

Ph.D. Thesis Nadine Lindstädt
“Media Markets Going Online: Effects and Consequences on Competition Structures”

Media Markets Going Online: Effects and Consequences on Competition Structures

The emergence of the internet as an additional media platform has brought extensive movement to news media markets and has had several effects and consequences on competition structures. Traditional mass media players – i.e. television, radio, and print media – have been facing rapidly increasing competition. Furthermore, growing media convergence has led formerly rather clearly-defined media markets to blur on the internet. Consequently, *intermedia competition and intramedia competition* have intensified. Offline media have been experiencing increased competition with the emergence of the internet as an additional media platform (increased *intermedia competition*). Furthermore, with a multitude of online news providers, competition on the internet has intensified, which concerns all media companies operating online news services (increased *intramedia competition*).

The newspaper industry has been hit most severely by these developments – print newspapers have been suffering from declining readership, reduced circulation figures and diminishing advertising revenues in many countries. They are therefore particularly in the centre of attention for this dissertation. Often, researchers conclude that there are overall substitution tendencies between newspapers and the internet. Discussions have gone as far as to put in question the continued existence of traditional print newspapers. This doctoral dissertation picks up on this topic and elaborates and analyses the effects and consequences on competition structures *after media markets have gone online*. The research articles thereby cope with the consequences the internet has had on *online* news media competition (see Lindstädt 2010b) and *offline* news media competition (see Lindstädt & Budzinski 2011a, 2011b). The focus in the latter two articles is on *intermedia competition* and particularly on the advertising market. Lindstädt (2010b), however, focuses its attention predominantly on the audience and on the competition between private and public service media companies on the internet (*intramedia competition*).

The overall dissertation shows that digitalization and especially the internet have changed the media environment and challenged traditional media platforms (e.g. newspapers). However, at the same time, it is highlighted that newspapers should not solely regard the internet as a threat – quite the contrary: they should see it as a chance in order to remain in existence. In this regard, Lindstädt (2011) indicates managerial implications – derived from the conclusions of the previous research articles (Lindstädt 2010b, Lindstädt & Budzinski 2011a, 2011b) – regarding how newspapers could position their online and offline activities in the dynamic digital media landscape.

Ph.D. Thesis Nadine Lindstädt
“Media Markets Going Online: Effects and Consequences on Competition Structures”

Publications by Nadine Lindstädt:

- 2010 **Germany’s PSB going Online – Is there an Economic Justification for Public Service Media Online?**, in: *Advances in Communication and Mass Media Research*, ed. by Yorgo Pasadeos, Athens, Atiner Publications: 307–336.
- 2010 **Neuere Entwicklungen in der Medienökonomik: Das Konzept mehrseitiger Märkte** [New Developments in Media Economics: The Concept of Multisided Markets], by Oliver Budzinski & Nadine Lindstädt, in: *Wirtschaftswissenschaftliches Studium – WiSt Heft 9 2010*: 436–443.
- 2010 **Multisided Media Markets: Applying the Theory of Multisided Markets to Media Markets**, in: *Zeitschrift für Wettbewerbsrecht ZWeR*, 1/2010, Köln: RWS Verlag Kommunikationsforum: 53–80.
- 2010 **Korreferat zu “Qualitätssicherung durch Akkreditierung”** [Comment on the paper “Quality Assurance through Accreditation”] in: *Bildungsökonomik und Soziale Marktwirtschaft, Schriften zu Ordnungsfragen der Wirtschaft Band 91*, ed. by T. Apolte & U. Vollmer, Stuttgart, New York: Lucius & Lucius: 111–116.
- 2009 **Klassisches Printmedium vs. Onlinezeitung – Substitutionseffekte oder Komplementaritäten?**, in: *Medienökonomik: Theoretische Grundlagen und ordnungspolitische Gestaltungsalternativen, Schriften zu Ordnungsfragen der Wirtschaft, Band 89*, ed. by D. Wentzel, Stuttgart, New York: Lucius & Lucius: 157–181.

Research Articles by Nadine Lindstädt:

- 2011 **Rethinking, Repositioning – Managerial Implications for Newspaper Publishing Houses in the digital Media Landscape**: 1–42.
- 2011 **Newspaper and Internet Display Advertising – Co-Existence or Substitution?** by Nadine Lindstädt & Oliver Budzinski: 1–41. (Submitted and accepted by the IME Working Paper Series at the Department of Environmental and Business Economics at the University of Southern Denmark)
- 2011 **Newspaper vs. Online Advertising – Is There a Niche for Newspapers in Modern Advertising Markets?** by Nadine Lindstädt & Oliver Budzinski, SSRN Working Paper: 1–25. <<http://ssrn.com/abstract=1948487>> (accessed 25 October 2011)

Feltkode ændret

Ph.D. Thesis Nadine Lindstädt
“Media Markets Going Online: Effects and Consequences on Competition Structures”

Nadine Lindstädt

- Nadine Lindstädt holds a Diplom in Business Economics (equiv. M.Sc. in Business Economics) from *Pforzheim University* in Germany where she graduated in 2007.
- After having worked as a Junior Marketing & Sales Manager at *OTTO* in Hamburg, Germany from August 2007 – December 2008, Nadine joined the University of Southern Denmark, Campus Esbjerg in 2009.
- She worked as a Ph.D. Research Fellow at the *Department of Environmental and Business Economics at the University of Southern Denmark* from January 2009 – December 2011. She was a member of the *Markets & Competition* research group.
- From August 2010 – January 2011 Nadine spent six months at the *College of Communications at Pennsylvania State University* as an International Research Scholar. During this time she worked on two of her five research articles for the Ph.D. thesis and also held guest lectures in various undergraduate and graduate classes.
- Since January 2012, Nadine is working as a Research Associate in the Technology and Communications Practice Group at *Egon Zehnder International* in Hamburg, Germany.

Contact Information:

Nadine Lindstädt
Zesenstraße 2
22301 Hamburg
Germany

Email: NadineLindstaedt@web.de

Mobile: +49 175 205 70 01

Feltkode ændret