

JYX



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

This is a self-archived version of an original article. This version may differ from the original in pagination and typographic details.

Author(s): Grönlund, Mikko; Lehtisaari, Katja; Lindén, Carl-Gustav; Villi, Mikko

Title: Media management and economics research in Northern Europe

Year: 2020

Version: Published version

Copyright: © 2020 Walter de Gruyter Inc., Boston/Berlin

Rights: In Copyright

Rights url: <http://rightsstatements.org/page/InC/1.0/?language=en>

Please cite the original version:

Grönlund, M., Lehtisaari, K., Lindén, C.-G., & Villi, M. (2020). Media management and economics research in Northern Europe. In M. B. V. Rimscha (Ed.), *Management and Economics of Communication* (pp. 375-392). Walter de Gruyter. *Handbooks of Communication Science*, 30. <https://doi.org/10.1515/9783110589542-020>

Mikko Grönlund, Katja Lehtisaari,
Carl-Gustav Lindén and Mikko Villi

20 Northern Europe

Abstract: Researchers and academics in media economics and management with a Northern European affiliation have played a major role in the development of the field and in creating strong international networks, including The World Media Economics and Management Conference (WMEMC) and European Media Management Association (emma). The chapter provides an overview of media management and economics research in this geographical region.

Keywords: Northern Europe, media management, media economics, media business, media policy, scientific journals; scientific networks

This chapter¹ examines the field of media management and economics research in Northern Europe², looking at the history and current tendencies as well as the contribution to the creation and development of international networks in the field. Overall, media management is a young discipline in comparison to the closely allied field of media economics, which emerged in the 1970s (Küng 2007). However, issues of media economics and management have been discussed in Northern Europe already since the first decades of the 20th century. For instance, Tosdal (1915) compared pricing in book trade in Germany, the UK, and America as early as in 1915. In the film industry, the research field of media as a cultural and economic good was established in the 1930s (von Böhmer and Reitz 1933) and 1940s (Bächlin 1945). In the 1970s, media business and economics were introduced to university curricula, for example, by Gustafsson at Gothenburg University (Picard 2018: 114). Northern Europe today is well known for the co-existence of public service and commercial media (Syvertsen et al. 2014), which is reflected in the research traditions. In fact, it is possible to argue that the presence of strong public service media and the rather late introduction of commercial broadcasters have fostered the reflection about what is special about media.

¹ The authors are grateful to Tor Bang, Sabine Baumann, Gillian Doyle, Tom Evens, Aske Kammer, Castulus Kolo, Arne H. Krumsvik, Reinhard Kunz, Jonas Ohlsson, Antti Paasio, Robert G. Picard, Mona Solvoll, and Helle Sjøvaag for their help in mapping the developments.

² In the context of this chapter, countries included as Northern European are Belgium, Denmark, Finland, Germany, Ireland, Luxembourg, The Netherlands, Norway, Sweden, and the United Kingdom.

1 Contribution in Northern Europe to the creation and development of international networks in the field

It is important to note how researchers and academics in media economics and management with Northern European affiliations have played a major role in the development of the field and in creating strong international networks among academics. For example, the initial idea for the European Media Management Association (emma) was born in 2003 while Picard was director of the Media Group at the Turku School of Economics and Business Administration in Finland. In addition, the first meeting of The World Media Economics and Management Conference was conceived during Professor Picard's visiting professorship in Turku in 1993–1994.

The organizing conference³ for emma took place in April 2003 in Brussels, piggybacking on a conference hosted by the European Association for Communications Research. Altogether, 35 people, 24 of them from Northern European countries, attended the meeting and created work groups at the conference. In different workshops, they documented the types and levels of media management education in Europe: media management education in business and economics schools, media management education in communication and media studies, and media management education in technical institutions. Professor Gustafsson from the University of Gothenburg in Sweden was the keynote speaker for the organizing meeting. In the beginning of the 1970s, he was one of the first scholars together with Nieto from the University of Navarra and Toussaint-Desmoulins from the University of Paris 2 to develop a body of knowledge and introduce the topic of media economics to communication students (Picard 2018).

The emma participants were invited to take part in creating an organization that aimed to serve the needs of educational programs at European universities, polytechnic schools, and industry federations. Other goals of the organization were to develop and exchange teaching materials reflecting European practices and issues, facilitate the exchange of ideas and concepts to further develop the skills of teaching personnel, create networks for student and faculty exchange, promote research into management practices and issues in European media firms, as well as to coordinate information on media management education and training activities across Europe. Those who had

³ The group was established as the European Association for Media Management Education, and the conveners of the first meeting were: Gillian Doyle, University of Stirling, Scotland; Nils Enlund, Royal Institute of Technology, Sweden; Mihaly Galik, Budapest University of Economics, Hungary; Rolf Høyer, Norwegian School of Management BI, Norway; Robert G. Picard, Turku School of Economics and Business Administration, Finland; Jan Servaes, European Consortium for Communications Research, Belgium; Alfonso Sánchez-Taberner, University of Navarra, Spain.

taken part in the constitutive meeting of emma became the founding members of the organization and played a critical role in determining its structure, establishing its policies, setting out its operations, and selecting its key personnel. The impetus for the establishment of the organization came from desires to coordinate and improve education in media management and economics education.

The World Media Economics and Management Conference (World Media Economics Conference until 2006) is the biennial meeting of the global community of media business scholars. Together with Professor of Entrepreneurship Paasio (Turku School of Economics), Picard organized a meeting focused on current media economics research in Europe in March 1994 on a cruise ship between Helsinki (Finland) and Stockholm (Sweden), which served as the constitutive meeting of the conference. It was primarily an invitational conference designed to bring together scholars of media economics and management to understand what they were researching and how they were approaching the topic.

In addition, the Media Management, Economics, and Policy division at the NordMedia conference has grown to be the second largest division of the conference, only surpassed by journalism studies (Krumsvik and Ots 2016). The biannual NordMedia conference is arranged in cooperation with the national media and communication associations in the Nordic countries as well as with the Nordic Information Centre for Media and Communication Research (Nordicom). One purpose of Nordicom is to develop knowledge about media's role in society, and it follows and documents media development in terms of media structure, media ownership, media economy, and media use in the Nordic countries. It also publishes research literature, including the international research journal *Nordicom Review*, which is a popular publication channel among media economics and management researchers in the Nordic countries.

2 Contribution of researchers with Northern European affiliation to selected journals in media economics and media management

In order to investigate the specific characteristics of Northern European research in media economics and media management, we have analyzed the topics of all articles published until 2017 in the three main journals of the field, the *Journal of Media Economics (JME)*, *The International Journal on Media Management (IJMM)*, and the *Journal of Media Business Studies (JOMBS)*. Articles were coded as Northern European if at least one of the authors was affiliated with a Northern European university or another Northern European institution.

During the review period⁴, the total number of articles with at least one of the authors having an affiliation to a Northern European country was 269. This accounts for one third (33 %) of all articles (approximately 820) published during the review period; the count excludes book reviews, comments, and essays. Interestingly, there were quite clear differences between the journals as far as the amount of contributions from Northern Europe is concerned. The biggest share of contributions from Northern Europe was found in *JOMBS*. Picard established the journal in 2004 while he was the director of the Media, Management and Transformation Centre (MMTC) at Jönköping University in Sweden. *JOMBS* is still based in Jönköping. In *JOMBS*, the contribution from researchers affiliated with Northern European institutions was over half (55 %) of all articles. In contrast, approximately one third (30 %) of the articles published in *IJMM* had a Northern European affiliation. The smallest share of contributions from Northern Europe, approximately one fifth (21 %), was detected in *JME*.

Overall, the authors represented approximately 130 different background organizations, mostly universities. This indicates that the field of media management and economics research is wide and well established in Northern Europe. Approximately one third of the background institutions of the authors were located in Germany (34 %), one fifth (21 %) in the United Kingdom, and one tenth both in Sweden (11 %) and Finland (10 %). Out of the 269 identified articles, 111 were published in *JOMBS*. The number of articles with a Northern European affiliation was 89 in *IJMM* and 69 in *JME*. After the turn of the millennium, the number of articles by researchers from Northern Europe began to grow, and since then, the average number of articles published has been approximately 15 per year (Fig. 1). The growth seems to reflect the trend that publishing scientific articles has become more important for researchers, which at least in the Nordic countries is a reflection of the academic reward and career system.

More than a fourth (29 %) of the identified articles with a Northern European affiliation were published by authors who had an affiliation with an organization in Germany at the time of the publication. Authors with a connection to Sweden made the second biggest contribution (18 %). Contributions from both Finland and the United Kingdom accounted for 14 percent of all identified articles (Fig. 2).

⁴ *Journal of Media Economics* 1994–2017 (between 1988 and 1993, complete information about the authors' affiliation for all issues was not available on the journal's website). The *Journal on Media Management* 1999–2017. *Journal of Media Business Studies* 2004–2017.

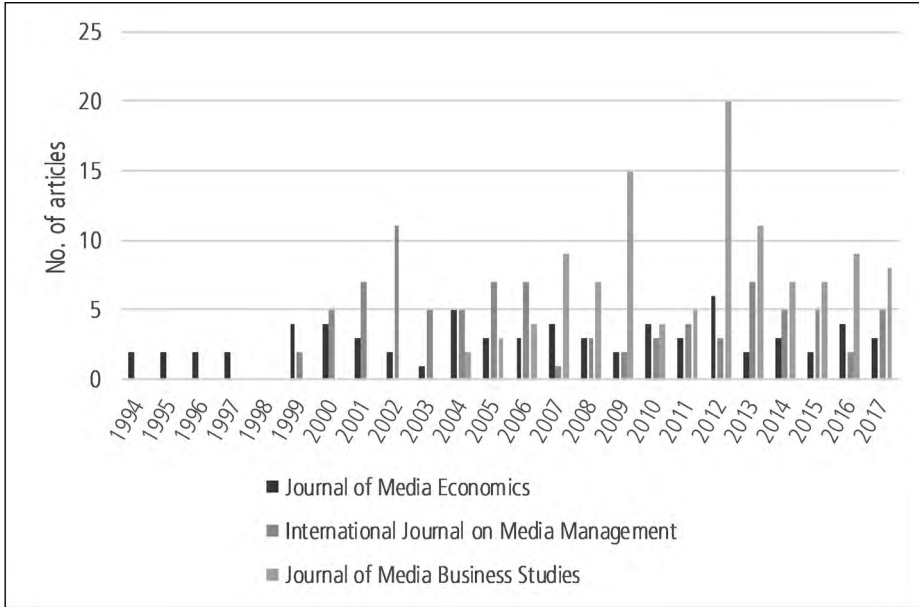


Fig. 1: Number of articles with a Northern European affiliation, per year per journal (n = 269)

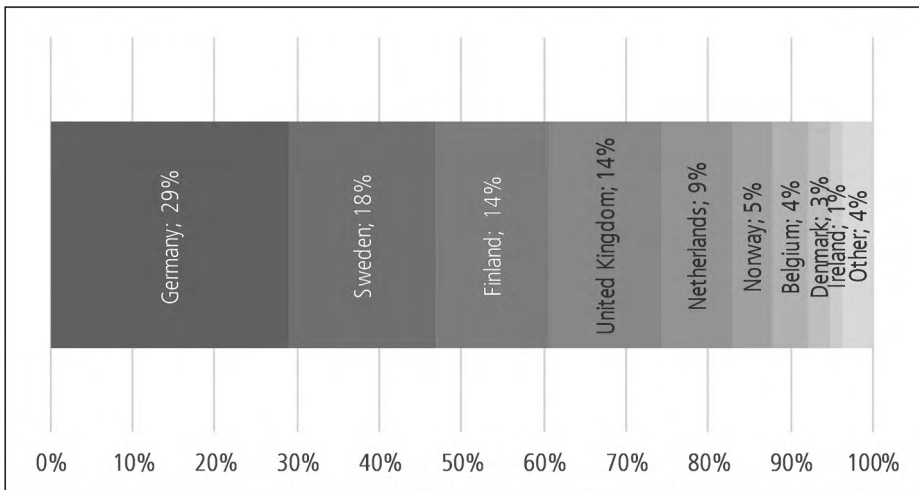


Fig. 2: National affiliation of authors of articles published between 1994–2017 by country⁵ (n = 269)

⁵ The group “other” consists of articles with authors that represent two different countries.

Tab. 1: Distribution of articles by year and country (n = 269)

	Germany	Sweden	Finland	United Kingdom	Netherlands	Norway	Belgium	Denmark	Ireland	Other	Total
1994			2								2
1995		1			1						2
1996	1			1							2
1997	1					1					2
1998											0
1999	3		2	1							6
2000	3	1	1	3	1						9
2001	3		2	2	3						10
2002	6	2	2	1	2						13
2003	2		1	1	1	1					6
2004	2	4	2	1	2		1				12
2005	3	3		3	3	1					13
2006	7	4		1		1			1		14
2007	5	6			1	2					14
2008	3	5	1	2			1			1	13
2009	2	8		4			1		2	2	19
2010	5	1	1	1			3				11
2011	4	1	1	3	1		1			1	12
2012	4	8	7	1	1	4		2		2	29
2013	6		4	2	3	1	1		1	2	20
2014	4	1	4	2	1	1		2			15
2015	4		3	3	1		1	1		1	14
2016	4	1	2	2	1	1	2	1		1	15
2017	6	2	2	3	1		1	1			16

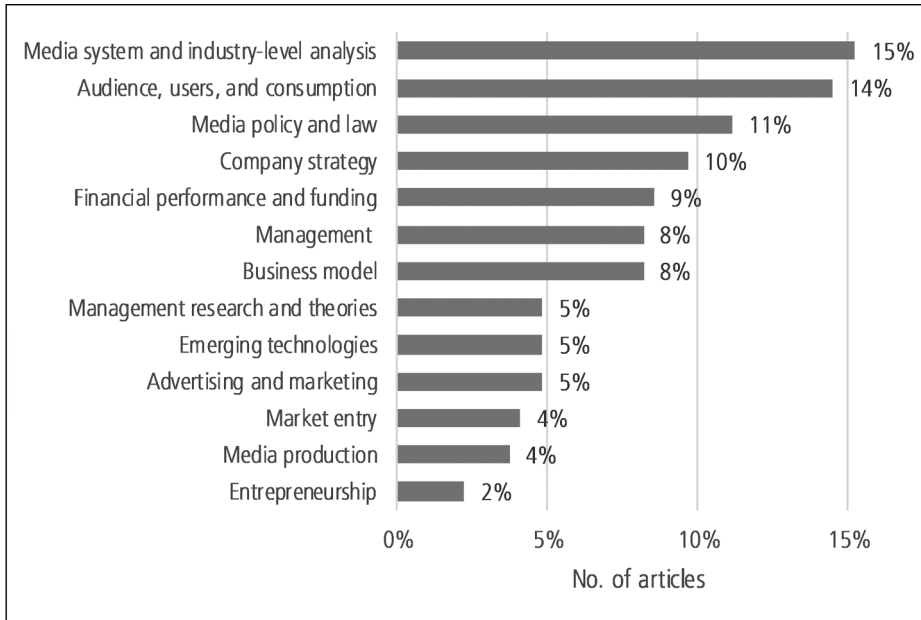


Fig. 3: Distribution of topics in articles (n = 269)

The topics of the articles in the three journals written by researchers with a Nordic affiliation range from media use to financial performance and from company strategies to media policy. Based on the article headlines, the topics can be categorized as follows: advertising and marketing; audience, users, and consumers; business models; company strategy; emerging technologies; entrepreneurship; financial performance and funding; management; management research and theories; market entry; media policy and law; media production; media system and industry-level analysis (see Fig. 3). As Fig. 4 shows, *JME*, *IJMM* and *JOMBS* have distinct profiles regarding topics published by researchers with a Nordic affiliation. *JME* stands out by publishing especially on topics related to media system and industry-level analysis, financial performance, and audience, users and consumption. *IJMM* is strong also on audience topics, as well as on management, strategies and business model related articles. *JOMBS* stands out with a relatively large number of contributions on media policy and law, media system and industry-level analysis, business models, and company strategies.

The categorization draws on the observations by Albarran (2014) and Picard (2014) on the development of topics in media management and economics. In the meta-analysis of transnational media management research in the *Journal of Media Economics*, *The International Journal on Media Management*, and the *Journal of Media Business Studies*, Strube (2010) divides the studies into seven general topics: firm-level

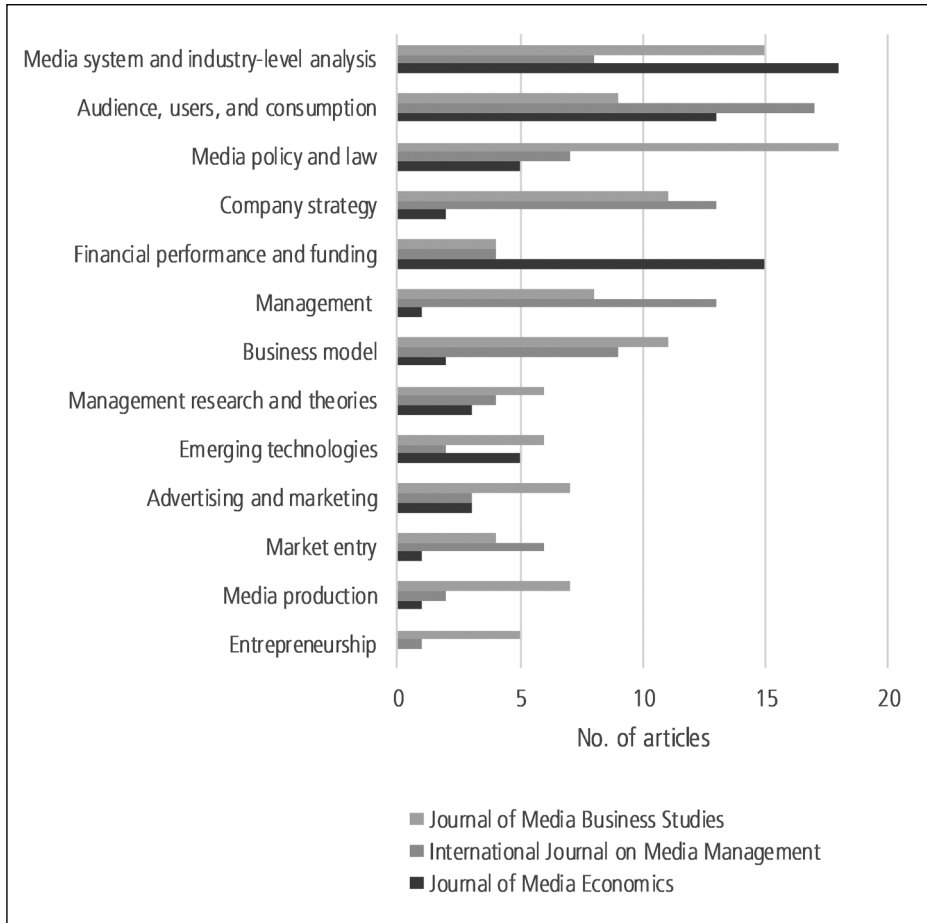


Fig. 4: Distribution of article topics by publication n = 269

management, market-entry strategies, corporate-level strategies, internationalization processes, leadership and organization, functional management, and management of cross-border cooperation. These categories were partly applicable to the analysis in this chapter as well.

The popularity of article topics in the three journals varies from country to country (see Tab. 2). In Germany, the most popular category was audience, users, and consumers (22%). In Sweden, media system and industry-level analysis (17%) was the most common category. In Finland, a quarter (24%) of the articles fell into the category (of) company strategy. In the United Kingdom, the most popular topic category was media policy and law (24%). Elsewhere, according to a meta-analysis of papers published in the year 2015 in the *Journal of Media Business Studies (JOMBS)*, *The International Journal on Media Management (IJMM)*, and papers presented at the NordMedia Confer-

ence 2015, Krumsvik and Ots (2016) note how Nordic researchers are on average more open to apply qualitative methods, more likely to study specific media platforms, and more likely to have a policy perspective in their papers than other nationalities. These differences can be partly explained by the characteristics of different media systems and market size (Krumsvik and Ots 2016).

Tab. 2: Distribution of article topics by country (n = 269)

	Germany	Sweden	Finland	United Kingdom	Netherlands	Norway	Belgium	Denmark	Ireland	Other	Total
Advertising and marketing	6	4	2							1	13
Audience, users, and consumption	17	2	3	2	5	3	3	4			39
Business model	5	2	2	3	3		3	1		3	22
Company strategy	7	4	9	3	1	1	1				26
Emerging technologies	5	3		2			1			2	13
Entrepreneurship	2	3			1						6
Financial performance and funding	8	4	2	2	2	1	1	1	1	1	23
Management	9	3	5	3			1		1		22
Management research and theories	4	7			1	1					13
Market entry	6	2	1	1						1	11
Media policy and law	2	4	5	9	2	4	1	1	1	1	30
Media production	1	2	1	4	1					1	10
Media system and industry-level analysis	6	8	7	8	7	3	1		1		41
Total	78	48	37	37	23	13	12	7	4	10	269

3 Country-by-country review of media economics and media management research in Northern Europe

Media economics and media management research and education in Northern Europe has developed rather rapidly during the last decades. Next, we will review the key developments in the field in the following countries or areas: Nordic countries, Germany, the UK, and Belgium and the Netherlands.

3.1 The Nordic countries

In Denmark, media economics and management research and education are largely based on the interests of individual researchers. In the 1970s and 1980s, some media scholars began to take an interest in the workings of media organizations. This research took two directions: on the one hand, a sociologically informed, critical approach (e. g., “Tv-avisen set indefra” by Pittelkow 1986 – an early production study) and on the other hand, more “business-friendly”, economically informed research into the workings of the media as firms. An important early piece of work in the latter tradition is “Dagbladskonkurrencen 1870–1970. Politik, journalistik og økonomi i dansk dagspresses strukturudvikling. I-II” by Thomsen in 1972.

Professor, now emeritus, Lund (Copenhagen Business School) has arguably been the most important scholar in the field in Denmark. Associate Professor Søndergaard (University of Copenhagen) has done important work as well, focusing on public service broadcasters. The list also includes Professor Hjarvard (University of Copenhagen) and Assistant Professor Kammer (IT University of Copenhagen). Regarding new trends, there is a growing interest in the use of data for managing media organizations.

In Finland, media economics started to gain more interest at the turn of the 1970s and 1980s when the commercialization of the media started and the foreign ownership of media became possible. The pioneer of media management and economics research in Finland was the Business Research and Development Centre (BRDC) at the Turku School of Economics where the Media Economics Research Group (later Media Group) had been working since the early 1990s. Discussions between the representatives of the media industry and Professor Paasio, who was also the director of the BRDC, led to the establishment of the Media Economics Research Group. From the beginning, the idea was that the research group would also help media companies in changing the business environment by conducting economic and management research, company research and consulting, and industry training programs. In his role as the director of the group and Professor of Media Business, Professor Picard, who had published a book called *The ravens of Odin: The press in Nordic nations* in

1988, had a great influence on the development of the domain in Finland in the 1990s and early 2000s. Researchers of the Media Group wrote one of the first and very few Finnish textbooks on media economics (Vähämäki and Stenvall-Virtanen 2006), which was first published in 2000. In 2008, the Media Group became part of the Business and Innovation Development (BID) unit, which after a merger between two universities became part of the Brahea Centre at the University of Turku.

Between 2008 and 2018, the University of Tampere had a Master's degree program in Media Management. The curriculum also included issues related to communication policy. The leader of the program (2009–2018), Professor of Management Lowe, who had previously worked as Senior Adviser in Corporate Strategy and Development at the Finnish public broadcaster YLE, had a great impact on media management research and education in Finland. Research on media companies and media management is carried out in some other higher education institutions as well, including the University of Helsinki, the University of Turku, the University of Jyväskylä, the Aalto University, and the Lappeenranta-Lahti University of Technology LUT. Some polytechnics, such as Arcada University of Applied Sciences, also carry out research and education in media economics and management. Active scholars in Finland include Björkroth (Turku and DG Competition), Grönlund (Turku), Järventie-Thesleff (Aalto University), Lehtisaari (Helsinki), Lindén (Helsinki), Maijanen-Kyläheiko (Lappeenranta), Malmelin (VTT Technical Research Centre of Finland), Nylund (Arcada University of Applied Sciences), Villi (University of Jyväskylä) and Virta (University of Tampere and Jönköping University). Research topics range from company strategies to organizational change and from media brands to market structures. Researchers are also active in governmental and industry collaborations.

In the Nordic context, Norway certainly has the richest and broadest research into media economics and management. A significant step towards the emergence of a new field was the BI Centre for Media Economics (BI Norwegian Business School) founded by Professor Høyer in the 1990s. Researchers included Gaustad, Solvoll and Krumsvik. This was an important starting point for media economics and management research in Norway, implemented in close cooperation with Gustafsson from the University of Gothenburg, and for many years funded by the Swedish Hamrin Foundation. The center was closed a few years after Professor Høyer had retired. As a replacement, the scope of research was broadened and a new institute, the Centre for Creative Industries, was founded at the BI.

There were two later attempts to create research centers within the field: the Centre for Research on Media Innovations (CeRMI) at the University of Oslo by Storsul and Krumsvik, and the Centre for Interdisciplinary Media Research at Oslo Metropolitan University in 2014, also created by Krumsvik. After the founders moved on to other institutions, the research foci changed. In addition, *The Journal of Media Innovations (JMI)* was founded in 2014 at the University of Oslo. Overall, Norwegian researchers have a strong tradition of collaboration, which is an important reason for the breadth and strength of research as well as provides good access to research funding.

Further, Norway seems to be a country where researchers cooperate in different institutional and interdisciplinary settings. Pioneering researchers, focusing on the press, were Østbye (University of Bergen), Allern (University of Oslo), as well as Roppen and Høst (both at Volda University College). Television research in the media industries context was also emerging in the 1980s and 1990s, particularly with Syvertsen and Skogerbø (both at the University of Oslo). During recent years, Professor Sjøvaag (University of Stavanger) and Associate Professor Barland (formerly NTNU) have established themselves as two leading scholars in the field in Norway.

Media economics research focusing on the newspaper and television industries has also been conducted at the Norwegian School of Economics (NHH), with Kind as front-runner. The digitalization of the newspaper sector and the effect of this on news industries (content and business models) has been researched in the 2010s by Sjøvaag and Kvalheim (both in Bergen then), Barland, Olsen, and Solvoll (BI Oslo). However, there are no education programs on media economics and management in Norway at the moment.

In Sweden, media management is a limited research area. The leading institution is the Media, Management and Transformation Centre (MMTC), a research center within Jönköping International Business School (JIBS) of Jönköping University. Since its launch in 2003, the MMTC has developed into a central academic institution in the field of media management, both nationally and internationally. However, media researchers have been decidedly more interested in researching editorial management than media management per se. There are plenty of autobiographies of famous editors (for instance, Djerf Pierre and Weibull 2009).

The grand old man in media economics research in Sweden was Gustafsson (1938–2018). He was appointed professor of media economics at the University of Gothenburg in 1989 and continued at the Jönköping International Business School after his retirement. One of his missions was to help develop the MMTC with Professor Picard as the director. Together, Gustafsson and Picard developed the MMTC into a nationally and internationally renowned research center. Today, Professor Achtenhagen leads the MMTC. Since mid-1970s, Gustafsson has published a yearly report on the economy of the Swedish press, a project commissioned by the Press Subsidies Board. So far, has been the only Northern European to receive the Journal of Media Economics Award of Honor.

Nordicom, a non-profit organization on media research, has published a number of analyses of both Nordic and Swedish media economics and their structure. With the Swedish Press and Broadcasting Authority, Nordicom also publishes annual analyses of the financial and structural development of the Swedish media industry. The time series of the financial performance of the Swedish press stretch back over four decades, making it a unique data set. Most Swedish research in the area of media economics has been carried out in relation to one of several state policy analyses and in particular as an evaluation tool of the Swedish press subsidies policy. These questions have been researched for instance by Ots (MMTC) and Ohlsson (current director of

Nordicom). Digitalization of media production has been researched, among others, by Professor Westlund (Oslo Metropolitan University and Gothenburg University), who is also the Editor-in-Chief of *Digital Journalism*.

3.2 Germany

The history of media economics and management research and education in universities in Germany started around 25–30 years ago. Media economics and management have been mainly approached from a media and communication studies viewpoint and less from the perspective of business administration or economics. Media economics has ties with research on media systems and media and communications policies. Media management research gained more importance in the 2000s, especially since universities of applied sciences have stepped in the field. For business schools, media was in fact a minor issue until the introduction of digital media.

Many media economic and management scholars in Germany come from the fields of management and economics research. Significant scholars include (in alphabetical order) Altmepfen (Eichstätt; media management), Baumann (Jade; business models, production networks), Clement (Hamburg; media management), Hess (Munich; digitalization, platforms), Kolo (Munich; media management), Kuchinke (Weimar; media economics), Kunz (Cologne; strategic media management), Lobigs (Dortmund; competition/concentration), Loebbecke (Cologne; media and technology management), Müller-Lietzkow (Hamburg; media economics and management), Seufert (Jena; industry structures), Rau (Ostfalia; media economics, marketing), von Rimscha (Mainz; media management), Scholz (Saarbrücken; media management), Will (Ilmenau; entrepreneurship), and Wirtz (Speyer; business models, management). In addition, a number of German scholars teach abroad, such as in Austria or Switzerland. In earlier years of media economics and management research, Zerdick, Gläser, Glotz, Heinrich, Kiefer, and Nienstedt contributed significantly to the field.

Much of the top-level scholarly research is published in English in the *Journal of Media Economics*, the *Journal of Media Business Studies*, and *The Journal on Media Management*. There is one German journal, *MedienWirtschaft*, which focuses on media economics and management, and a large market for German textbooks. In addition, many scholars publish in journals of general management or marketing. Quantitative approaches are rather common, as is a strong technological emphasis. Leading textbooks have been written by Wirtz (2019) and Gläser (2014). Springer publishes a series of books in media management.

Regarding teaching and education in media economics and management, there are several universities and universities of applied sciences that have a program or courses in media economics and/or management. The list of other universities includes the University of Hamburg, Johannes Gutenberg University Mainz, Friedrich-Schiller-University Jena, Technical University of Ilmenau, Ludwig-Maximilians-Uni-

versity Munich, University of Cologne, and the University of Bayreuth. Public universities of applied sciences include the Hochschule der Medien (Stuttgart), Ostfalia, Jade Hochschule, Hochschule Mainz, Technische Hochschule Köln, Hochschule Neu-Ulm, and Hochschule RheinMain. Private universities of applied sciences include Macro-media and Fresenius.

When it comes to national trends and peculiarities in media economics and management research and education in Germany, the field is still somewhat dominated by legacy media issues and less by new media and their business models. Many universities have an emphasis on media and journalism studies or communication science. Emerging digital media and technologies are, however, making their way into research and teaching.

3.3 United Kingdom

In the United Kingdom, media and communication have traditionally been studied through the lens of sociology or political science. However, there has been growing interest also in the perspectives and frameworks offered by economics, especially since the 1990s. Earlier than that, some economic research into media came about in order to inform public policy-making, the main example being the *Peacock Report* (1986) by public sector economist Professor Peacock. The Peacock Report was the first systematic economic assessment of the UK television industry, and it was to have seminal influence on subsequent broadcasting policy in Britain.

Understanding Media Economics by Professor Doyle was published in 2002 and was the first media economics textbook in the UK. Doyle also set up the first Master's program in Media Management at the University of Stirling in 1993. Then other universities followed, such as the University of Westminster and the University of East Anglia. Research on media economics and management has been carried out at the Centre for Cultural Policy Research at the University of Glasgow and the London School of Economics (with a strong focus on media policy, as opposed to management or economics per se), at the University of Warwick (focus on film and on creative industries), University of Leeds (wider focus on creative industries), King's College, University of Bournemouth, and the University of Westminster. In addition, the Oxford-based Reuters Institute for the Study of Journalism, with scholars such as Küng, has contributed to research on media economics and management. Lately in the UK, creative and cultural industries have become very strong areas for teaching and research, which affects/has an effect on how the field of media economics and management is developing.

3.4 Benelux countries

In Belgium, the first steps in media economics and management research took place in the 1960s and early 1970s. Luykx and De Bens were pioneers of media economics and management research and education. Luykx set up a new discipline of “press and communication science” as a fully-fledged graduate course at the Faculty of Law at Ghent University in 1961, and the first students graduated from there in press and communication sciences in 1964. As a historian, Luykx also had a lot of interest in the history of media and the development of the Belgian press. De Bens founded the research group for Media, Innovation and Communication Technologies (MICT) at Ghent University in 2004. Her focus of research is on media economics, media policy, and ICT. Currently, the most significant scholars in media economics and management are Raats, Donders, and Ballon from Vrije Universiteit Brussels, Evens and Raeymaeckers from Ghent University and Van den Bulck from the University of Antwerp.

So far, no handbooks specifically on media management or media economics have been published in Belgium. Published volumes (de Bens and Raeymaeckers 2010; Donders, Pauwels, and Loisen 2013) have been focusing either on print or on audio-visual industry. Teaching of media management and economics has spread out around the country, and individual modules on media management or media economics are offered at several Belgian universities. Yet, at large, there is not really a tradition of media management and economics in Belgium, because media studies are rooted in social sciences and humanities and not much connected to economics. Only the Vrije Universiteit Brussels has a coherent program⁶ on media economics (a postgraduate program from 2019 onwards). However, during the last couple of years, the situation has changed, and now there is more emphasis on media industries. The domain is still fragmented, either focusing on print or the audio-visual sector – it lacks an integrated vision of media management and economics.

According to Puustinen, Thomas, and Pantti (2008), media and communication research in the Netherlands is divided between social scientific communication research and humanities-oriented media studies. Within communication research, an empirical and quantitative approach is dominant. Media studies is dominated by interpretative and qualitative methods and an analytical approach. Applied or business-orientated research is not common in the academic communication research in the Netherlands. Nevertheless, scholars often collaborate with media companies or public organizations. Studies on media production are still in the minority, as the mainstream media research focuses on content analysis of media products. Media policy and governance research has strong roots especially at the Amsterdam School of Communications Research (ASCoR) at the University of Amsterdam. Important Dutch scholars in media management and economics include Bakker, van Kranenburg, van der Wurff, van Cuilenburg, and Lichtenberg.

⁶ <http://www.vub.ac.be/en/study/postgraduate-in-media-economics#general-info>

4 Conclusions

This chapter has shown that researchers and academics in media economics and management with a Northern European affiliation have played an important role in the development of the field. They have also been active in creating strong international networks, such as the World Media Economics and Management Conference and the European Media Management Association.

In order to investigate the specific characteristics of Northern European research in media economics and media management, we have analyzed the topics of all articles published until 2017 in the three main journals of the field, the *Journal of Media Economics (JME)*, *The International Journal on Media Management (IJMM)*, and the *Journal of Media Business Studies (JOMBS)*. Our study demonstrates how the contribution from researchers with an affiliation to a Northern European university or other research institution has been notable and extensive. According to our analysis, Northern European authors were involved in altogether 269 articles out of approximately 820 articles published in the three journals during the review period. The authors represented approximately 130 different background organizations, mostly universities and in some cases universities of applied sciences. The variety of topics of the 269 articles was rather extensive, reaching from media use to financial performance and from company strategies to media policy. This indicates that the base for media management and economics research in Northern Europe is wide and well established.

References

- Albarran, Alan B. 2014. Assessing the field of media management and economics research: Looking back, looking forward. *Palabra Clave* 17, <http://www.redalyc.org/pdf/649/64932836002.pdf>. (17 May, 2019.)
- Bächlin, Peter. 1945. *Der Film als Ware*. Basel: Burg-Verlag.
- de Bens, Els & Karin Raeymaeckers. 2010. *De pers in België: Het verhaal van de Belgische dagbladers: gisteren, vandaag en morgen*, 4th edn. Leuven: Lannoo.
- Djerf Pierre, Monika & Lennart Weibull (eds.). 2009. *Ledarskap i framgångsrika tidningsföretag*. Gothenborg: Institutionen för journalistik och masskommunikation.
- Donders, Karen, Caroline Pauwels & Jan Loisen (eds.). 2013. *Private television in western Europe: Content, markets, policies*. Basingstoke: Palgrave Macmillan.
- Doyle, Gillian. 2002. *Understanding media economics*. London: Sage.
- Gläser, Martin. 2014. *Medienmanagement*, 3rd edn. Munich: Vahlen.
- Krumsvik, Arne H. & Mart Ots. 2016. What is nordic media business research?: An analysis of major research outlets. *Nordicom-Information* 38(1). 8–11.
- Küng, Lucy. 2007. Does media management matter?: Establishing the scope, rationale, and future research agenda for the discipline. *Journal of Media Business Studies* 4(1). 21–39.
- Peacock, Alan (ed.). 1986. *Report of the committee on financing the BBC* (Cmnd. 9824). London: Her Majesty's Stationary Office.

- Picard, Robert G. 1988. *The ravens of Odin: The press in the Nordic nations*. Ames: Iowa State University Press.
- Picard, Robert G. 2014. Reflections on a quarter century of JME publication. *Journal of Media Economics* 27(2). 107–108.
- Picard, Robert G. 2018. The rise and expansion of research in media economics. *Communication & Society* 31(4). 113–119.
- Pittelkow, Ralf. 1986. *TV-Avisen set indfra* (Forskningsrapport). Kopenhagen.
- Puustinen, Liina, Peter Thomas & Mervi Pantti. 2008. *Mapping media and communication research: The Netherlands* (Reserach Reports). Helsinki.
- Strube, Mania. 2010. Development of transnational media management research from 1974–2009: A propositional inventory. *International Journal on Media Management* 12(3–4). 115–140.
- Syvertsen, Trine, Gunn Enli, Ole J. Mjøs & Hallvard Moe. 2014. *The media welfare state*. Ann Arbor, MI: University of Michigan Press.
- Thomsen, Niels. 1972. *Dagbladskonkurrencen 1870–1970: Politik, journalistik og økonomi i dansk dagspresses strukturudvikling*. Copenhagen: Universitetsforlaget i København.
- Tosdal, Harry R. 1915. Price maintenance in the book trade. *Quarterly Journal of Economics* 30(1). 86–109.
- Vähämäki, Maija & Sari Stenvall-Virtanen. 2006. *Mediatalous: Liiketoiminnan ja yrittäjyyden perusteet viestintäalalle*. Helsinki: Edita.
- von Böhmer, Henning & Helmut Reitz. 1933. *Der Film in Wirtschaft und Recht: Seine Herstellung und Verwertung*. Berlin: Carl Heymanns Verlag.
- Wirtz, Bernd W. 2019. *Medien- und Internetmanagement*, 10th edn.