

AUDIENCE ECONOMICS

MEDIA INSTITUTIONS AND
THE AUDIENCE MARKETPLACE

PHILIP M. NAPOLI

COLUMBIA UNIVERSITY PRESS
NEW YORK

CONTENTS

Acknowledgments ix

Introduction 1

1. The Audience Marketplace 15
2. The Predicted Audience–Measured Audience Relationship 36
3. The Measured Audience–Actual Audience Relationship 65
4. Audience Valuation 96
5. New Technologies and the Audience Product 134
6. The Future of the Audience Marketplace 171

Notes 185

References 199

Index 229