

---

# JMM – The International Journal on Media Management

## Editorial

---

Dear Readers,

The second JMM-issue of this year focuses on the consumer perspective in media management.

Seven articles cover a very broad range of consumer issues starting from theoretical discussion, looking at Eastern Europe, and presenting practical implementations of consumer centered media management.

The first two articles eye importance of customer experience and audience product in the new converged media environment. The article entitled “Broadband Innovation and the Customer Experience Imperative” written by Bharat Rao explains the role of creating, delivering, and customizing customer experience in managing media content. The role of media managers will have to center on creating superlative customer experience in a very dynamic fashion using broadband technology. Staying within theoretical discussions and new media environment, the second paper is entitled “The Audience Product and The New Media Environment: Implications for the Economics of Media Industries”. This paper discusses the concept of audience product, audience measurement, and related new developments in advertiser-supported media. Its author – Philip M. Napoli – concludes that media content will reflect less of advertisers’ preferences, as it is the case now, and will

express preferences of those audience segments that have the greatest willingness to pay for it.

The next two papers look at media consumers in post communist economies of East Central Europe. In her article “Communist Media Economics and the Consumers: the Case of Print Media of East Central Europe”, Agnes Gulyas explains the characteristics of communist media systems, where print media were manipulated by bureaucratic and political decisions, not taking into account consumer trends. In the second article of this part entitled “Media Consumption and Leisure in Poland in the 1990’s”, Bohdan Jung guides us through new developments in post communist Poland analyzing changes in media related time use, household spending, and cultural participation recorded by longitudinal statistical data.

The following two articles analyze the praxis of consumer-centered media management: a multi channel content model in financial e-services and the impact of download time on e-consumer attitudes. The contribution co-authored by Dennis Kundish, Peter Wolfersberger and Elisabeth Kloepfer entitled “Enabling Customer Relationship Management: Multi-Channel Content Model and Management for Financial eServices” draws on experiences of Deutsche Bank AG. The second paper

”A Refined View of Download Time Impacts on E-Consumer Attitudes and Patronage Intentions Toward E-Tailers” by Gregory M. Rose, John Lees and Matthew L. Meuter presents results of a lab experiment concluding that excessive download time is a major inhibitor for expansion of electronic commerce.

This summer issue of the JMM is closed with a paper devoted to the music industry. Mark Fox and Bruce Wrenn propose in their paper entitled “A Broadcasting Model of the Music Industry” a solution for challenges facing the music sector. This paper is a second approach to discuss management issues in the music industry in JMM this year. As you may recall, in Vol. 3, No. 1 Johannes Hummel and Ulrike Lechner presented a “Community Model of Content Management. A case study of the music industry”.

Our project report section contains an interesting presentation of a new Executive MBA in New Media and Communication written by Peter Glotz, Sabine Seufert and Günter Hack.

The last pages of JMM are devoted to new book reviews, calls for papers and our calendar of events.

Enjoy reading this issue and refer to our website <http://www.mediajournal.org> for latest news and calls for papers.

*Beat F. Schmid*

*Peter Glotz*

*Peter Gomez*

*Bozena I. Mierzejewska*

*Dörte Wittig*