



Center for Digital Technology and Management

**Media Concentration
Canada, Argentina, Mexico
&
Management Overview**

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Agenda

1

Media Concentration in Argentina, Mexico and Canada

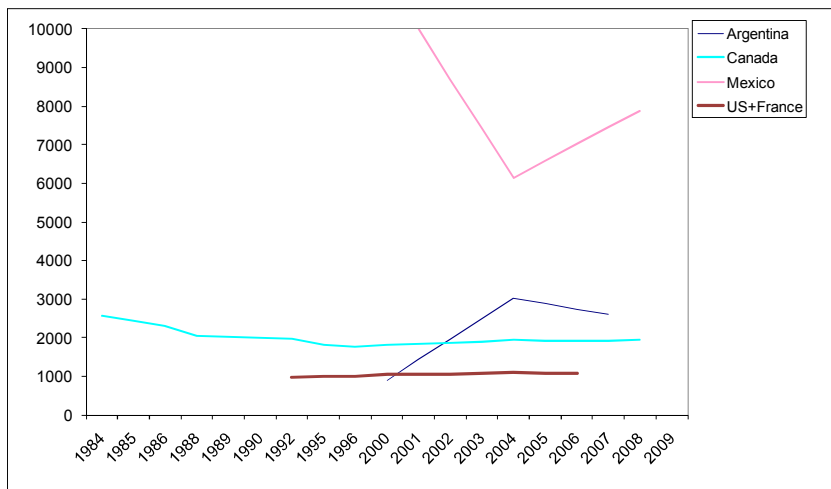
2

IMCRP from a management point of view

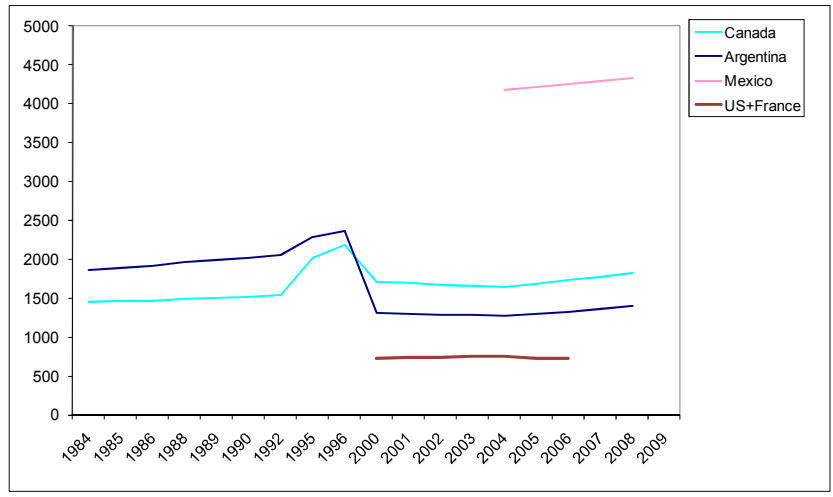
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- 1 Media Concentration in Argentina, Mexico and Canada
- 2 IMCRP from a management point of view

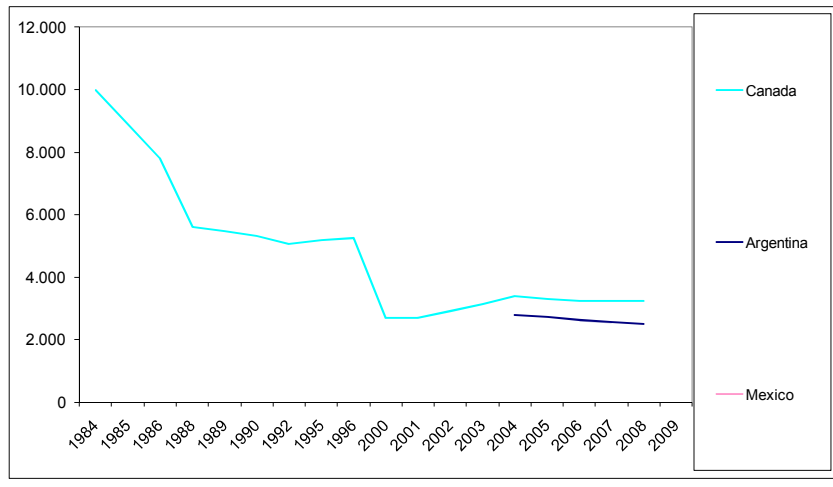
TV Broadcasting



Daily Newspapers



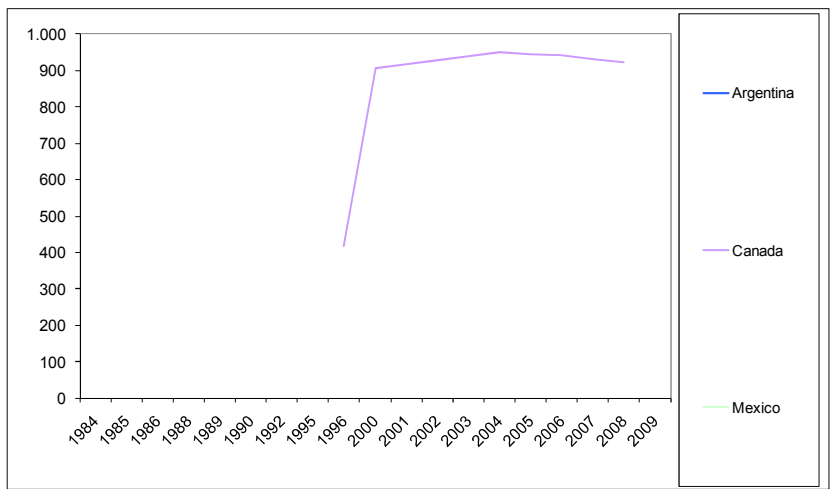
Wireless Telecommunications



Wireline Telecommunications



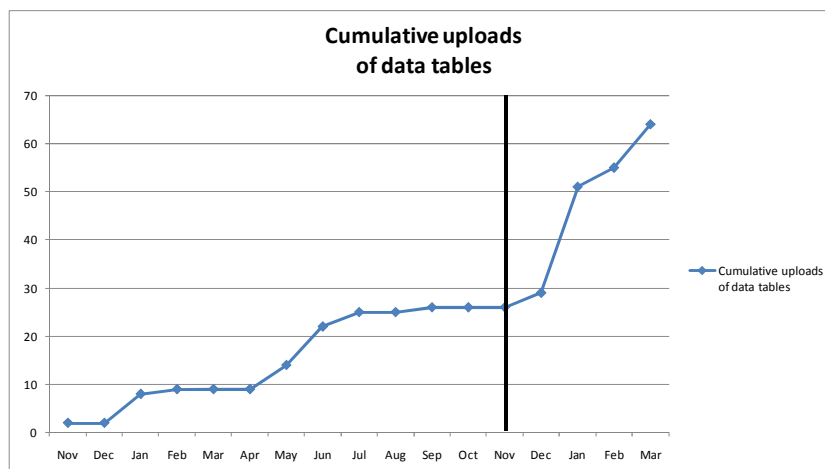
Internet Service Providers



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- 2 IMCRP from a management point of view

Upload of data tables started rising extremely in November



The most submissions were made in the first six industries

Country	Researcher	TV Broadcasting	Daily Newspapers	Wireless Telecommunications	Wireline Telecommunications	Internet Service Providers	Radio	Bank Publishing	Film	Magazines	Search Engines	Mobile Broadband (Cellular)	Music	Games (Video Networks, Online Networks)
Australia	Tirfen/Papandrea	1988-2007				2000-2007								1992-2007
China	Hang	2001-2007		1992-2007										
India	Bhattacharjee/Pradip			2000, 2004, 2008										
Japan	Asari/Hayashi/Kikawa/Kidokoro/Nakamura/Shima/Toyoshima/Yamada/Yanagawa					1996, 2000, 2004, 2007								
Korea	Kim D./Kim S.													
Taiwan	Chen P./Chen R./Chou/Chuang/Lee/Liu	2001-2007			1998-2008			2006-2008						
Belgium	Groebel													
Egypt														
Finland	Picard													
France	Badillo/Bourgeois/Leyraud	2000-2008		1996-2008				2000-2008						2000-2008
Germany	Bösch/Meier/Rösch-Schlenderer							2000-2008						
Gulf region	Hammam													
Israel	Schejter/Yemini				1988-2008					2000-2008				1988-2008
Italy	Prasio/Riccheri													
Morocco, Algeria, Tunisia	Hidass													
Netherlands	Bakker			1986-2008										
Poland	Mierzejewska													2003-2009
Portugal	Faustino													
Russia	Vartanova	1995-2008	1996-2008											
Scandinavia	Sune Tjernström	2000-2008	2000-2008											
South Africa	Angelopoulos/Potgieter/Wigton													
Taiwan	Takemoto				1996-2008					1996-2008				
Sweden	Picard	1996-2008												1996-2008
Switzerland	Bourgeois			2000-2008										
U.K.	Lesaffre													
Argentina	Mastrini/Becerra/Berberge	2000-2007			2000-2008			2000-2008						
Brazil	Moreira													2000-2008
Canada	Wanseeck	1996-2008	1996-2008		1999-2008			2006-2008		2000-2008				
Chile	Lagos													
Mexico	Lozano/Huerta-Wong	2001, 2004, 2008	2004, 2008							2001, 2004, 2007				
U.S.	van Drienen/Noam													

A closer look shows that some data is not covering the whole required time range

Country	Researcher	TV Broadcasting	Daily Newspapers	Wireless Telecommunications	Wireline Telecommunications	Internet Service Providers	Radio
Australia	Tirfen/Papandrea	1988-2007				2000-2008	1992-2007
China	Hang	2001-2007	1992-2007				
India	Bhattacharjee/Pradip			2000, 2004, 2008			
Japan	Asari/Hayashi/Kikawa/Kidokoro/Nakamura/Shima/Toyoshima/Yamada/Yanagawa					1996, 2000, 2004, 2007	
Korea	Kim D./Kim S.						
Taiwan	Chen P./Chen R./Chou/Chuang/Lee/Liu	2001-2007		1998-2008		2006-2008	
Belgium	Groebel						
Egypt							
Finland	Picard						
France	Badillo/Bourgeois/Leyraud	2000-2008	1996-2008			2000-2008	2000-2008
Germany	Bösch/Meier/Rösch-Schlenderer					2000-2008	
Gulf region	Hammam						
Israel	Schejter/Yemini			1988-2008		2000-2008	1988-2008
Italy	Prasio/Riccheri						
Morocco, Algeria, Tunisia	Hidass						
Netherlands	Bakker		1986-2008				
Poland	Mierzejewska						2003-2009
Portugal	Faustino						
Russia	Vartanova	1995-2008	1996-2008				
Scandinavia	Sune Tjernström	2000-2008	2000-2008				
South Africa	Angelopoulos/Potgieter/Wigton						
Taiwan	Takemoto				1996-2008		1996-2008
Sweden	Picard	1996-2008					1996-2008
Switzerland	Bourgeois		2000-2008				
U.K.	Lesaffre						
Argentina	Mastrini/Becerra/Berberge	2000-2007		2000-2008		2000-2008	
Brazil	Moreira						2000-2008
Canada	Wanseeck	1996-2008	1996-2008	1999-2008		2006-2008	2000-2008
Chile	Lagos						
Mexico	Lozano/Huerta-Wong	2001, 2004, 2008	2004, 2008				2001, 2004, 2007
U.S.	van Drienen/Noam						

Promising first phase of data gathering can lead to an excellent and influential book

Crucial success factors:

- Communication
- Collaboration
- Completeness of data

Thank you for your attention!

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