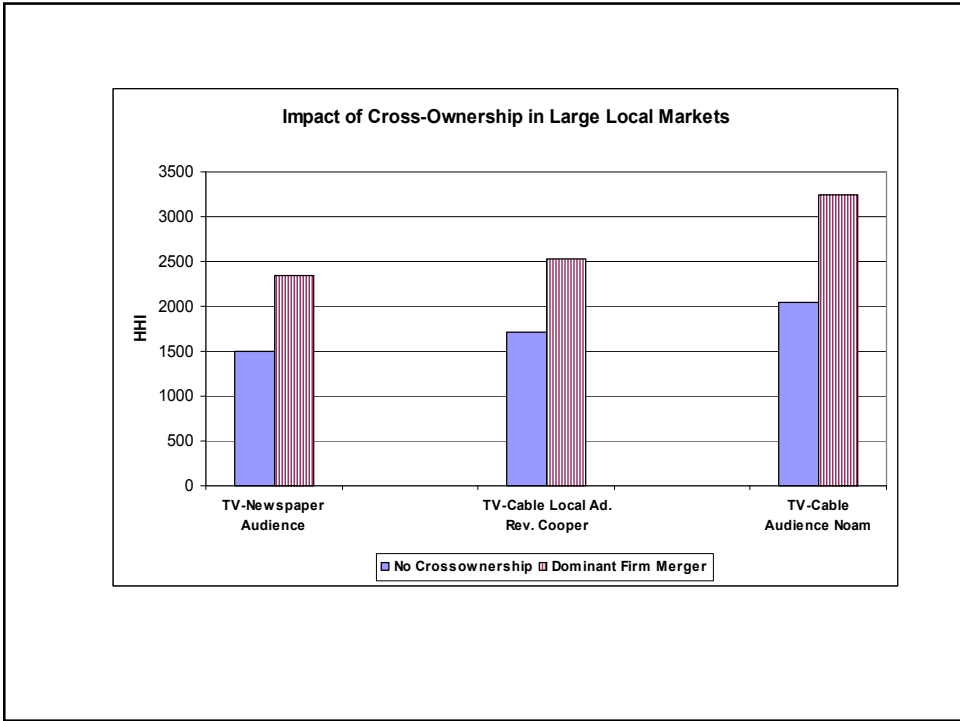
**Mark Cooper, Associated Fellow
Columbia Institute on Tele-Information
Media Concentration Around the World: Empirical Studies
Session on
Improving the Quality of Public Policy Analysis of Media Ownership
March 12, 2010**

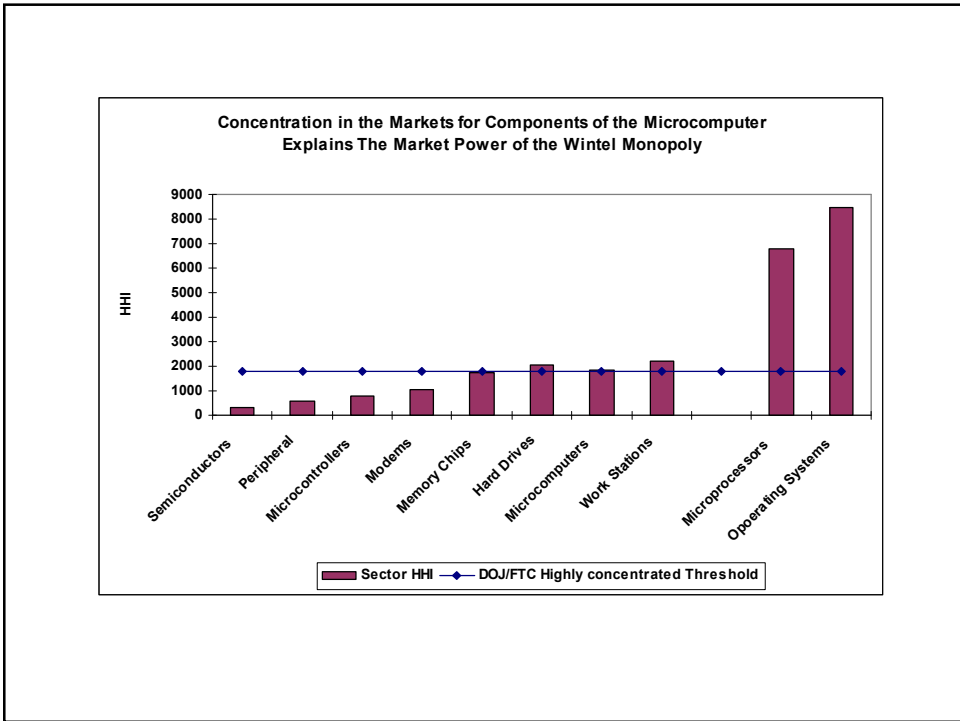
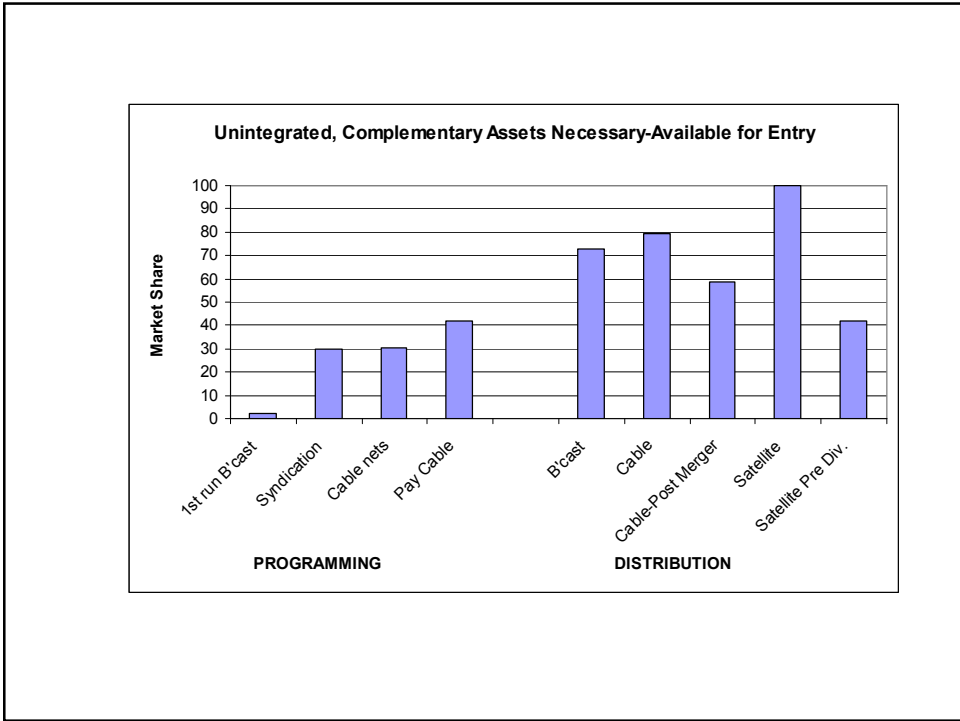
This book took a long time, but it has benefited greatly from being well-marinated. Over the years advocates on the right and left pushed Ellie to go in one direction or the other - I know, I was one of them, - but he stood his ground, insisting that he was only interested in getting the data right. One of the problems with taking your time to get the data right in a non-static industry is that by the time you get it out, things have changed – I know it happens all the time in regulatory proceedings.

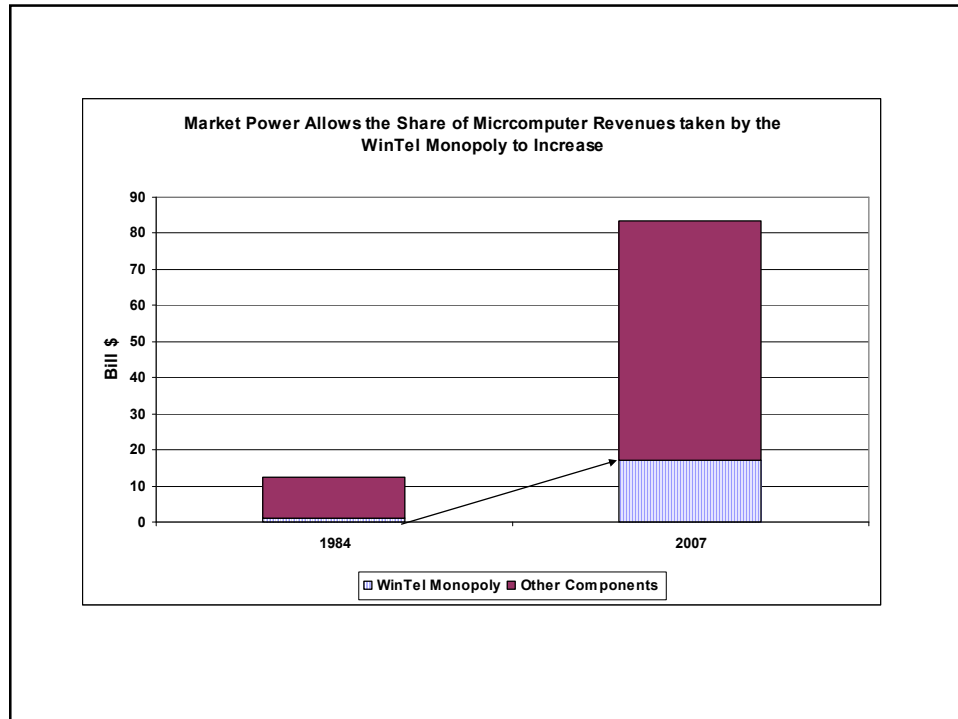
In order to ensure that all the work remains relevant, you have to teach important lessons or at least enable advocates and academic to extract important lessons from static data that can be used in a more dynamic way. In order to demonstrate that the book achieves that objective magnificently, I will use its data and general approach to draw five important lessons about market structure analysis from the book. I will apply the lessons primarily to the media, but offer a few key examples in the computer sector.











GREAT MINDS ARE NOT THAT FAR APART

Cooper:

Weighted Shares Squared Divided by Share of Major Outlets (TV and Newspapers)

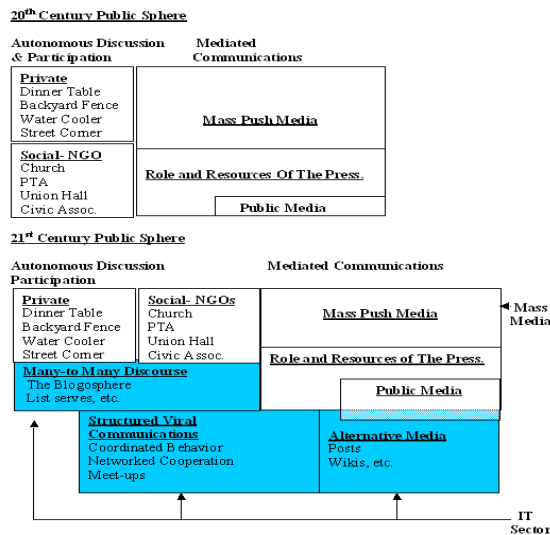
Noam:

Weighted Shares Squared Divided by the Square Root of the Number of Outlets

Hypothetical Local Market:
 5 TV stations with equal Market shares
 2 Newspapers with Equal Market Shares
 TV weight is 50; Newspaper Weight is 30
 1 cross-ownership merger
 diminimus standard is 1 percent of total market (only
 TV and Newspapers meet the standard)

Cooper Index		Noam Index	
Before	After	Before	After
760	1149	359	513

The Media Value Proposition in the Transformation of the Public Sphere



Has the revolution happened yet?

Over 98% of TV viewing is still traditional media – B'cast Cable Satellite
85% of Time Spent with Media is Traditional Media

