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Dear Reader

Welcome to the new issue of JMM – The International Journal on Media Management.

The papers in this issue cluster around legal, regulatory and governmental themes. We are again happy to be able to present the work of a number of distinguished authors. Each of the contributions allows the reader to gain interesting insights and detailed information on different fields of concern in the above topics and within the general context of media management.

Broadband Internet infrastructure promises to revolutionize the range and variety of services available to consumers in accessing interactive media content. Ruth de Backer and Bharat Rao lead off this issue with an overview of legal and business issues related to broadband. In their contribution they discuss how it will impact future innovation in the industry.

Shahid Akhtar, Mahesh Kumar Malla and Jon Gregson analyze in their paper the role new information and communication technologies (ICTs) can play in achieving goals such as transparency, accountability and good governance. After a short outline of these concepts, the paper probes into both the advantages and disadvantages of the growing utilization of ICTs in the general framework of globalization and democratization, with a focus on the developing world and the Asian continent. It is argued that by increasingly using ICTs and taking on a role as spokesperson for civil society, the Asian media has the potential to promote good governance practices and values.

It is a known fact that there is a high correlation between the level of telecommunications infrastructure represented by teledensity and the level of economic power represented by GDP per capita. The problems and actions for the growth of teledensity in 48 least developed countries (LDCs) are being discussed, as well as the opportunities for utilizing communication technologies to solve prior problems in those countries. However, the study submitted by Victor W. Mbarika suggests that increased investment in telecommunications technologies is not a major factor for growth of teledensity; higher GDP and higher contribution of the service sector share to GDP in the least developed countries play a more important role for growth of teledensity.

In his article, Tadeusz Kowalski delivers an in-depth examination of what happened to the media market in Poland in the process of the so called “media internationalization”. It is an example of the shift from a highly ideologically motivated concentration into an also high, but mainly capital driven concentration. The general development enabled diversity of expression but as the author points out, “there is no good dinner free of charge”: there are indications of conglomerates lead by foreign media, for which Poland is only a market of secondary meaning thus bringing along the danger of “recycled content”.

Drawing on results from a historical study of the Swedish Broadcasting Corporation, the article written by Sune Tjernström argues the need to develop present theories of the media firm for media management research. Doing this, agency theory is identified as a powerful tool for the analysis of the behavior in public service organizations.

The research paper written by Sanghee Kweon explores how news magazines deal with mergers and acquisitions in the 1990s unstable social phenomenon. One of many findings of examining the coverage of mergers based on types of mergers, government policy, and news focus of three U.S. magazines was that news organs tend to cover media mergers differently than non-media mergers.

In his essay “Building Dynamic Capabilities”, Dan Steinbock describes the development of the Wall Street Journal Interactive Edition. The paper aims to explain why the WSJE was able to launch and stabilize a successful subscription model, a feat that most of its direct and indirect rivals have failed to accomplish.

We hope you will enjoy this collection of contributions. The JMM Editorial Team gives heartfelt thanks to all those who helped to make this journal a successful and internationally known publication since its foundation one year ago. We are proud of the JMM’s success and will give our best to provide our readers with interesting new findings in this research area in the future as we did in the past.

Beat F. Schmid
Peter Glotz
Peter Gomez
Dörte Wittig
## Calendar of Events

### January

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<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>01/27/2001 - 01/28/2001</td>
<td>7th International Conference on Communications</td>
<td>Indian Institute of Technology, Kampur, India</td>
<td><a href="http://www.iitk.ernet.in">http://www.iitk.ernet.in</a></td>
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### February

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<tr>
<td>02/01/2001</td>
<td>New Media and the interconnection of media in publishing firms</td>
<td>Frankfurt, Germany</td>
<td><a href="http://www.managerakademie.de">http://www.managerakademie.de</a></td>
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<tr>
<td>02/15/2001 - 02/17/2001</td>
<td>Society for Consumer Psychology Winter Conference</td>
<td>Scottsdale, Arizona, USA</td>
<td><a href="http://fisher.osu.edu">http://fisher.osu.edu</a></td>
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### March

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<tr>
<td>03/08/2001 - 03/10/2001</td>
<td>E-Commerce 2001</td>
<td>Hawaii, USA</td>
<td><a href="http://www.e-comprofits.com">http://www.e-comprofits.com</a></td>
</tr>
<tr>
<td>03/12/2001 - 02/13/2001</td>
<td>Workshop on Information and Organizational Design (EIASM)</td>
<td>Brussels, Belgium</td>
<td><a href="http://www.eiasm.be">http://www.eiasm.be</a></td>
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### April

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<tr>
<td>04/04/2001 - 04/05/2001</td>
<td>The 8th World Business Dialogue “PLANET NET – Strategies for a New Economy”</td>
<td>University of Cologne, Germany</td>
<td><a href="http://www.ofw.de">http://www.ofw.de</a></td>
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<tr>
<td>04/05/2001 - 04/06/2001</td>
<td>1st International Workshop on MANAGEMENT AND INNOVATION OF SERVICES</td>
<td>Maastricht, Netherlands</td>
<td><a href="http://www.fdewb.unimaas.nl/marketing/workshop">http://www.fdewb.unimaas.nl/marketing/workshop</a></td>
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### May

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<tr>
<td>05/01/2001 - 05/05/2001</td>
<td>The Tenth International World Wide Web Conference</td>
<td>Hong Kong, China</td>
<td><a href="http://www.10.org">http://www.10.org</a></td>
</tr>
<tr>
<td>05/17/2001 - 05/18/2001</td>
<td>3rd Symposium of the Hamburg Forum of media economy: Print vs. online publisher in the Internet age</td>
<td>Email: <a href="mailto:marketfa@unibw-hamburg.de">marketfa@unibw-hamburg.de</a></td>
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<tr>
<td>05/20/2001 - 05/23/2001</td>
<td>2001 IRMA International Conference – Managing IT in a Global Economy</td>
<td>Toronto, Canada</td>
<td><a href="http://www.irma-international.org">http://www.irma-international.org</a></td>
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The journal will observe the following issues closely

- Strategic, managerial and organizational aspects of the media sector and the media industry
- Economics of traditional and new media
- Evolution of the media industry and media industry segments
- Technology, infrastructure, user behavior related to the changes in the media sector
- Effects of new media on economy, society, politics, law and culture

Our goal is the close analysis of new industry structures, organizational forms, and critical competencies developing as a result of reconfigurations in the media value chain. We want to bring together academics and industry figures to explore the transition from “classic” to “new” media and identify the factors, which will determine organizational success and economic efforts in a fast changing and converging environment.

We are interested in receiving your submission to the JMM. Articles, which deal with one of the above issues, are more than welcome.