

RCA MANUFACTURING CO., INC.



SFU

SIMON FRASER UNIVERSITY  
THINKING OF THE WORLD

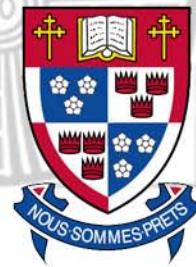
## GLS812 - Media Monopolies

*“The medium is the message”*

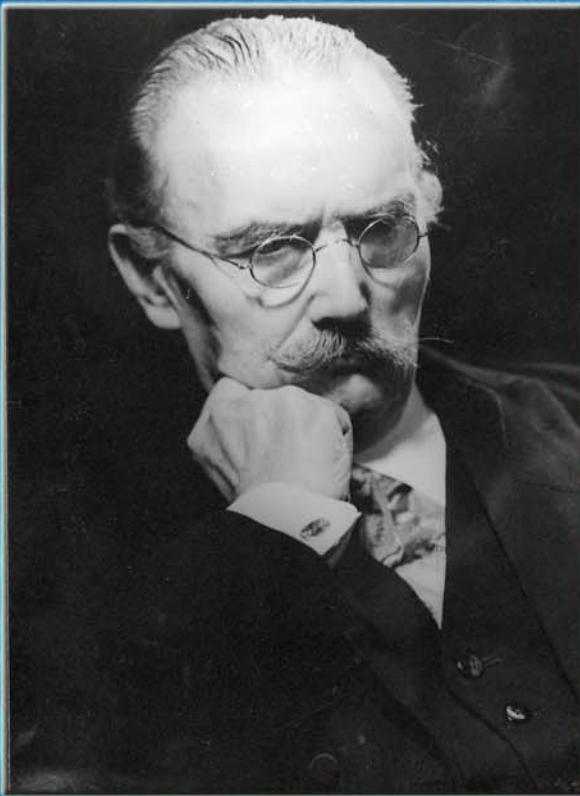
Marshall McLuhan (1911-1980)

Paul Winskel  
email: [pwinskel@sfu.ca](mailto:pwinskel@sfu.ca)

ORCA MANUFACTURING CO., INC.



# Chronology of Television History



Paul Gottlieb Nipkow

**1878** - Sir William Crookes develops a tube that confirms the existence of cathode rays.

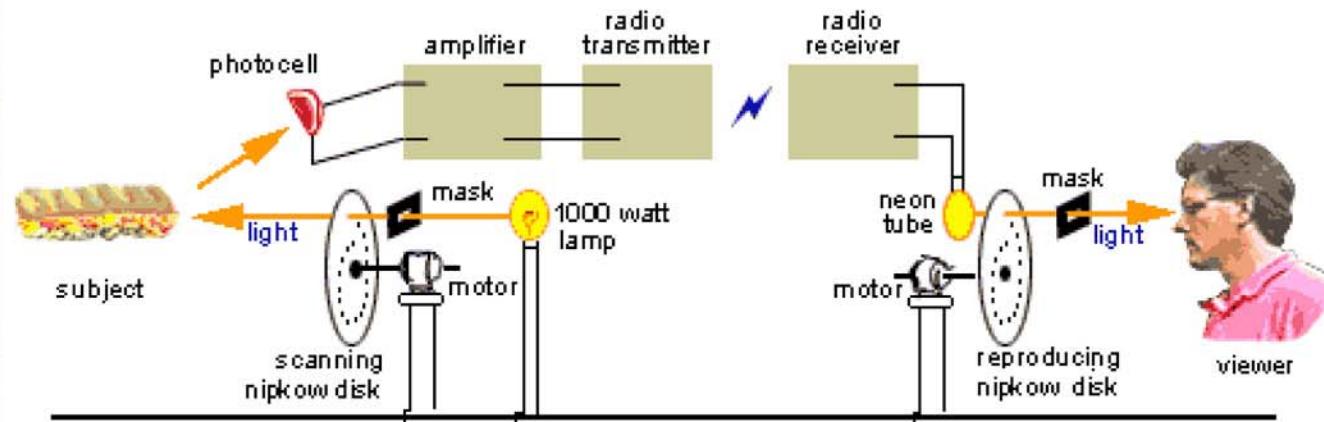
**1884** - German scientist Paul Gottlieb Nipkow patented a device for scene analyzation that consisted of a rapidly rotating disk placed between a scene and a light sensitive selenium element. It became known as the Nipkow disk.

**1897** - German Karl Braun invents the Cathode Ray Tube (CRT).

**1907** - English inventor A.A. Campbell-Swinton and Russian Boris Rosing suggested using a cathode ray to reproduce the television picture on a phosphorous coated screen.

# Chronology of Television History

## Baird's Mechanical Television System



Paul Nipkow in 1884 develops a spinning disk system. In the 1920's Engineers John Baird and Charles Jenkins used Nipkow's disk to create the first systems for scanning, transmitting, and receiving images. They created entire television systems based on mechanical image scanning and receiving.

# Chronology of Television History



Philo T. Farnsworth

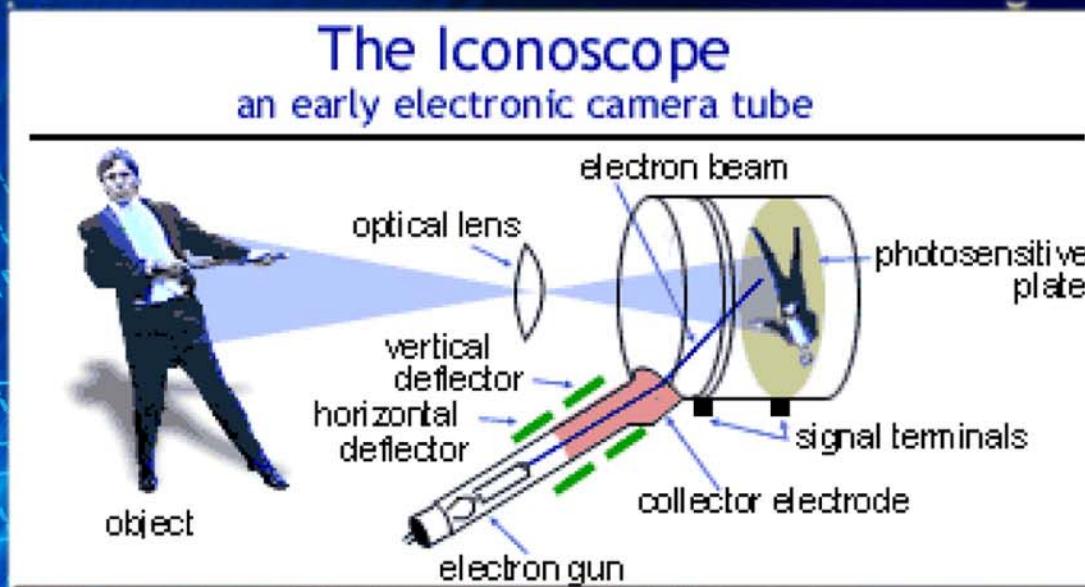
**1923** - Vladamir K. Zworykin, a Russian immigrant to the United States, patented the "iconoscope" an electronic camera tube based on A.A. Campbell-Swinton's proposal of 1911.

**1923** - Philo T. Farnsworth (13 years old) developed an electronic camera tube, similar tube to Zworykin's named the "kinescope".

**1926** - Canadian experiments with mechanical television start in Montreal.

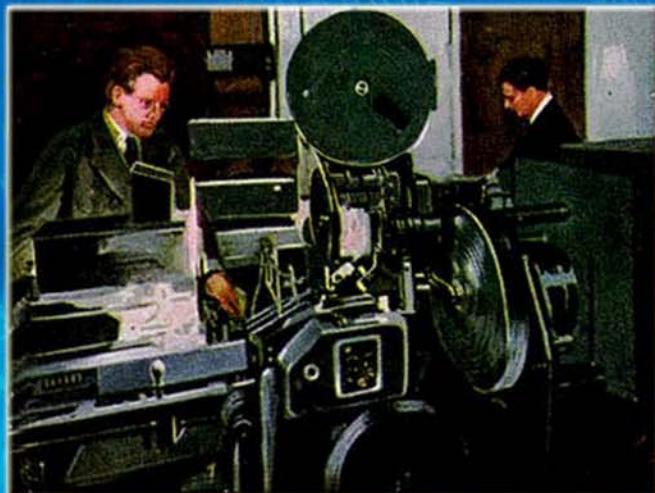
**1927** - First long distance television broadcast from Washington to New York performed by AT&T.

# Chronology of Television History



Electronic television systems lagged behind mechanical systems for several years. Philo Farnsworth found some investors to back his ideas, he and Zworykin competed to get their electronic televisions to the public first. By 1935, both were broadcasting intermittently, using all-electronic systems.

# Chronology of Television History



John Baird

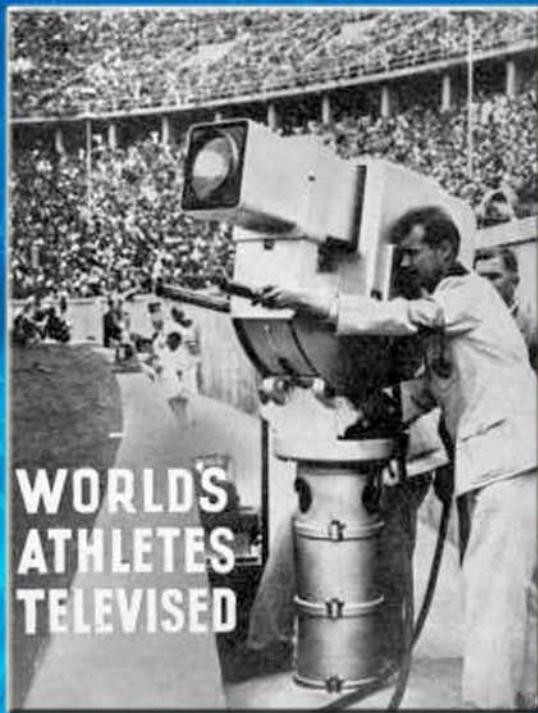
**1928** - American inventor E. F. W. Alexander-son demonstrates the first home television re-ceiver in Schenectady, New York. It consisted of a 3" screen and delivered a poor and unsteady picture. On May 28, 1928 the first television sta-tion WGY began broadcasting in Schenectady. Sets were built and distributed by General Elec-tric in Schenectady.

**1929** - Zworykin demonstrates the all elec-tronic television camera and receiver.

**1930** - NBC is granted an experimental broad-cast licence.

**1931** - Television broadcasting starts in Canada by CKAC of Montreal.

# Chronology of Television History



1936 Olympic Games

- 1936** - Germany broadcasts Olympic Games.
- 1939** - RCA displays TVs at World's Fair.
- 1941** - NBC and CBS are granted commercial broadcast licences.
- 1941** - A total of 400 television receivers had been sold in the United States.
- 1948** - CBS & NBC announces development of color TV system.
- 1952** - CBC is licensed in Montreal and Toronto.
- 1952** - TV sets in US homes pass 22 million.
- 1955** - Videotape is introduced.
- 1959** - CBC linked by microwave from Victoria to St. Johns.
- 1961** - CTV receives TV broadcast licence.

# Chronology of Television History



**1962** - Telestar 1 satellite launched, thus opening doors for television satellite transmission and allowing intercontinental transmission when in proper position.

**1962** - Television sets in American homes pass the 70 million mark.

**1965** - Commercial satellite Early Bird launched in fixed orbit allowing continuous intercontinental transmission.

**1966** - Colour television tests were conducted in Canada.

**1969** - Apollo 11 moonwalk is transmitted and broadcast live from the moon.

**1974** - 97% of American homes have at least one TV set.

# Chronology of Television History



**1984** - Stereo television authorized.

**1987** - CBC shoots the world's first large scale commercial HDTV production, "Chasing Rainbows".

**1990** - 1446 television stations broadcasting in United States.

# Chronology of Television History

Who Was the first television personality?

Felix the Cat

Felix sat on the turntable for 10 years.



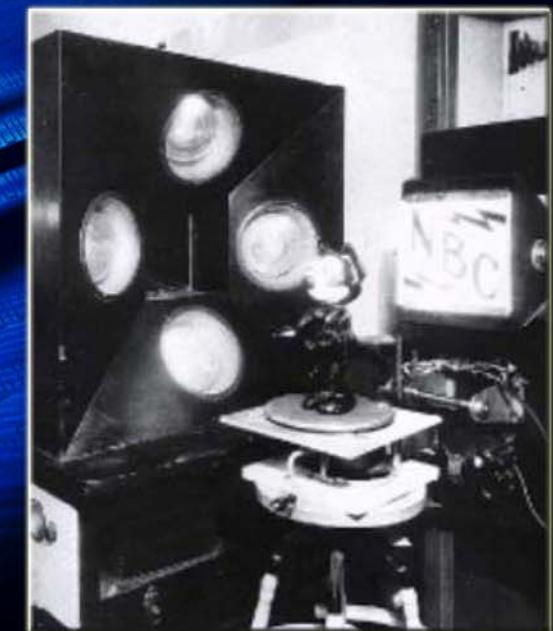
1928



1936



1937



# The American Landscape

1934 - The Communications Act. Created to regulate the telephone monopolies, but also regulate the licensing for the spectrum used for broadcasting. The primary goal has always been to serve the "public interest".

1975 - passed the newspaper and broadcast cross-ownership rule. This ban prohibited the ownership of a daily newspaper and any "full-power broadcast station that serviced the same community".

1996 - update to THe Communications Act...One of the requirements of the act was that the FCC must conduct a biennial review of its media ownership rules "and shall determine whether any of such rules are necessary in the public interest as the result of competition."

# The American Landscape

2002 - the FCC issued a Notice of Proposed Rulemaking stating that the Commission would re-evaluate its media ownership rules. FCC voted 3-2 to repeal the newspaper/broadcast cross-ownership ban.

- Single-company ownership of media in a given market is now permitted up to 45% of that market.
- Restrictions on newspaper and TV station ownership in the same market were removed.
- Licenses are no longer reviewed for "public-interest" considerations.

2007 - to eliminate some media ownership rules, including a statute that forbids a single company to own both a newspaper and a television or radio station in the same city.

# The Big Six (U.S) 2009



## General Electric

1. Revenues: \$157 billion

General Electric media-related holdings include a minority share in television networks NBC and Telemundo, Universal Pictures, Focus Features, 26 television stations in the United States and cable networks MSNBC, Bravo and the Sci Fi Channel. GE also owns 80 percent of NBC Universal. On January 18, 2011 the Federal Communications Commission approved Comcast's take-over of a majority share of NBC-Universal from General Electric. However, General Electric still has a 49% ownership stake in NBC-Universal.

# The Big Six (U.S) 2009



## 2. Revenues: \$36.1 billion

The Walt Disney Company owns the ABC Television Network, cable networks including ESPN, the Disney Channel, SOAPnet, A&E and Lifetime, 277 radio stations, music and book publishing companies, production companies Touchstone, Miramax and Walt Disney Pictures, Pixar Animation Studios, the cellular service Disney Mobile, and theme parks around the world.

# The Big Six (U.S) 2009



## 3. Revenues: \$30.4 billion

News Corporation's media holdings include: the Fox Broadcasting Company; television and cable networks such as Fox, Fox Business Channel, National Geographic and FX; print publications including the Wall Street Journal, the New York Post and TVGuide; the magazines Barron's and SmartMoney; book publisher HarperCollins; film production companies 20th Century Fox, Fox Searchlight Pictures and Blue Sky Studios; numerous websites including MarketWatch.com; and non-media holdings including the National Rugby League.

# The Big Six (U.S) 2009

## Time Warner

4. Revenues: \$25.8 billion

Time Warner is the largest media conglomerate in the world, with holdings including: CNN, the CW (a joint venture with CBS), HBO, Cinemax, Cartoon Network, TBS, TNT, America Online, MapQuest, Moviefone, Warner Bros. Pictures, Castle Rock and New Line Cinema, and more than 150 magazines including Time, Sports Illustrated, Fortune, Marie Claire and People.

# The Big Six (U.S) 2009



## 5. Revenues: \$13.6 billion

Viacom holdings include: MTV, Nickelodeon/Nick-at-Nite, VH1, BET, Comedy Central, Paramount Pictures, Paramount Home Entertainment, Atom Entertainment, and music game developer Harmonix. Viacom 18 is a joint venture with the Indian media company Global Broadcast news.

# The Big Six (U.S) 2009



## 6. Revenues: \$13 billion

CBS Corporation owns the CBS Television Network, CBS Television Distribution Group, the CW (a joint venture with Time Warner), Showtime, book publisher Simon & Schuster, 30 television stations, and CBS Radio, Inc, which has 130 stations. CBS is now the leading supplier of video to Google's new Video Marketplace.

# The Canadian Landscape

1958 - Board of Broadcast Governors is created to regulate television and radio broadcasting.

1968 - Canadian Radio and Television Commission takes over.

1976 - renamed the Canadian Radio-television and Telecommunications Commission. Mandate to regulate broadcasting and telecommunications.

1999 - to study “New Media”. CRTC held that under the Broadcasting Act they had jurisdiction over certain content communicated over the internet .

2011 - decided to keep at arms length on Internet content.

Note: The CRTC does not regulate rates, quality of service issues, or business practices for Internet service providers.

# The Big Five (CDN) 2010



## Bell Canada Enterprises

### 1. PHONE

- Bell Home Phone (local & long distance services)
- Bell Mobility
- Solo Mobile
- Virgin Mobile Canada
- Bell Internet
- Sympatico
- Bell TV
- Bell Xpress Vu
- VDSL television (VDSL = Very high speed DSL)
- NorthwesTel
- Bell Aliant (Bell Aliant, NorthernTel, Telebec, KMTS, Cablevision)

# The Big Five (CDN) 2010



Bell Canada Enterprises

## 1. SATELLITE/IT SERVICES

- Telesat Canada
- CLEC Bell West
- CGI (29% ownership)

## RETAIL

- The Source stores

# The Big Five (CDN) 2010



## Bell Canada Enterprises

1. CTV GlobeMedia (including the following TV stations):
  - CTV News Channel
  - BNN
  - CP24
  - A Channel (Atlantic, Barrie, London, Ottawa, Vancouver Island, Windsor)
  - MuchMusic
  - MTV Canada
  - Loud
  - Much More
  - Much More Retro
  - Vibe
  - PunchMuch
  - MTV2 Canada
  - TSN
  - TSN2
  - RDS
  - NHL Network Canada
  - ESPN Classic
  - RIS Info Sports
  - Fashion Television
  - Bravo!

# The Big Five (CDN) 2010



## Bell Canada Enterprises

1.
  - Book Television
  - Discovery Network
  - Discovery Science
  - Discovery World HD
  - ID (Investigation Discovery)
  - SC
  - Animal Planet
  - The Comedy Network
  - Comedy Gold
  - E!
  - Space
  - Access
  - Access
  - CTV (Atlantic x 4, Calgary, Edmonton, Lethbridge, Montreal, Northern Ontario x 4, Ottawa, Prince Albert, Regina, Saskatoon, Southwestern Ontario, Toronto, Vancouver, Winnipeg, Yorkton)

# The Big Five (CDN) 2010



## Bell Canada Enterprises

### 1. RADIO:

- Brockville (JR FM, BOB FM)
- Calgary (Kool)
- Halifax (The Bounce, C100)
- Kingston (The Drive, Fly FM)
- Kitchener (KFUN, Kool FM)
- Lindsay - BOB FM)
- Montreal (The Team)
- Ottawa (580 CFRA News Talk Radio, BOB FM, Team 1200, Majic)
- Peterborough (Energy, Country 105)
- Toronto (CP24 Radio, CHUM FM, FLOW)
- Vancouver (TEAM 1410, QM FM Soft Rock Favorites, TEAM 1040, The Beat)
- Victoria (CFAX, KOOL FM)
- Windsor (Motor City Favorites, The Information Station, 89X, The River)

# The Big Five (CDN) 2010



Bell Canada Enterprises

1. • Winnipeg (Sports Radio 1290, FAB 94.3, BOB FM)

CTV International Bureaus:

- CTV China News Bureau
- CTV London News Bureau
- CTV Los Angeles Bureau
- CTV Middle East Bureau
- CTV New Delhi Bureau
- CTV Parliamentary News Bureau
- CTV Washington News Bureau

# The Big Five (CDN) 2010



Bell Canada Enterprises

## 1. NEWSPAPER/MAGAZINES:

- The Globe & Mail
- Report on Business
- Your Business
- Canadian University Report
- In Conference
- Real Estate Collection

## PUBLISHING & PRODUCTION HOUSES:

- Agincourt Productions Inc.
- Exploration Distribution Inc.
- Exploration Production Inc.
- Dome Productions
- CTV Music

# The Big Five (CDN) 2010



2.
  - Shaw Direct (satellite TV)
  - Shaw Broadcast Services (broadcast distribution)
  - Shaw Business (fibre optic data network, video, voice, internet)
  - Shaw Tracking (wireless data tracking - transportation, mobile workforce, etc.)
  - Shaw Media
  - Big Pipe Inc. (national fiber backbone for broadband internet services)

# The Big Five (CDN) 2010



2.
  - Global Television (BC, Okanagan, Calgary, Edmonton, Lethbridge, Saskatoon, Regina, Winnipeg, Toronto, Montreal, Maritimes)
  - BBC Canada
  - BBC Kids
  - Dejaview
  - DIY Network Canada
  - Food Network
  - Fox Sports World
  - Global Reality Channel
  - HGTV
  - Food Network Canada
  - History Television
  - Showcase
  - IFC
  - Movietime
  - Mystery
  - National Geographic
  - Action
  - Showcase Diva
  - Slice
  - TV Tropolis
  - Twist TV

# The Big Five (CDN) 2010



Communications

## 2. Television (Corus):

- Channel 12 - Durham
- CHEX Peterborough
- CKWS
- CMT (Canada)
- Cosmopolitan TV
- DUSK
- Encore Avenue
- HBO Canada
- Movie Central
- Nickelodeon (Canada)
- OWN
- Sundance Channel (Canada)
- Teletoon
- Teletoon Retro
- Telelatino
- Treehouse
- VIVA
- W Movies
- W Network
- YTV

# The Big Five (CDN) 2010



2. Radio:	• Power 97	• Variety 104.5	• AM980
Alberta	BC	• CJOY	• FM96
• QR77	• The Fox	• Magic 106.1	• The New 103.1
• Country 105	• AM730 All Traffic	• AM900 CHML	Fresh FM
• Q107	• All The Time	• Vinyl 95.3	• The WOLF
• Joe FM	• CKNW AM 980	• Y108	• KRUZ FM
• 630 CHED	• Classic Rock 101	• FM96	• 102.1 The Edge
• CISN Country	Ontario	• CKWS-FM	• Talk Radio
• iNews880	• The Peak FM	• 91.5 The Beat	AM640
Manitoba	• B101	• Dave FM	• Q107
• Groove FM	• FM 93	• Greatest Hits 103.9	
• CJOB 68	• CJSS-FM	FM	

# The Big Five (CDN) 2010



3. Vidéotron (largest cable TV and internet service provider in Quebec)  
[www.StealTheDeal.com](http://www.StealTheDeal.com) (Canada's first online, premier daily deal site acquired in April 2011)  
Sun Media Corporation (newspapers) Toronto Sun  
Ottawa Sun  
Winnipeg Sun  
Calgary Sun  
Edmonton Sun  
London Free Press  
Le Journal de Montréal  
Le Journal de Québec  
The Recorder and Times - Brockville, Ontario

# The Big Five (CDN) 2010



3.
  - Daily Herald Tribune - Grande Prairie, Alberta
  - Stratford Beacon Herald - Ontario
  - St. Thomas Times-Journal - Ontario
  - Fort McMurray Today - Alberta
  - Daily Miner and News - Kenora, Ontario
  - Daily Graphic - Portage La Prairie, Manitoba
  - Simcoe Reformer - Ontario
  - Woodstock Sentinel Review - Ontario
  - Dunnville Chronicle - Ontario
  - 24H - English: Toronto, Ottawa, Vancouver; French: Montreal

# The Big Five (CDN) 2010



3. Sun Media merged with Osprey Media:
  - Barrie Examiner
  - Belleville Intelligencer
  - Brantford Expositor
  - Chatham Daily News
  - Cobourg Daily Star
  - Cornwall Standard Freeholder
  - Kingston Whig-Standard
  - Niagara Falls Review
  - North Bay Nugget
  - Northern News

Orillia Packet and Times  
Owen Sound Sun Times  
Pembroke Observer  
Peterborough Examiner  
Port Hope Evening Guide  
Sarnia Observer  
Sault Star  
St. Catharines Standard  
Sudbury Star  
Timmins Daily Press  
Welland Tribune

# The Big Five (CDN) 2010



3. Groupe TVA (broadcasting properties)	Canal Indigo
CFTM-TV Montreal	Le Canal Nouvelles
CFCM-TV Quebec City	CASA
CFER-TV Rimouski	The Cave (co-owned with Shaw)
CHLT-TV Sherbrooke	Mlle
CHEM-TV Trois Riviers	Mystery TV (co-owned with Shaw)
CJPM-TV Chicoutimi	Prise 2
CKXT-TV Toronto	Shopping TVA
addikTV	Yoopa
Argent	TVA Group Subsidiaries
Évasion (co-owned with Groupe	TVA Films
Serdy)	TVA Publishing
	TVA Productions (formerly JPL)

# The Big Five (CDN) 2010



3. Canoe.ca (Canadian internet portal) ASL Internet (technology company)

Archambault stores (largest music store chain in Eastern Canada)

Editions Quebecor Media-largest group of publishing houses in Quebec

Vidéotron Télécom (telecommunications)

Distribution Select -Canada's largest independent CD and video distributor

Nurun Inc. (interactive agency)

Le SuperClub Vidéotron -the largest chain of video stores in Québec

Jumbo Video (small video chain operated by Le SuperClub Vidéotron)

# The Big Five (CDN) 2010



4.
  - Rogers Wireless - Rogers, Fido, Chatr
  - Rogers Cable
  - Rogers Media (all the below sports, radio, magazines and television)

SPORTS

  - Toronto Blue Jays Baseball Club
  - Rogers Centre (Toronto)
  - naming rights for Vancouver's Rogers Arena (a 10-year sponsorship deal that runs until July 2020 with the owners of the stadium, Canucks Sports & Entertainment which is owned by Aquilini Investors Group)

# The Big Five (CDN) 2010



## 4. Radio:

- AB - 660News, Country 93.3, Jack FM (Calgary), Lite 96, Mountain FM, Radio Sonic, Rock 1053, Rock 106, Rock 97.7 (Grand Prairie), Rock 97.9 (Fort McMurray), The Fan 960, The River, World FM
- BC - Country 107.1, FM 1049, Jack FM (Vancouver), Jack FM (Victoria), Mountain FM, News1130, Star FM, The Ocean
- MB - 92 CITI FM, Clear FM
- NB - News 88.9, News 91.9
- NS - Lite 92.9, News 95.7
- ON - 1310 News, 570 News, 600 CKAT, 680 News, 98.1 CHFI, CHEZ 106, CHYM FM, EZ Rock (North Bay), EZ Rock (Sault Ste. Marie), EZ Rock (Sudbury), EZ Rock (Timmins), Jack FM, K-Rock 105.7, KISS, KISS 92.5, KIX 93.5, KIX106, Q104, Q92 (Timmins), Q92 (Sudbury), The Fan 590, The Fox, Y-101

# The Big Five (CDN) 2010



## 4. Television:

- CityTV
- OMNI
- The Biography Channel
- Sportsnet
- G4 Tech TV
- The Shopping Channel
- Rogers TV
- OLN
- Dome Productions

# The Big Five (CDN) 2010



**ROGERS™**

Communications

## 4. Magazines:

- Canadian Business
- Money Sense
- Profit
- L'actualité
- Maclean's
- baby & toddler
- bout de chou
- enfants
- poupon
- newborn
- pregnancy
- Today's Parent Toronto
- Today's Parent
- connected
- Connected Business
- Chatelaine (two publications - English & French)
- Cosmetiques
- Cosmetics
- Flare
- glow
- Hello! Canada
- Lou Lou (two publications - English & French)
- Pure
- Advisor's Edge
- Advisor's Edge Report
- Assurance
- Autoplant
- Advantages
- Benefits Canada
- Capital
- Canadian Contractor

# The Big Five (CDN) 2010



- 4. Magazines:
- CCCA
- Canadian Directory of Shopping Centres
- Canadian Grocer
- Canadian Health-care Manager
- Top Broker
- Canadian Investment Review
- Canadian Manufacturing.com

- Canadian Metalworking
- Canadian Packaging
- CP - Canadian Printer
- Card online
- Coatings
- Conseiller
- Design Engineering
- Directory of Restaurant and Fast Food Chains in Canada
- Directory of Retail Chains in Canada
- Drugstore Canada
- Emballages
- Food in Canada
- Frasers.com
- Gestion Santé
- Hardware
- HPAC
- L'actualité médicale
- le Bulletin des agriculteurs
- l'actualité pharmaceutique
- Marketing
- Marketing QC

# The Big Five (CDN) 2010



## 4. Magazines:

- MM&D
- Meetings
- Monthly Report on Retailers
- National
- On-Site
- pharmacy practice
- Canadian Plant
- Canadian Plant West
- Pastics in Canada
- Purchasing b2b
- Quebec Pharmacie
- The Medical Post
- NLA

# The Big Five (CDN) 2010



**astral** media

## 5. Radio:

Alberta	CIBX-FM, CKHJ	Fort Nelson - CKRX	Kitimat - CKTK
Calgary - CIBK,	Grand Falls - CIKX-FM	Fort St. John - CHRX, CKNL	Nelson - CKKC
CJAY, CKMX	Woodstock - CJCJ-FM	Golden - CKGR	Osoyoos - CJOR
Edmonton - CFBR, CFRN,	Nova Scotia	Invermere - CKIR	Penticton - CJMG, CKOR
CFMG	Truro - CKTO-FM, CKTY-FM	Kelowna - CHSU, CILK,	Prince Rupert - CHTK
New Brunswick	British Columbia	CKFR	Princeton - CIOR
Bathurst - CKBC-FM	Dawson Creek - CJDC	Revelstoke - CKCR	Revelstoke - CKCR
Fredericton - CFXY-FM,		Kitimat - CKTK	

# The Big Five (CDN) 2010



**astral** media

5.

Salmon Arm -  
CKXR

Summerland -  
CHOR

Terrace - CFTK,  
CJFW

Trail - CJAT

Vancouver - CKZZ,  
CISL

Vernon - CICF

Manitoba

Brandon - CKX, CKXA

Selkirk - CFQX

Winnipeg - CKMM

Ontario

Hamilton - CHAM,

CKLH, CKOC

London - CIQM, CJBK,

CJBX, CKSL

Ottawa - CJOT, CKQB

Ottawa - CJOT,  
CKQB

Pembroke - CHVR  
St. Catharines -  
CHRE, CHTZ, CKTB

Toronto - CFRB,  
CHBM, CKFM

Quebec  
Montreal - CHOM,  
CJAD, CJFM

# The Big Five (CDN) 2010



**astral** media

## 5. NRJ network

CHIK-FM 98.9, Quebec City

CIGB-FM 102.3, Trois-Rivières / Mauricie

CIKI-FM 98.7, Rimouski

CIMO-FM 106.1, Magog / Estrie

CJAB-FM 94.5, Saguenay

CJDM-FM 92.1, Drummondville

CJMM-FM 99.1, Rouyn-Noranda

CJMV-FM 102.7, Val-d'Or

CKMF-FM 94.3, Montreal

CKTF-FM 104.1, Gatineau / Outaouais

## Rouge FM network

CFIX-FM 96.9, Saguenay

CFVM-FM 99.9, Amqui

CHEY-FM 94.7, Trois-Rivières / Mauricie

# The Big Five (CDN) 2010



**astral** media

5.

CHRD-FM 105.3, Drummondville

CIMF-FM 94.9, Gatineau / Outaouais

CITE-FM 107.3, Montreal

CITE-FM-1 102.7, Sherbrooke / Estrie

CITF-FM 107.5, Quebec City

CJOI-FM 102.9, Rimouski

Boom FM network

CFEI-FM 106.5, Saint-Hyacinthe  
CFZZ-FM 104.1, Saint-Jean-sur-Richelieu

Saskatchewan  
Regina - CHBD

Satellite radio

Rock Velours  
Énergie2

# The Big Five (CDN) 2010



**astral** media

## 5. Television:

Dawson Creek - CJDC

Terrace - CFTK

Specialty & pay television

Canal D

Canal Vie

Cinépop

Disney Junior

Disney XD

Family - 1 multiplex channel

Historia (50%)

Historia (50%)

The Movie Network - 4 multiplex channels

Mpix - 1 multiplex channel

MusiMax

MusiquePlus

Séries+ (50%)

Super Écran - 3 multiplex channels

Teletoon (English / French)  
(joint venture with Corus)

Teletoon Retro  
(English / French)  
(joint venture with Corus)

Viewers Choice  
(50.1%)

VRAK.TV

Ztélé

# Media & Internet Concentration in Canada

The media economy in Canada grew immensely from \$19.7 billion in 1984 to \$56.1 billion in 2000 and to \$68.7 billion in 2010. The big 5 + CBC control over 90% of the television industry.

1994 to 2000: Rogers acquisition of Maclean-Hunter

BCE acquires CTV and the Globe & Mail (\$2.3b)

Quebecor takes over Videotron, TVA and the Sun newspaper chain (\$ 7.4b) Canwest buys Global TV (\$800m) and Hollinger newspapers papers, including National Post (\$3.2b).

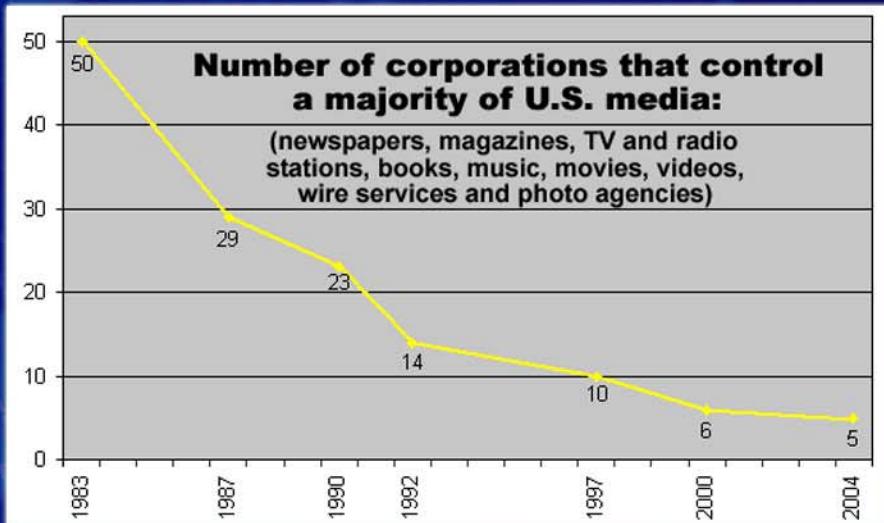
2006-2007: CTVglobemedia acquires CHUM assets (Much Music, City TV channels and A-Channel).

CRTC requires CTVglobemedia to sell City TV stations – acquired by Rogers Astral Media's buys Standard Broadcasting.

Quebecor acquires Osprey Media. Canwest, with Goldman Sachs, buys Alliance Atlantis(Showcase, National Geographic, HGTV, BBC Canada, etc) – and biggest film distributor in Canada.

2010: Canwest bankrupt. Newspapers acquired by Post Media Group, TV assets by Shaw. BCE makes a comeback, buys CTV.

# The Media Landscape



Number of TV sets in the world:

China: 400,000,000

U.S.: 219,000,000

Canada: 21,500,000

Total: 1,500,000,000

Number of PC's in the world:

June 2008: 1,000,000,000

June 2014: 2,000,000,000

	Monthly Time Spent in Hours:Minutes 1Q 2009							
	K2-11	T12-17	A18-24	A25-34	A35-44	A45-54	A55-64	A65+
<b>On Traditional TV*</b>	108:45	104:24	116:47	144:09	151:52	175:42	195:01	210:52
<b>Watching Timeshifted TV*</b>	5:50	5:06	5:47	12:12	11:19	9:40	9:14	4:28
<b>Using the Internet**</b>	5:21	11:32	14:19	31:37	42:35	39:27	35:49	28:34
<b>Watching Video on Internet**</b>	1:45	2:50	5:07	4:32	3:29	2:45	1:44	1:22
<b>Mobile Subscribers Watching Video on a Mobile Phone<sup>^</sup></b>	n/a <sup>^^</sup>	6:30 <sup>^^</sup>	2:53	3:37	3:15	3:15	2:10	n/a <sup>oo</sup>

Source: The Nielsen Company

# Quotable Quotes



Robert McChesney, Ph. D.

against media monopolies

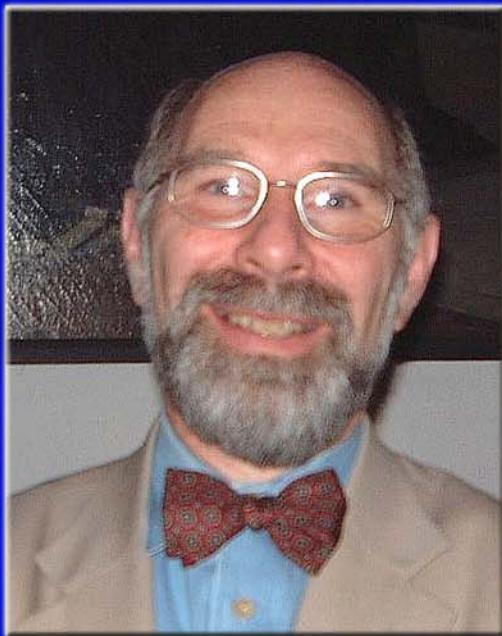
Robert McChesney is an advocate for media reform, and the co-founder of Free Press.

*"there is every bit as much regulation by government as before, only now it is more explicitly directed to serve large corporate interests."*

*"By any known theory of political democracy, this tightly-held media system, accountable only to Wall Street and Madison Avenue, is a poisonous proposition."*

*McChesney, Robert (2009). "Understanding the Media Reform Movement". International Journal of Communication 3*

# Quotable Quotes



Benjamin Compaine

in favor of media monopolies

*"I have never heard a convincing argument that any individual in the United States in 2003 cannot easily and inexpensively have access to a huge variety of news, information, opinion, culture, and entertainment, whether from 10, 50, or 3,000 sources. If that is what passes for media concentration, we should consider ourselves pretty lucky."*

*Compaine, Benjamin. "Domination Fantasies". Retrieved 3. May 2011. p.3, para.16*

# More Quotable Quotes

“Freedom of the press is guaranteed only to those who own one.”

A.J. Liebling, American press critic 1904-1963

“We are here to serve advertisers. That is our *raison d'être*.”

C.E.O. of Westinghouse(CBS), Advertising Age, 1997

“Having a few huge corporations control our outlets of expression could lead to less aggressive news coverage and a more muted marketplace of ideas.”

Rifka Rosenwein, Why Media Mergers Matter, Brill's Content, 1999

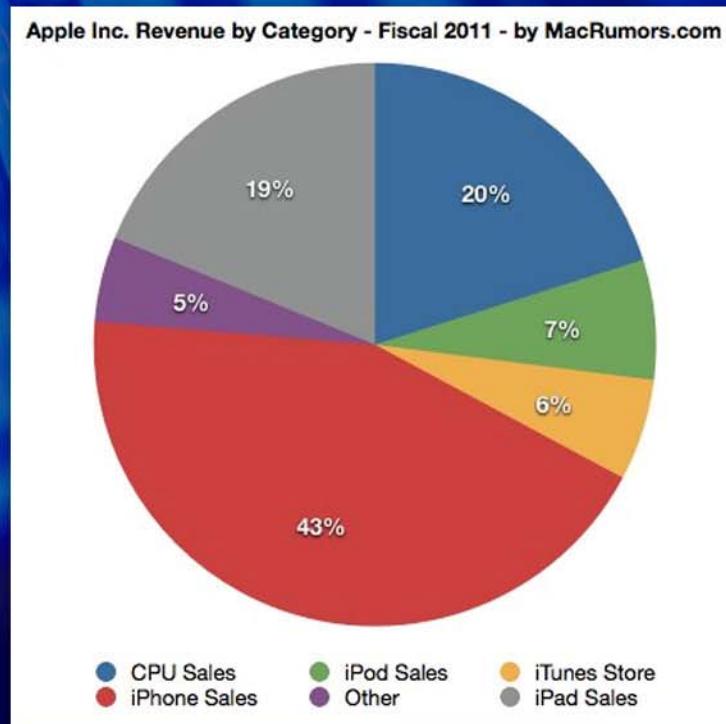
“We have no obligation to make history. We have no obligation to make art. We have no obligation to make a statement. To make money is our only objective.”

Michael Eisner, CEO, The Walt Disney Co., (Internal Memo). Quoted from Mickey Mouse Monopoly-Disney, Childhood & Corporate Power

# The Big Five Internet Companies (2011)



Apple revenues: \$108.25 billion and net profit of \$25.92 billion



# The Big Five Internet Companies (2011)



Valuation: \$100 Billion

Not only is the Kindle a multibillion dollar product platform for Amazon.com, Inc., it will represent \$5.42 billion in revenue for the company in 2011.

First three quarters of 2011 \$30 billion.

source: <http://technorati.com>

# The Big Five Internet Companies (2011)



Facebook Inc., the world's largest social-networking service by number of users (750 million members).

Source: <http://www.bloomberg.com>

It will generate \$4.27 billion in revenue this year, more than double the \$2 billion made in 2010.

Source: EMarketer Inc.

# The Big Five Internet Companies (2011)



Revenues: \$30 billion.

Youtube is expected to make \$1 billion in 2012.

# The Big Five Internet Companies (2011)

## ***Microsoft***<sup>®</sup>

Microsoft just reported record fourth quarter and fiscal year 2011 earnings with revenues at \$69.94 billion, representing an increase of 12% from 2010. Operating income for the year was at \$27.16 billion and net income was at \$23.15 billion, 13% and 23% increases.

Source: <http://techcrunch.com>

Is “Big Brother”  
Big Media or  
Big Government?



# Is “Big Brother” Big Media or Big Government?



Youtube.com: <http://www.youtube.com/watch?v=OYecfV3ubP8>



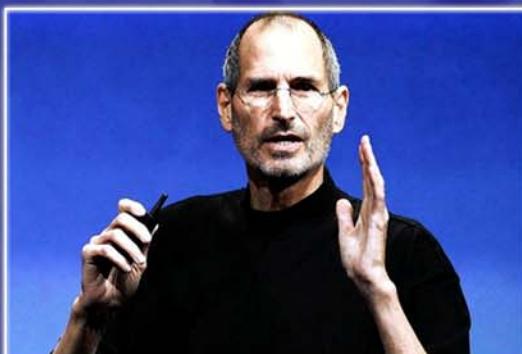
# Online Media



Sergy Brin - Google



Mark Zuckerberg - Facebook



Steve Jobs - iPad/iPhone/iTunes

But what about other core elements of the increasingly Internet-centric media universe, such as search engines, social media, online news sources, browsers, and smartphone operating systems?

Search engines:

Google 81%, Microsoft 6.8%, Yahoo! 5%, and Ask.com 4%

Social Media: Facebook 63.2%, Google's YouTube 20.4%, Microsoft 1.2%, Twitter 0.7%, News Corp.'s MySpace 0.6%

Smartphones: Google's Android OS 29%, Apple's iOS 27%, RIM 27%, Windows 7 10%



# Have these communications systems become too complex?



Youtube.com: [http://www.youtube.com/watch?v=R\\_qE6gMlou8](http://www.youtube.com/watch?v=R_qE6gMlou8)

# Two Views of Media Monopolies

1. The media is a business monopoly.
2. The media is a monopoly of knowledge and information.

Which is the lesser of two evils?

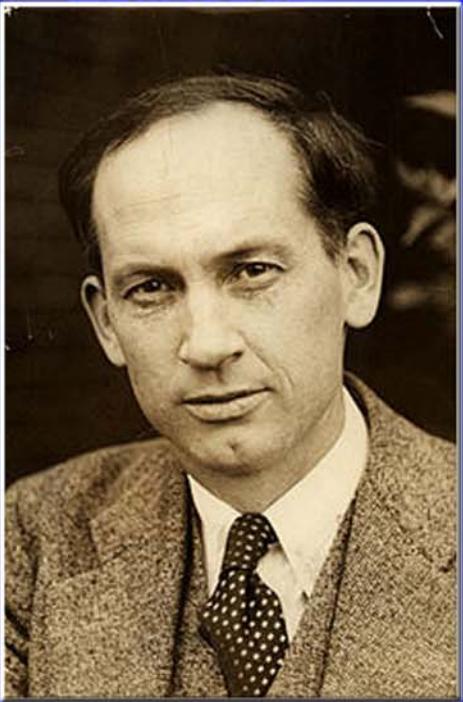
# The Free Market



Adam Smith (1723 - 1790)

"An Inquiry into the Nature and Causes of the Wealth of Nations" He sets out the mechanism by which he felt economic society operated. Each individual strives to become wealthy "intending only his own gain" but to this end he must exchange what he owns or produces with others who sufficiently value what he has to offer; in this way, by division of labour and a free market, public interest is advanced. The system in which the invisible hand is most often assumed to work is the free market.

# The Monopolies of Knowledge



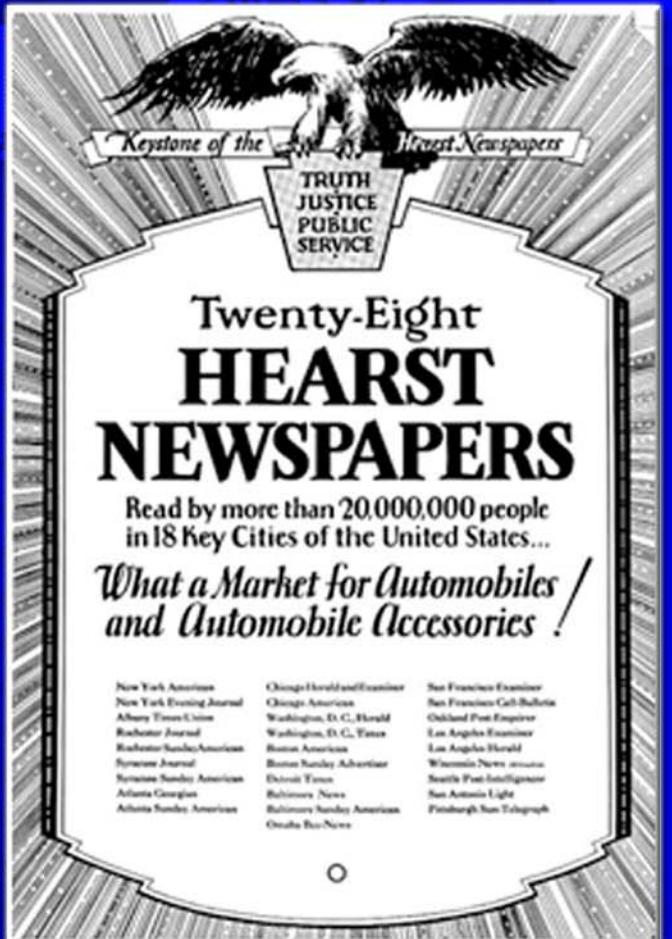
Harold Innis

Harold Adams Innis (1894 – 1952) was a Canadian professor of political economy at the University of Toronto and the author of seminal works on media.

His writings on communication explore the role of media in shaping the culture and development of civilizations.

The overwhelming pressure of mechanization evident in the newspaper and the magazine, has led to the creation of vast monopolies of communication. Their entrenched positions involve a continuous, systematic, ruthless destruction of elements of permanence essential to cultural activity.

# The Monopolies of Knowledge

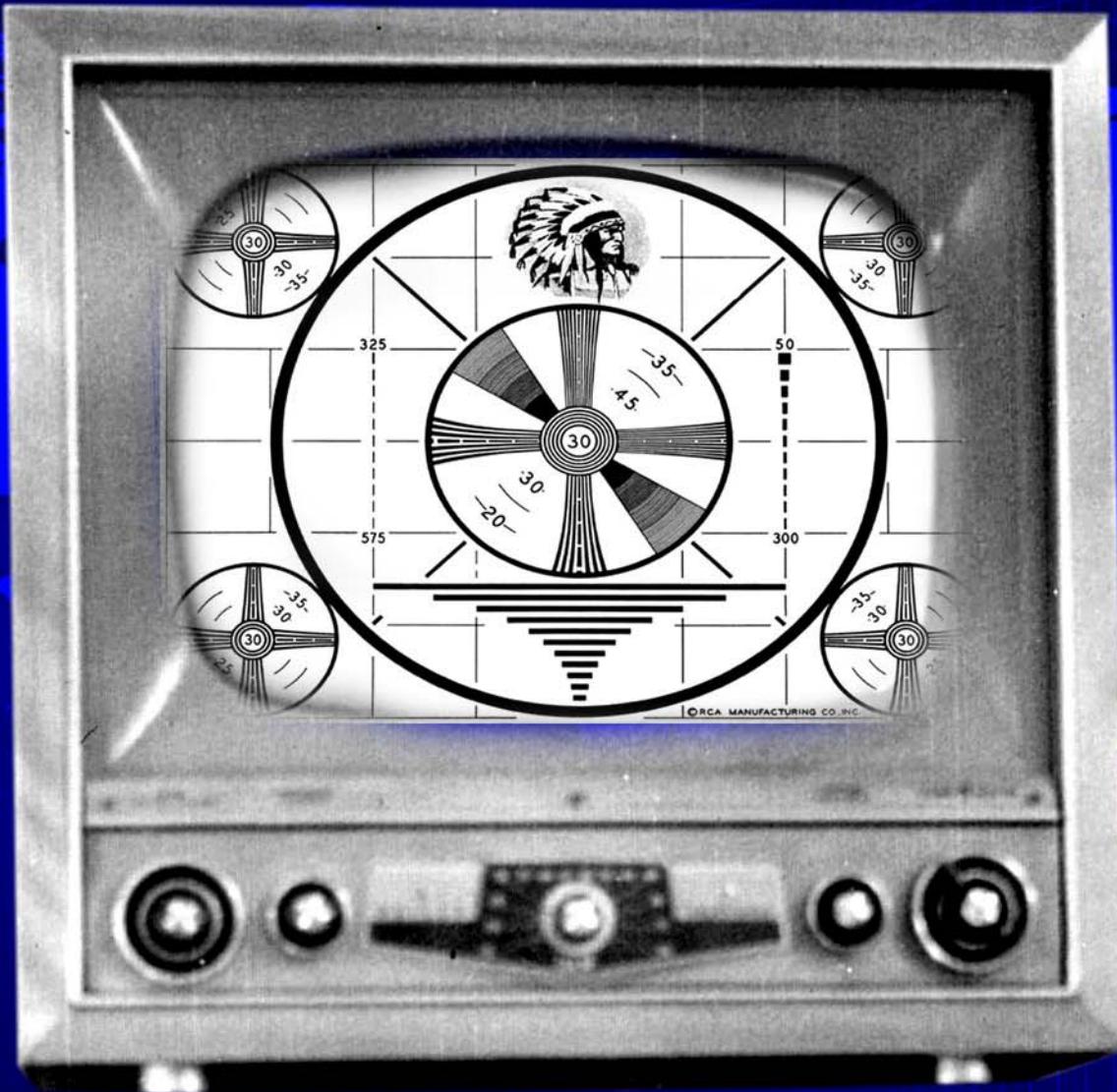


Harold Innis' theory suggests that monopolies of knowledge gradually suppress new ways of thinking.

Innis wrote in 1948: "The printing press and the radio address the world instead of the individual."

He pointed to the Hearst newspaper chain and its handful of powerful rivals as constituting a modern monopoly of knowledge.

# The Monopolies of Knowledge



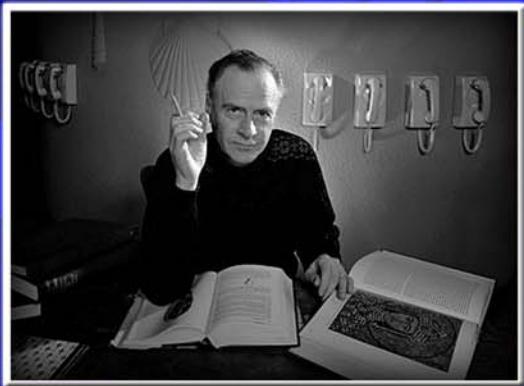
# The Monopolies of Knowledge



Youtube.com: <http://www.youtube.com/watch?v=4qVl3eHNLx0>

Citizen Kane

# The Monopolies of Knowledge



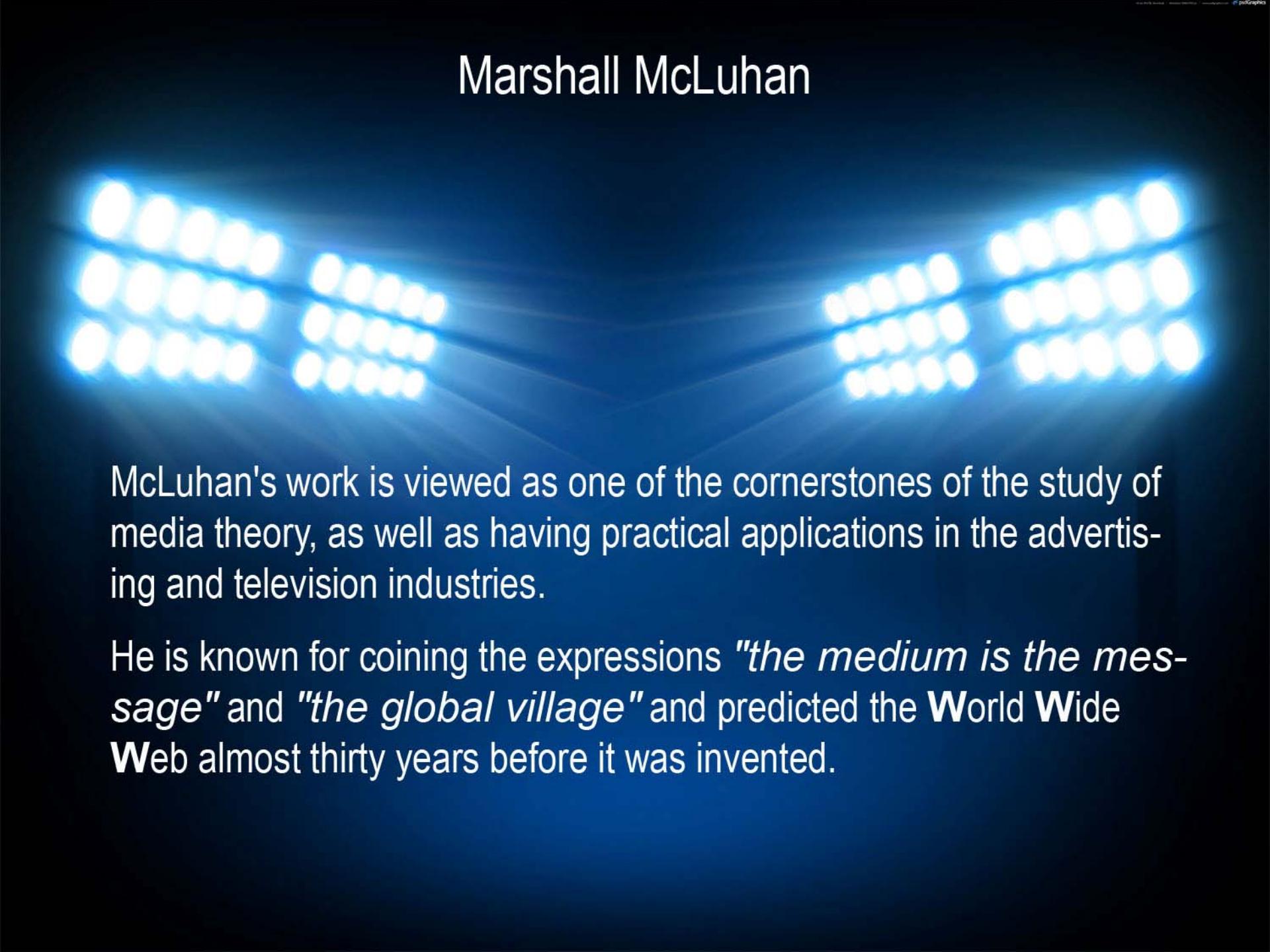
Marshall McLuhan



Harold Innis

Marshall McLuhan was a colleague of Innis's at the University of Toronto. McLuhan built on Innis's idea that in studying the effects of communications media, technological form mattered more than content. McLuhan focused on what may be called a medium's "sensory bias" arguing, for example, that books and newspapers appealed to the rationality of the eye, while radio played to the irrationality of the ear.

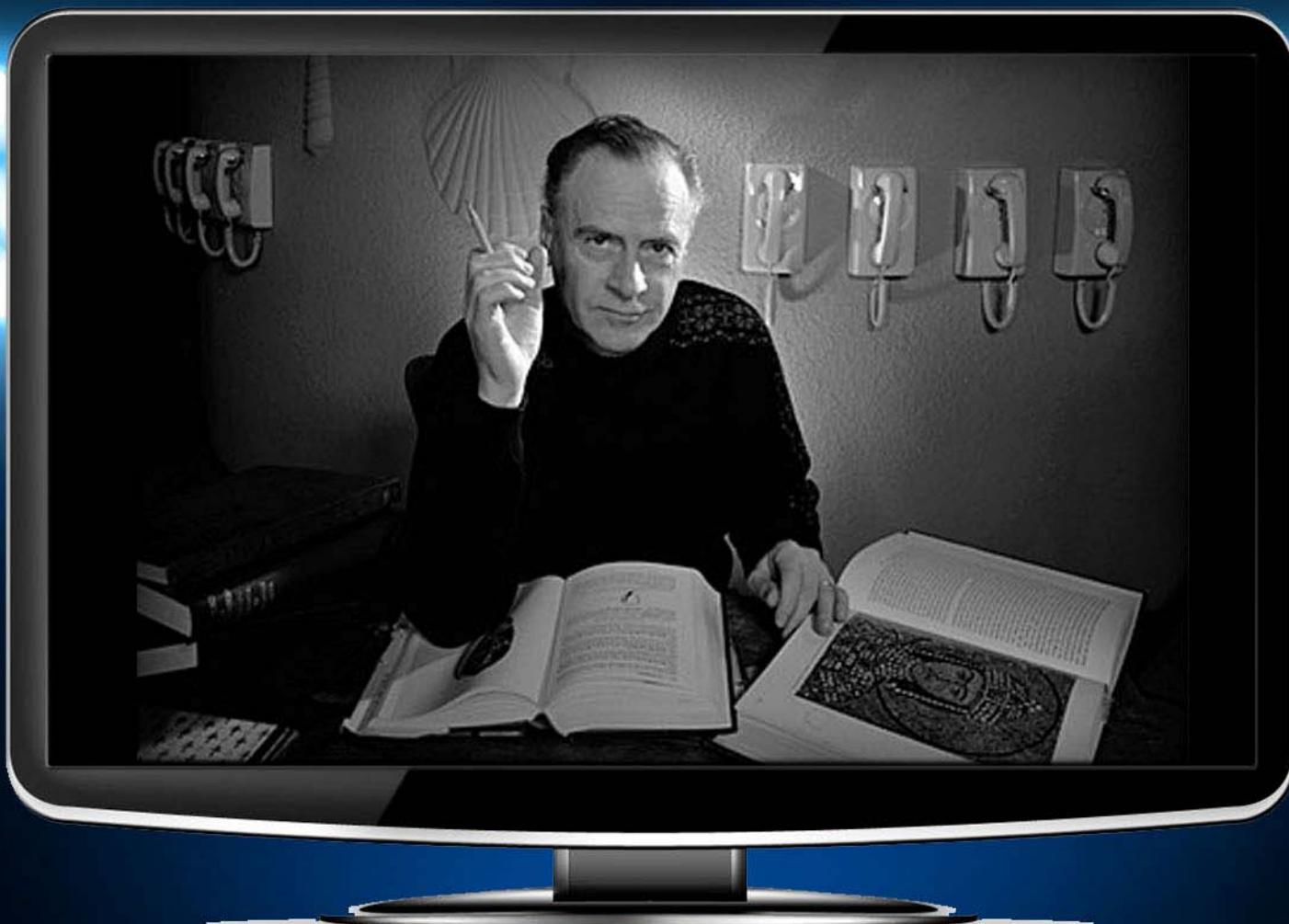
# Marshall McLuhan



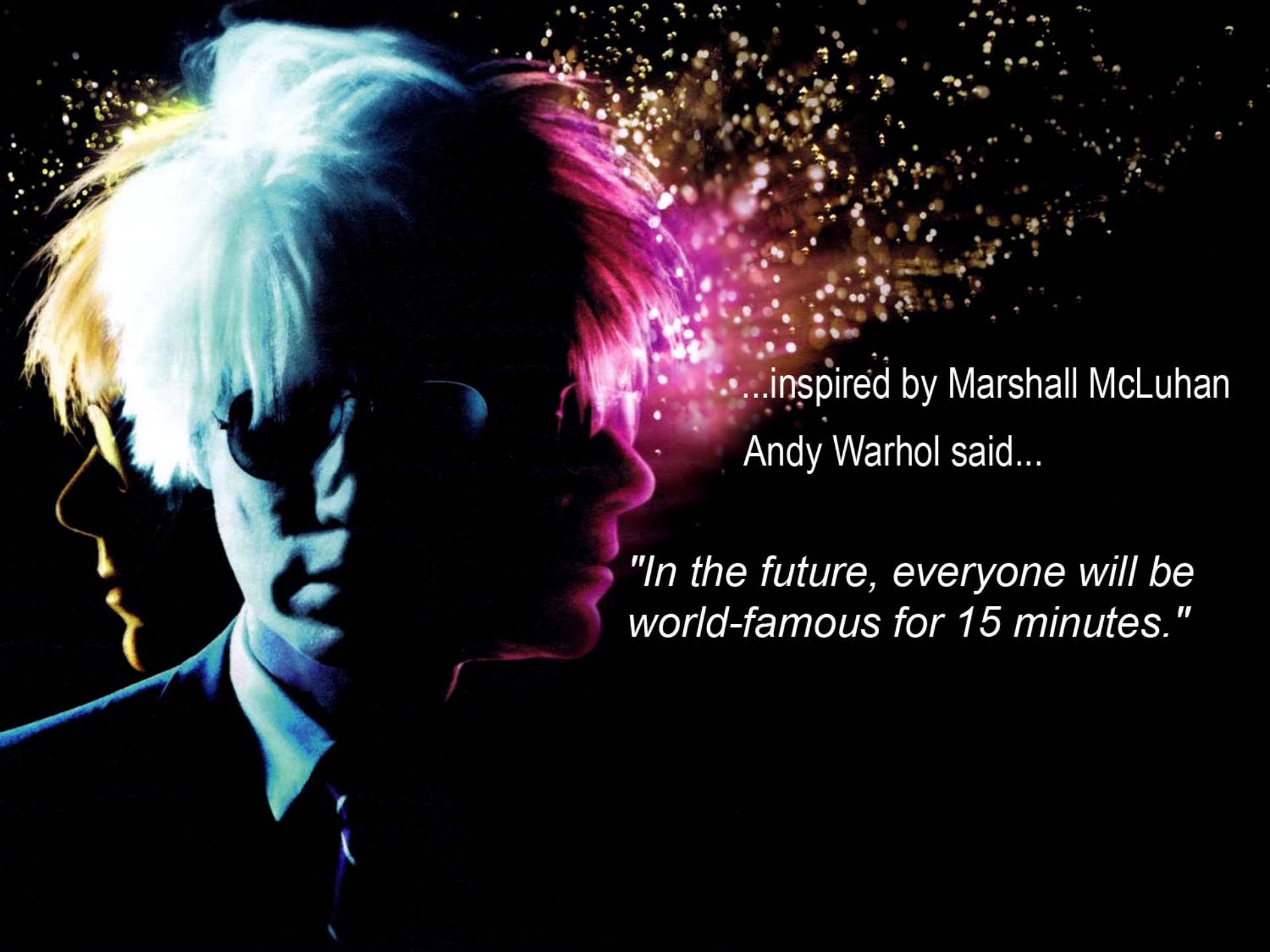
McLuhan's work is viewed as one of the cornerstones of the study of media theory, as well as having practical applications in the advertising and television industries.

He is known for coining the expressions "*the medium is the message*" and "*the global village*" and predicted the **World Wide Web** almost thirty years before it was invented.

# Marshall McLuhan



Youtube.com: <http://www.youtube.com/watch?v=RtycdRBAbXk>

A man in a dark suit and tie is shown in profile, facing right. His head is surrounded by a vibrant, glowing aura of particles in shades of blue, green, yellow, and pink, resembling a comet's tail against a dark background. The particles are concentrated around his head and shoulders, creating a sense of digital or futuristic energy.

...inspired by Marshall McLuhan  
Andy Warhol said...

*"In the future, everyone will be  
world-famous for 15 minutes."*

# Monopolies of Knowledge and Communications

## Are we in a lot of trouble?



Youtube.com: [http://www.youtube.com/watch?v=HFvT\\_gEZJf8](http://www.youtube.com/watch?v=HFvT_gEZJf8)