

Revised & Updated



Branding TV

Principles & Practices

Walter McDowell, Ph.D.
and Alan Batten



Branding Tv Principles And Practices

Walter McDowell, Alan Batten



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Branding Television Catherine Johnson, 2012-03-12 *Branding Television* examines why and how the UK and US television industries have turned towards branding as a strategy in response to the rise of satellite cable and digital television and new media such as the internet and mobile phone This is the first book to offer a sustained critical analysis of this new cultural development *Branding Television* examines the industrial regulatory and technological changes since the 1980s in the UK and the USA that have led to the adoption of branding as broadcasters have attempted to manage the behaviour of viewers and the values associated with their channels services and programmes in a world of increased choice and interactivity Wide ranging case studies drawn from commercial public service network and cable satellite television from NBC and HBO to MTV and from BBC and Channel 4 to UKTV and Sky analyse the role of marketing and design in branding channels and corporations and the development of programmes as brands Exploring both successful and controversial uses of branding this book asks what problems there are in creating television brands and whether branding supports or undermines commercial and public service broadcasting *Branding Television* extends and complicates our understanding of the changes to television over the past 30 years and of the role of branding in contemporary Western culture It will be of

particular interest to students and researchers in television studies but also in creative industries and media and cultural studies more generally

Principles and Practice of Marketing Jim Blythe, 2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you're out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it's also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It's a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe's *Principles and Practice of Marketing* will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green

Brand Management in Emerging Markets: Theories and Practices Wang, Cheng Lu, He, Jiaxun, 2014-06-30 This book provides valuable and insightful research as well as empirical studies that allow audiences to develop implement and maintain branding strategies Provided by publisher

Handbook of Media Management and Economics Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, 2006 This handbook provides a synthesis of current work and research in media management and economics and establishes an agenda for future activities It will serve as a foundational resource for scholars and students in media management and economics

Handbook of Media Branding Gabriele Siegert, Kati Förster, Sylvia M. Chan-Olmsted, Mart Ots, 2015-08-07 This comprehensive handbook critically addresses current issues and achievements in the field of media branding By discussing media branding from different viewpoints disciplines and research traditions this book offers fresh perspectives and identifies areas of interest for further research The authors highlight the peculiarities of this field and reveal links and commonalities with other areas of study within communication science The chapters address different research areas such as society content management audience as well as advertising aspects of media brands This handbook thus brings together contributions from different areas making it a valuable resource for researchers and experts from industry interested in media branding

Branding TV, 2nd Edition Walter McDowell, Alan Batten, 2005 In an effort to halt increasing media competition and decreasing audience shares Branding has become the new mantra among television station and network executives *Branding TV Principles and Practices* second edition goes beyond the jargon of branding to explain the essential principles underlying successful branding and offers many practical strategies to measure build and manage television brand equity For instructional purposes the book pays particular attention to the local commercial TV station and its news franchise Written by broadcast professionals with years of experience this book shows how the notions of branding are no more prevalent than in the battle for dominance in local news The practical suggestions in the book will help the savvy manager understand and

take advantage of branding in their efforts to move their property to the forefront in the marketplace **A Companion to Media Authorship** Jonathan Gray, Derek Johnson, 2013-02-12 A Companion to Media Authorship Gray and Johnson have brought together a stellar group of authors whose works deftly explicate the complexities of negotiating authorship across a range of cultural production sites This definitive collection is an important and long overdue contribution to contemporary media studies Serra Tinic author of On Location Canada's Television Industry in a Global Market Wide ranging and global historical and contemporary brimming with insights enlarging our understanding of media production and reception this book is an important contribution to the study of authorship Michael Z Newman author of Indie An American Film Culture While the idea of authorship has transcended the literary to play a meaningful role in the cultures of film television games comics and other emerging digital forms our understanding of it is still too often limited to assumptions about solitary geniuses and individual creative expression A Companion to Media Authorship is a ground breaking collection that reframes media authorship as a question of culture in which authorship is as much a construction tied to authority and power as it is a constructive and creative force of its own Gathering together the insights of leading media scholars and practitioners 28 original chapters map the field of authorship in a cutting edge multi perspective and truly authoritative manner The contributors develop new and innovative ways of thinking about the practices attributions and meanings of authorship They situate and examine authorship within collaborative models of industrial production socially networked media platforms globally diverse traditions of creativity complex consumption practices and a host of institutional and social contexts Together the essays provide the definitive study on the subject by demonstrating that authorship is a field in which media culture can be transformed revitalized and reimagined **Understanding Broadcast and Cable Finance** Walter McDowell, Alan Batten, 2012-07-26 From on air talent contracts and FCC regulations to syndicated program amortization to music licensing fees electronic media deal with financial principles and jargon that are unique to American business Understanding Broadcast and Cable Finance helps explain all the financial complexities of a modern electronic media enterprise Whether you are a news director sales manager engineer or any other non accounting professional that has a stake in the success of your company this book will bring you up to speed on the essentials of financial management for broadcasting and cable *Advances in Ergonomics in Design* Francisco Rebelo, Marcelo M. Soares, 2019-06-03 This book provides readers with a timely snapshot of ergonomics research and methods applied to the design development and prototyping as well as the evaluation training and manufacturing of products systems and services Combining theoretical contributions case studies and reports on technical interventions it covers a wide range of topics in ergonomic design including ecological design cultural and ethical aspects in design Interface design user involvement and human computer interaction in design as well as design for accessibility and many others The book particularly focuses on new technologies such as virtual reality state of the art methodologies in information design and human computer interfaces Based on the

AHFE 2019 International Conference on Ergonomics in Design held on July 24-28 2019 Washington D C USA the book offers a timely guide for both researchers and design practitioners including industrial designers human computer interaction and user experience researchers production engineers and applied psychologists **Handbook of Media and Communication Economics** Jan Krone, Tassilo Pellegrini, 2024-10-28 This handbook maps the media economy in its entirety against the background of the advancing digitalization of communication media production media distribution and the adaptation of regulatory framework conditions from different disciplinary approaches It provides an integrated view on digitally induced economic transformations of the European media sector and gives an explicitly European perspective on media economics challenging the dominant US American view Topics covered include but are not limited to Theoretical approaches to media economics media technologies and data management in media economics building blocks of the media industry media types and core distribution markets system aspects and communication culture media systems and regulatory policy as well as methods of media economics The handbook is a must read for students teachers and researchers in media and communication economics and science as well as practitioners and policy makers at the nexus of media business and politics

Broadcast Television Walter McDowell, 2006 From unraveling the confusion surrounding digital TV to revealing the inner workings of Nielsen ratings Broadcast Television A Complete Guide to the Industry takes an impartial and in depth look at the business of commercial television Unlike many books addressing this topic the purpose of this primer is not to support a partisan opinion about what is right or wrong with television but rather to provide objective information from which the reader can make his or her own judgments To that end the organization and presentation style is also unique in that the industry is explained as a dynamic and interdependent system of technology economics and regulation This systems approach to learning helps the reader understand better the interwoven parts of television business As a concise and highly focused overview of the business of commercial television Broadcast Television A Complete Guide to the Industry can serve as a stand alone text or as a supplement to other course readings addressing an array of topics involving television today

EBOOK: Principles and Practice of Marketing, 9e David Jobber, Fiona Ellis-Chadwick, 2019-08-01 EBOOK Principles and Practice of Marketing 9e **Managing Television News** B. William Silcock, Don Heider, Mary T. Rogus, 2009-03-04 Managing Television News provides a practical introduction to the television news producer one of the most significant and influential roles in a newscast Recognizing the need for formal training in this key role authors B William Silcock Don Heider and Mary T Rogus have combined their expertise and experience to shape this essential resource on the responsibilities demands and rewards of the news producer position Their book provides a strategic approach to producing newscasts and serves as an in depth guide to creating quality audience friendly newscasts working within the realistic limitations of most newsrooms It helps the student and the professional producer sort through the various deadline driven challenges of creating a 30 minute newscast Filled with real world examples and advice from news directors producers and anchors currently in the

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Advertising: Principles and Practice Sandra Moriarty, Nancy D. Mitchell, William D. Wells, Robert Crawford, Linda Brennan, Ruth Spence-Stone, 2014-08-01 The 3rd edition of Advertising Principles and Practice is the only practical applied guide to the real world of advertising in Australasia using award winning examples of how and why great advertising is achieved It features new coverage of advertising's role within the integrated marketing communications IMC Moriarty explores the ever changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy How do you define great advertising How do you encourage creativity in advertising How can interactive and digital media add value to advertising These questions and many more are comprehensively answered inside this Australian adaptation of the US text Advertising IMC Principles and Practice by Moriarty Mitchell and Wells

Brand Fusion Terry Smith, Tom Williams, 2022-07-05 Finalist in the Business Marketing charities to technology companies retirement villages to aspiring high growth start ups Brand Fusion Purpose driven brand strategy is an in depth analysis of the philosophy and practice behind creating a purposeful brand

This Thing of Ours David Lavery, 2002 As a work of popular culture an innovative television series and a media phenomenon The Sopranos has made an impact throughout the world This text investigates both the wide appeal and controversial reception of this highly debated drama

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