
JMM – The International Journal on Media Management



Editors' Note

Dear Readers,

This issue of JMM – The International Journal on Media Management contains eight articles. The first four are centred around our focus theme – media and entrepreneurship

Guest co-editors, Michael Dowling from University of Regensburg, Germany and Thomas Mellewigt from University of Mainz, Germany have been very active in preparing this issue. In their editorial they introduce focus theme and focus theme articles. We would like to express our gratitude for their involvement and support in preparing this issue.

Although all focus articles originate from German speaking countries (Germany and Austria) the papers selected for the general part of this issue – research papers – come from four different continents.

We start research articles section with article written by Edward C. Malthouse and Bobby J. Calder from Northwestern University, U.S.A., about newspaper readership measurement. This paper proposes qualitative approach that takes into account manifestations of readers behaviours like time and frequency both in terms of its qualitative level and type of the behaviour. This approach can help newspaper managers to increase the readership by choosing different tactics and strategies suggested in the article.

From strategic choices at the newspaper management level we move on to

the article about managerial flexibility in the media industry. Researchers from University of St.Gallen, Switzerland – Marcus Dimpfel, Frank Habann and René Algesheimer – analyse real options theory, its relevance in the media industry and illustrate how it can contribute to reactive and proactive management of flexibility in media companies.

Third paper in the research articles section by Aldo van Wezeel from Universidad de los Andes in Chile look at network externalities in the telecommunications industry. “Optimal Pricing Model for Interconnection” examine access charges and best pricing alternatives where there is low penetration rate. Having extended already existing model the author concludes that to protect consumers, the regulators setting access charges, should create incentives to telecommunications networks to grow.

Closing this issue, we present the last paper comparing the ways digital terrestrial television was introduced in Australia and Finland. Allan Brown from Griffith University in Australia, and currently Visiting Research Fellow at the Turku School of Economics and Business Administration in Finland, provide us with two contrasting case studies of transitions from analogue to digital terrestrial TV. The experiences of Australia and Finland suggest that the government may need to consider market intervention for digital reception equipment to avoid market failure.

At the end of the issue you will also find book reviews, conference calendar and open call for papers. We hope you will enjoy this issue and once again our warmest thanks to Michael Dowling and Thomas Mellewigt for generous assistance and support.

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