CHAPTER

37 Analysis of Media Concentration 🔓

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Abstract

This chapter summarizes, presents, and analyzes data from the preceding chapters. It covers the following: convergence trends, factors for industry concentration, explanatory variables for intra-industry by variations in concentration, diversity and media voices; cross-ownership around the world, the export of media by countries, the share of "Hollywood" industry in the various countries' content media, ranking the world's largest companies, and market power in news media, both nationally and worldwide.

Keywords: media power, media voices, news media, convergence, cross-ownership media power, media voices, news media, convergence, cross-ownership

Subject: Economic Sociology, Social Research and Statistics

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- Factors for industry concentration

- Explanatory variables for intra-industry by variations in concentration

- Diversity and media voices

- Cross-ownership around the world

- The export of media by countries

- The share of "Hollywood" industry in the various countries' content media

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Convergence of Media Industries

People have been talking about "media convergence" for a long time. Digital technology would lead formerly separate segments of the media sector—audiovisual, TV, telecom, text media, and online media—to overlap and assume similar characteristics. Can we observe this convergence also in the structure of media industries, as expressed in market concentration? The answer is yes. Graph 37.1 shows how the concentrations move toward each other.

Graph 37.1

Convergence of Media Industries 2000–2012

Convergence of Media Industries 2000–2012

Graph 37.1 shows global concentration for the major sectors of the media industry trends from 2000 to 2013.

The highly concentrated ↳ Telecom and Audiovisual industries declined in concentration, whereas the low concentration print sector rose slightly. The Internet sector rose during that period (though much more slowly after 2004). The standard deviation—the measure of the industries' divergence from the average—in the concentration of print, audiovisual, telecom, and Internet sectors dropped from 1,512 in 2000 to 1,159 in 2004 to 1,002 in 2013.

Using greater aggregations we observe in Graph 37.1 the concentration of content media rising and of platform media declining, and then moving closer to each other. In 2000, the HHI for content was 2,962 while it was 5,486 for platforms, for a gap of 2,524. In 2004, the gap was 2,001 (2,871 for content and 4,872 for platforms). It narrowed to 1,120 in 2013 (2,906 content and 4,026 platforms).

For News Media, the trend of concentration (by time spent) has been a modest decline, from 3,338 in 2000, 3,146 in 2004, to 3,006 by 2013, due to the expansion of online news media and of new electronic media outlets in large market countries.

We can make a similar analysis for all 13 media industries without aggregating them into sub-sectors as the preceding graph did. Graph 37.2 shows the global trends. The high-concentration industries have been trending downward, while low-concentration industries have risen. The exception is the search engine industry. The standard deviation for the 13 industries dropped from 1,800 in 2000 to 1,713 in 2004 (rising slightly to 1,720 in 2013). If we omit search engines as an exception, the standard deviation for the 12

industries declined from 1,858 in ↳ 2000 to 1,430 in 2004 to 1,147 in 2013. Thus, we can observe a convergence across media.

Graph 37.2

Convergence of 13 Media Industries

Convergence of 13 Media Industries

A similar analysis can be done for the concentration trends geographically. We look at different regions of the world. These regions are Europe (EU and Switzerland); North America; Latin America (including Mexico); Mideast (Egypt, Israel, Turkey); Asia–Pacific; and BRICS (Brazil, Russia, India, China, and South Africa). For each region, average concentrations for content and for platform media were calculated. They are depicted in Graphs 37.3 and 37.4, below.

Graph 37.3

Convergence of Content Media by Region

Graph 37.4

Convergence of Platform Media by Region

The graph shows a convergence of content media by region from 2000 to 2013. Regions with lower concentration in content media are rising in concentration and regions with higher concentration were declining. The world average was basically steady, with a small decline. The two extremes (North America and Europe) are low but increasing; the Mideast, the BRICS countries and Latin America are high but dropping. Asia–Pacific is rising slightly. The standard deviation of concentrations by region dropped from 1,210 in 2000 to 1,033 in 2004 to 764 in 2013. Thus, here, too, one can observe convergence. ↳

Similar concentration trends exist for platform media across the world's regions (Graph 37.4). The higher concentration regions (Mideast, Asia–Pacific, the BRICS countries, Latin America, and Europe) decreased in concentration while North America fell after 2000 (but rose very slightly again in 2013). The standard deviation declined from 1,660 in 2000 to 1,413 in 2004 to 966 in 2013.

We extend the analysis to another measure, that of "news media." These are the media that provide much of the information for the civil and political discourse. They are, in our investigation, defined as newspaper, magazines, radio, broadcast TV, multi-channel TV, and online news. These six industries do not carry equal weight as news sources, however. Newspapers and broadcast TV carry more news value than radio, for example. The relative "news weights" are based on the time people spend for each medium's news content (this is discussed near the end of this chapter, in the section on news media. That discussion also qualifies the results, given the limitations of the country-specific time data). The results of the calculation are depicted in Graph 37.5.
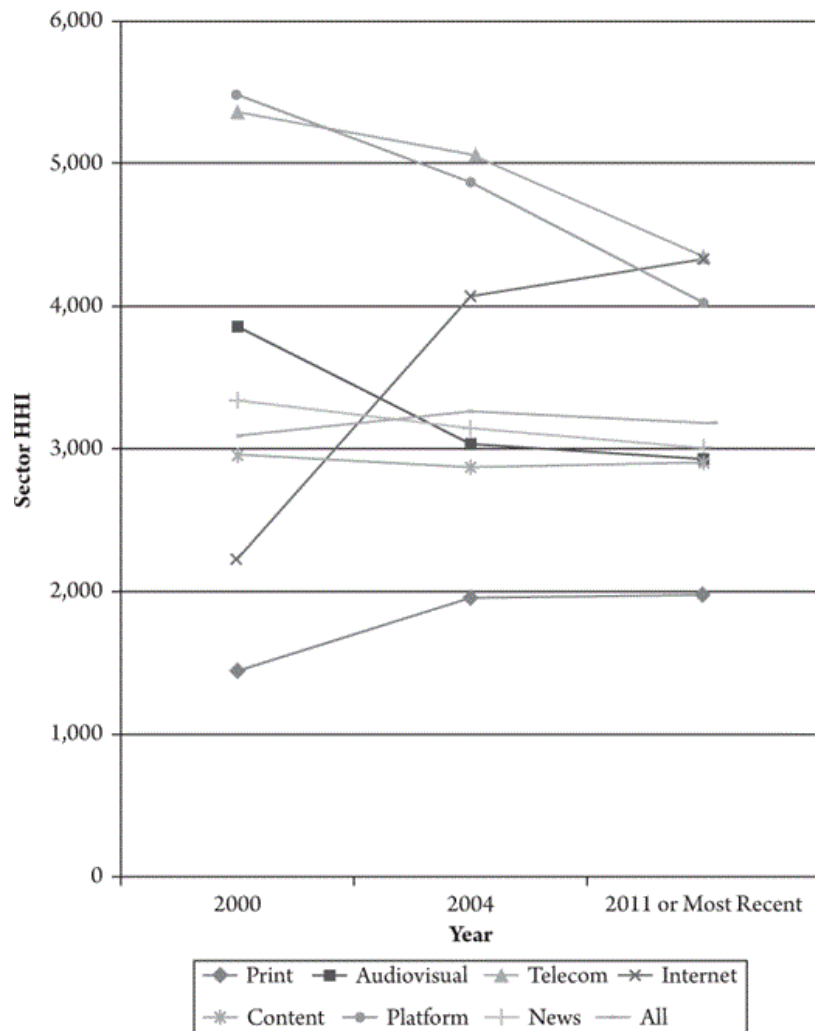
Graph 37.5

Regional Convergence of News Media

The findings show declining concentration in the world news concentration by time spent. Except Latin America, concentration is declining. News concentration was lowest in North America and Europe. Finally, we can observe here as well a convergence, with high concentration regions declining. The standard deviation fell from 835 in 2000 to 713 in 2004 to 698 in 2013.

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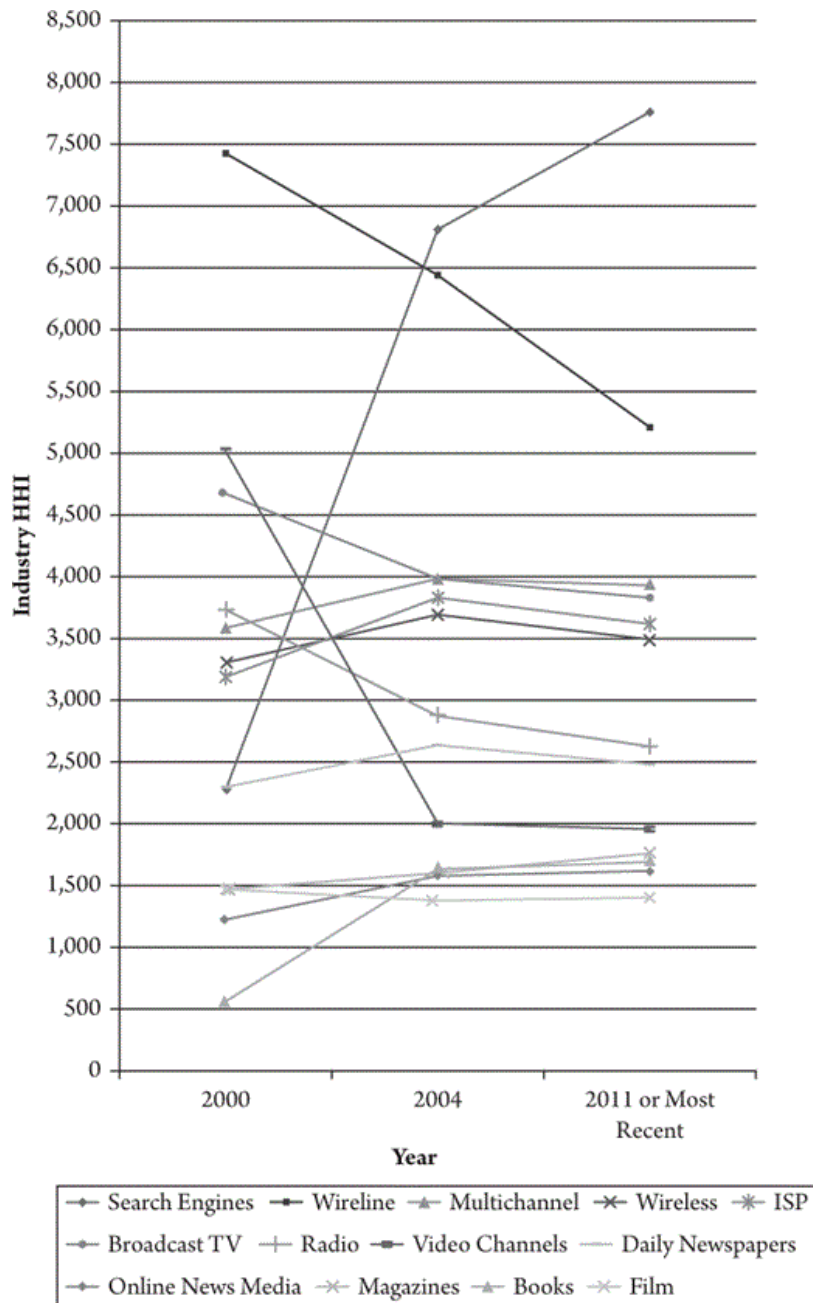Convergence of Media Industries 2000–2012

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Factors for Industry Concentration

The concentration levels of different industries differ even, as we have seen, the differences are narrowing in a process of convergence. So the question is, why the differences? And what are the economic factors of convergence of industry structure? When consolidation in a single country is considered, the particularities

p. 1248 of a ↳ national situation may obscure a more fundamental explanation. But once 30 countries' figures and trends are considered, one can look at the bigger picture with greater confidence.

What then are factors that can explain concentration levels of different industries? We ran regressions to test a number of variables. The maturity of an industry, for example, might have provided the time for industry consolidation to take place; or, the global export intensity of an industry might create scale effects that go beyond a country's borders; or, the size of an industry might give more firms an opportunity to flourish, etc. The economic relationship that both made sense as well as found statistical support was that market concentration is explained by capital intensity. Capital Intensity proved to be the best measure in terms of statistical correlation and economics. The more capital intense an industry, the more concentrated it is. The logic is that of economies of scale: the higher the fixed costs are relative to marginal cost, the greater these economies of scale. The high fixed costs get distributed over more users, and, given low marginal cost average cost per user, they decline. This gives cost advantage to large providers. Their price can be lower, or the production more elaborate, than that of small providers. On top of that, large providers also benefit from positive network effects, when users get utility from the presence of other users.

The regression analysis below specifies in-dustry concentration (HHI) as the dependent variable, and capital intensity the independent variable.

Capital intensity is defined as an industries' average ratio of total assets to total revenue. Total assets and revenues are reported by companies in their annual reports. We selected firms that were "pure plays" (i.e., not involved in several industries), so as to provide measures relevant to a particular industry. The industry HHIs that are the dependent variable are the international averages for each industry that have been calculated across 30 countries in the chapter on "Countries."

p. 1249 Graph 37.6 below shows a fairly pronounced correlation: the higher the capital intensity, the higher the concentration. (One could add other explanatory variables, but with the number of ↳ observations (industries) small, not much is gained). The statistical details are provided in the OLS regression below.

Graph 37.6

Media Concentration and Capital Intensity

The regression shows a fairly decent fit (R^2 = 0.78), and a statistically significant coefficient for capital intensity (t = 5.879). We thus conclude that the market concentration of a media industry is strongly associated with the capital intensity of that industry.

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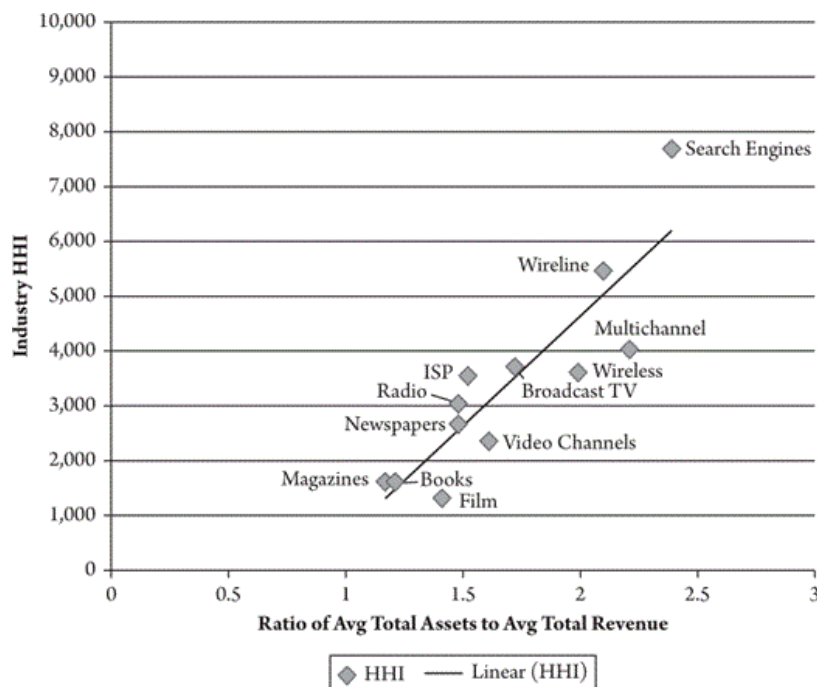
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Variation of Media Concentration across Countries

The preceding section analyzed how to explain the concentration levels of the various media industries. We found a strong correlation with capital intensity. The next question is how to explain different industry concentration within the same industry in different countries. Whereas before we analyzed across industries, we now analyze across countries for each industry.

Such an analysis would try to capture country-specific characteristics that affect concentration in that industry. A number of variables were hypothesized and tested:

- Population size

- Geographical size

- Income

- Education level

- Per capita spending

- Regulatory quality (for regulated media industries)

- Years as a democracy since 1900. (Of the 30 countries analyzed, only 9 were democracies 100 years ago, and of these only 6 for the entire period. Of the 193 UN member states, only 7 were continuous democracies for the past 100 years.[1])

We also tested for an impact of economic growth, R&D spending, and other variables. The results are provided in Table 37.1.

Table 37-1. Factors for media industry concentration

InduStry	Constant	LN(Population)	LN(Geosize)	LN(Income)	LN(Education Level)	LN(Per Capita Spending)	LN(Reg Quality)	LN(Years as Democracy)	R2
Newspapers	14.115	−0.412 (−4.30)	0.106 (1.83)	0.47 (1.66)	−1.676 (−2.49)	−0.284 (−2.19)	0.606 (0.17)	−0.192 (−1.59)	0.6
Books	8.841	0.038 (0.10)	0.043 (0.21)	1.933 (1.21)	−3.008 (−1.32)	−0.213 (−0.34)	−3.239 (−1.27)	−0.323 (−0.61)	0.4
Magazines	6.833	−0.229 (−1.40)	0.1 (0.94)	0.836 (1.19)	−1.087 (−0.90)	−0.337 (−1.27)	−0.324 (−0.56)	−0.104 (−0.55)	0.2
Radio	18.634	−0.179 (−0.95)	−0.154 (−1.22)	−0.803 (−1.21)	0.531 (0.39)	0.372 (1.26)	0.213 (0.31)	−0.219 (−1.06)	0.3
Broadcast TV	14.134	−0.432 (−0.38)	−0.916 (−1.15)	−0.795 (−1.48)	1.131 (1.11)	0.113 (0.05)	0.279 (0.56)	−0.031 (−0.21)	0.4
Multichannel	9.948	−0.277 (−1.98)	0.021 (0.27)	0.769 (1.84)	−1.917 (−2.06)	−0.177 (−1.02)	0.061 (0.13)	−0.062 (−0.25)	0.4
Online News	13.48	0.126 (0.73)	−0.203 (−1.47)	−0.088 (−0.15)	−0.891 (−0.77)	0.293 (1.16)	−0.624 (−0.71)	−0.220 (−1.25)	0.4
Wireline	12.108	−0.025 (−0.37)	−0.057 (−1.14)	−0.194 (−0.60)	0.372 (0.63)	0.045 (0.27)	−0.218 (−0.73)	−0.166 (−1.86)	0.4
Wireless	6.845	0.021 (0.58)	−0.014 (−0.53)	0.341 (2.42)	−0.340 (−1.11)	−0.115 (−0.95)	0.011 (0.01)	−0.228 (−4.90)	0.5
ISP	7.065	−0.029 (−0.41)	−0.137 (−2.74)	0.430 (1.23)	0.001 (0.00)	−0.486 (−2.93)	0.451 (1.36)	−0.291 (−2.97)	0.6
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The results show that:

- Magnitude of population was a fairly decent-sized factor for the concentration in the newspaper and multi-channel TV industries, where it is associated with reduced concentration (negative correlation). Population was not a statistically significant factor in the other industries.

- Geographic size of a country was a moderately sized factor for newspapers (positive) and ISPs (negative). Conceivably (with moderate statistical significance), it was a factor for radio, TV, online news, and wireline. It is a contributing factor in the film industry, perhaps because larger countries are exporters of premium products with high-scale effect.

- Per capita income in a country was a negative factor for the concentration in mobile and wireless industries and a positive one for multi-channel

- Educational levels were a factor for newspapers and for multi-channel (both negative).

- Per-capita spending on a medium was a negative factor for newspapers and ISPs.

- The quality of regulation (from an index provided by the World Bank) made no statistical difference for any of the industries.

- Years as a democracy were, interestingly, a factor for platform industries (wireline, wireless, ISPs) but not for content media.

- We also looked at other variables: government spending (correlation with wireless), R&D spending (correlation with wireline, ISP), economic growth (correlation with online news, wireless, and radio). There was no gain in explanatory power. ↳

p. 1250

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p. 1251 ## Analyzing the Divergence in Concentration

The data that was collected from around the world subject to methodological uniformity permits an econometric cross-section analysis. Such an analysis was done in the preceding section. The results show which factor affects concentration levels of different media industries and which factors affect concentration within a media industry.

We now take this analysis a step further and try to extract information out of nonconformity. That is, how should one evaluate the fact that a country's industry deviates from the concentration level predicted by the econometric model? What the estimates of Table 37.1 do is to provide adjustment factors from mean concentration levels. It shows, for example, that size matters. A large population is associated with lower concentration, as Table 37.1 with its generally negative coefficients for population shows.

Similarly, a large geography is associated with lower concentration levels for many media industries. Income often plays a role, as it raises consumption of media services, as well as of products that are advertised, thereby attracting advertiser dollars to media. The same goes for education, which tends to raise demand for some media (and lower them for others). Overall, the models that were estimated provide a prediction: for a given industry and country, using its actual socio-demographic, economic, and geographic values, a prediction for concentration can be readily obtained, based on the explanatory power of the estimated coefficients. But, of course, the actually observed concentration levels will tend to deviate from predicted levels. What this means is that we can observe deviations of media from levels that can be explained by poverty, geography, population, and so on.[2] (Note that the earlier regression in Graph 37.6 also explained an industry's concentration level by its capital intensity. In the present set of estimations this factor helps explain the constants in the equations.)

The deviations of the predicted concentration from the one actually observed should be the measure of judging a country's concentration. The deviations of actual to predicted values are the "residuals" of the estimation. These residuals can be plotted as they are in the following graphs, in ascending order (the horizontal axis conveys no particular meaning for our purpose). We begin with a look at Graph 37.7, which shows the divergence—after adjustment for size, population, income, and so on—for newspaper concentration for the various countries.

Graph 37.7

Divergence of Actual National Media Concentration over Predicted Concentration – Newspapers

China is an outlier, but so are Australia, Belgium, Mexico, and even France. These countries have, when it comes to the concentration of newspapers, a level that is much higher than can be explained from the socio-demographic, economic, and geographic circumstances. Such a divergence in a country needs to be explained by policy or business reasons, and if these are not persuasive, the question should be considered whether and how to bring the concentration level closer to the levels that are predicted from other countries.[3]

Those countries that clustered around the horizontal "zero-residual" line can take some comfort in that their concentration levels seem to be explainable by a variety of exogenous factors and thus likely to be fairly impervious to change. But their safety margin is not high. In contrast, those countries well below the line have more breathing space. For those countries, advocates of media pluralism and de-concentration should prioritize their advocacy and focus on those media industries in their country where divergences are largest, and have most impact.

p. 1252 Going beyond their own countries, they could also observe where elsewhere the deviations from media pluralism are the highest. Clearly, countries such as China or Egypt are at the high end of the concentration spectrum, for various reasons of politics and history. But the residual analysis also ferrets out unexpected observations. For Online News (Graph 37.8), based on the data supplied, the highest unexpected (and statistically unexplained) concentration is in Brazil, whereas the relatively lowest such concentration is in another Latin American country, Mexico.

Graph 37.8

Divergence of Actual National Media Concentration over Predicted Concentration – Online News

Space does not permit the presentation of similar graphs for all of the 13 media industries. Here are some of the observations.

- In magazine publishing the divergence of actual above expected concentration is high for Russia, France, Turkey, and Australia.

- In radio, the outliers are China, Finland, Sweden, and the United Kingdom. In the latter three countries, alternatives are available but public service radio is popular and has a high market share

- In TV broadcasting, the high outliers are Ireland, Italy, France, India, and Taiwan.

- In multi-channel platforms, Italy, Spain, United Kingdom, Chile, and Poland are at the high end. At the low end are Taiwan and Sweden.

- For film, the most divergent are France (with Vivendi's Studio Canal and its "national champion" role) and Italy. In both cases, there is a very strong vertical integration into TV.

- In wireless, China shows a very high divergence in terms of actual vs. expected concentration. Also high are Mexico, Turkey, and Switzerland. India is at the other extreme.

- For wireline, it is Japan that is at the high end, together with Turkey, Australia, South Africa, Spain, and Mexico. At the low end are the United States, The Netherlands, Finland, and India.

We now move beyond the industry-specific analyses to sectoral aggregations. We start with "news media," which includes newspapers, magazines, radio, TV, online news, and multi-channel. We test the divergence of actual values from predicted ones, for several combinations of variables:

1. Average HHI concentration of the news media and the Power Index of news media are used as alternative dependent variables.

2. ↳ We use, in the alternative, two kinds of averaging across news media: according to revenue and according to the attention factor (see explanation in this chapter, section 11 on news media).

3. We estimate for two years—2004 and 2011 or most recent.

For an example of the results, see Graph 37.9.

Graph 37.9

Divergence of Actual National Media Concentration over Predicted Concentration – News HHI by Time

The findings show:

- China, by every measure, is a significant outlier, though this has slightly improved after 2005.

- Also high are Italy, Ireland, Mexico, Australia, Russia, France, and Egypt.

- The United States is low in comparison. Also low are Spain, Taiwan, India, and surprisingly Argentina.

- ↳ For most countries, the changes from 2004 to 2011 and newer have been minor. There seems to be a great stability.

Next, we analyze the residuals for all "content media," "platform media," and finally "all media" using the Power Index.

- China is the highest in divergence from the statistically explained concentration. For platforms, its divergence has increased over time. For content, the divergence is much higher but has declined somewhat.

- Also high for content are Ireland, South Korea, Italy, and Finland. All of them show concentration levels well above the predicted values.

- High for platforms are Turkey, South Africa, Mexico, Australia, Switzerland, and Japan.

- Low for platforms are India, United States, the Netherlands, Brazil, and Russia. Moreover, India has moved strongly in the direction of still lower than expected concentration, whereas the United States has moved in the opposite direction, though it is still low.

Finally, aggregating across all media, we can observe the following (Graph 37.10):

Graph 37.10

Divergence of Actual National Media Concentration over Predicted Concentration

- China and India are the two extremes. Furthermore, they have moved in opposite directions, with China's media growing still more concentrated than predicted, while India's moving the other way, to the greatest non-concentration relative to prediction. India diverges now more toward de-concentration than the United States, factoring in its poverty, low average education, and so on.

- Other countries on the high end are Turkey, Mexico, and South Africa. These are relatively poor countries with lower educational averages, but that is already factored into the predictive model. Also on the high end are several rich countries: Australia, Switzerland, Japan, Italy, and Belgium.

- On the low end, though at considerable distance from the outliers India and United States, are Sweden, France, the Netherlands, Brazil, and Argentina.
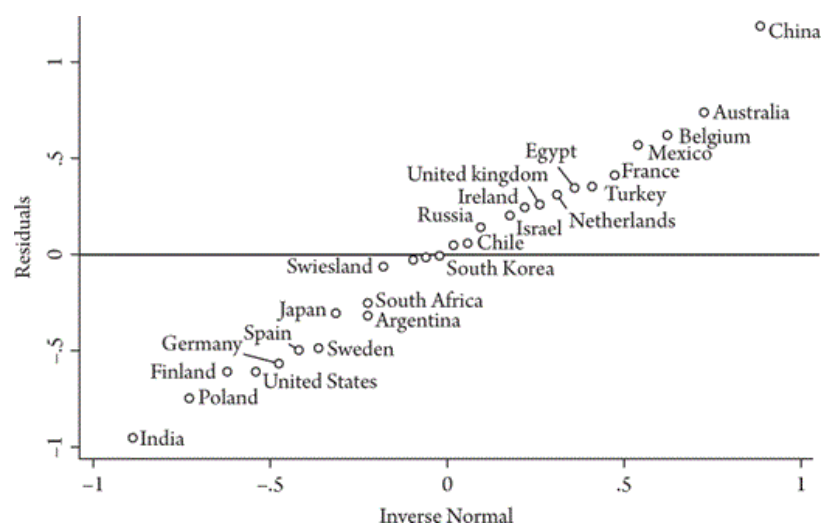
Analyzing the Divergence in Concentration

The data that was collected from around the world subject to methodological uniformity permits an econometric cross-section analysis. Such an analysis was done in the preceding section. The results show which factor affects concentration levels of different media industries and which factors affect concentration within a media industry.

We now take this analysis a step further and try to extract information out of nonconformity. That is, how should one evaluate the fact that a country's industry deviates from the concentration level predicted by the econometric model? What the estimates of Table 37.1 do is to provide adjustment factors from mean concentration levels. It shows, for example, that size matters. A large population is associated with lower concentration, as Table 37.1 with its generally negative coefficients for population shows.

Similarly, a large geography is associated with lower concentration levels for many media industries. Income often plays a role, as it raises consumption of media services, as well as of products that are advertised, thereby attracting advertiser dollars to media. The same goes for education, which tends to raise demand for some media (and lower them for others). Overall, the models that were estimated provide a prediction: for a given industry and country, using its actual socio-demographic, economic, and geographic values, a prediction for concentration can be readily obtained, based on the explanatory power of the estimated coefficients. But, of course, the actually observed concentration levels will tend to deviate from predicted levels. What this means is that we can observe deviations of media from levels that can be explained by poverty, geography, population, and so on.[2] (Note that the earlier regression in Graph 37.6 also explained an industry's concentration level by its capital intensity. In the present set of estimations this factor helps explain the constants in the equations.)

The deviations of the predicted concentration from the one actually observed should be the measure of judging a country's concentration. The deviations of actual to predicted values are the "residuals" of the estimation. These residuals can be plotted as they are in the following graphs, in ascending order (the horizontal axis conveys no particular meaning for our purpose). We begin with a look at Graph 37.7, which shows the divergence—after adjustment for size, population, income, and so on—for newspaper concentration for the various countries.

Graph 37.7

Divergence of Actual National Media Concentration over Predicted Concentration – Newspapers

China is an outlier, but so are Australia, Belgium, Mexico, and even France. These countries have, when it comes to the concentration of newspapers, a level that is much higher than can be explained from the socio-demographic, economic, and geographic circumstances. Such a divergence in a country needs to be explained by policy or business reasons, and if these are not persuasive, the question should be considered whether and how to bring the concentration level closer to the levels that are predicted from other countries.[3]

Those countries that clustered around the horizontal "zero-residual" line can take some comfort in that their concentration levels seem to be explainable by a variety of exogenous factors and thus likely to be fairly impervious to change. But their safety margin is not high. In contrast, those countries well below the line have more breathing space. For those countries, advocates of media pluralism and de-concentration should prioritize their advocacy and focus on those media industries in their country where divergences are largest, and have most impact.

Going beyond their own countries, they could also observe where elsewhere the deviations from media pluralism are the highest. Clearly, countries such as China or Egypt are at the high end of the concentration spectrum, for various reasons of politics and history. But the residual analysis also ferrets out unexpected observations. For Online News (Graph 37.8), based on the data supplied, the highest unexpected (and statistically unexplained) concentration is in Brazil, whereas the relatively lowest such concentration is in another Latin American country, Mexico.

Graph 37.8

Divergence of Actual National Media Concentration over Predicted Concentration – Online News

Space does not permit the presentation of similar graphs for all of the 13 media industries. Here are some of the observations.

· In magazine publishing the divergence of actual above expected concentration is high for Russia, France, Turkey, and Australia.

· In radio, the outliers are China, Finland, Sweden, and the United Kingdom. In the latter three countries, alternatives are available but public service radio is popular and has a high market share

· In TV broadcasting, the high outliers are Ireland, Italy, France, India, and Taiwan.

· In multi-channel platforms, Italy, Spain, United Kingdom, Chile, and Poland are at the high end. At the low end are Taiwan and Sweden.

· For film, the most divergent are France (with Vivendi's Studio Canal and its "national champion" role) and Italy. In both cases, there is a very strong vertical integration into TV.

· In wireless, China shows a very high divergence in terms of actual vs. expected concentration. Also high are Mexico, Turkey, and Switzerland. India is at the other extreme.

· For wireline, it is Japan that is at the high end, together with Turkey, Australia, South Africa, Spain, and Mexico. At the low end are the United States, The Netherlands, Finland, and India.

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- China and India are the two extremes. Furthermore, they have moved in opposite directions, with China's media growing still more concentrated than predicted, while India's moving the other way, to the greatest non-concentration relative to prediction. India diverges now more toward de-concentration than the United States, factoring in its poverty, low average education, and so on.

- Other countries on the high end are Turkey, Mexico, and South Africa. These are relatively poor countries with lower educational averages, but that is already factored into the predictive model. Also on the high end are several rich countries: Australia, Switzerland, Japan, Italy, and Belgium.

- On the low end, though at considerable distance from the outliers India and United States, are Sweden, France, the Netherlands, Brazil, and Argentina.

Media Voices

One way to look at the diversity of media is through market shares, and this is the approach taken in much of this book. However, there is also another perspective. That perspective says ↳ that pluralism is not defined by concentration but rather by the diversity of sources available. This was also discussed in the chapter on methodology. The argument made is that if there are 20 radio stations in the market, their actual audience share is immaterial; what counts is the number of options for a listener, not how popular they are. In this case, there would be 20 "voices." But this needs refinement. The same firm might own several of these stations and thus there would not be 20 truly different voices. One must therefore consolidate the voices supplied by the same media organization and calculate "net voices."

A second refinement is that of a limiting principle. Some voices are just too small to be considered an alternative option. As mentioned, is a college newspaper or a shopping magazine a "voice"? There has to be some threshold for a voice to be a meaningful participant. We chose, as such a threshold, for a firm to have at least a 1% share of that media industry's market.[4] To do so has reasons of principle and practicality. A media operation that is tiny does not, in most cases, meaningfully contribute to the pluralism of media choices facing a citizen, and to the shape of public opinion facing a politician. True, tiny publications have at times an impact, but typically only indirectly, as a catalyst to larger media operations that pick up the story. On a practical level, it is difficult to define, measure, and count tiny media. Picking a threshold of 1% of a market means applying a sliding scale that rises in absolute terms with the size of the market. Comparing countries' voice count on that basis is defensible on the level of pluralism, where voices are relative, not absolute in size. It is methodologically more difficult to do so for the already relative measure of voices-per-capita.

Counting different voices is one way to measure diversity for user choice. But it does not measure diversity in terms of political perspective or subject matter focus. To measure such differences would be highly subjective to define or measure. Instead, the underlying assumption is that when the number of options rises, different perspectives emerge. One example is the diversification of TV news perspectives in the United States. After several decades of three fairly centrist national TV news options, the emergence of multi-channel cable TV led to the creation of TV news channels with pronounced political perspectives, with Fox News Channel on the Right, and MSNBC on the Left. Thus, more options also meant a wider content diversity.

Industry-specific voices have been counted in the country reports. We now aggregate them for the content media industries: newspapers, magazines, book publishers, radio, broadcast TV, multi-channel TV, video channels, film, search engines, and online news media.[5] Duplicative voices of the same media organization are then consolidated.

Graph 37.11 shows the "net-n" number of voices (i.e., without double-counting the several media of the same companies). The United States had the highest number of net voices, with 59. (40 of its 99 "gross" voices had been duplicative, cross-owned by multi-voice firms.) Most countries had a net voice count of between 30 and 50. China had fewer than 20 net voices if one considers the state a single voice. This would be the lowest number for the 30-country world. If one segments Chinese media according to various media organizations, then China (segmented) reported 62 net voices, higher than any other country.

Graph 37.11

Countries' Number of Voices (Net)

Countries' Number of Voices (Net)

(COMPANIES WITH >1% OF MARKET SHARE, 2011 OR MOST RECENT)

The absolute number of voices is generally higher in large countries. A larger population is likely to support a larger number of media. To estimate the diversity of the media supply side in a country, a good measure is therefore the number of media voices (net)-per-capita. Where such a value is high, it means that the country produces a wide variety of voices, given its size.

Graph 37.12 shows the number of voices divided by the population of the country. The distribution looks quite different than that of the absolute number, given in Graph 37.11. Ireland and Finland have the highest

p. 1256 number, at ↳

p. 1257 ↳

8.1 and 6.8 net voices per million population, respectively, followed by Israel (5.9), Switzerland (6.5), Belgium (3.9), and Sweden (3.3). Most countries have values below 1.0. Finland and Ireland have high per-capita voices, but one needs to consider that almost half of Ireland's media voices are spillovers from the United Kingdom. Similarly, about half of voices in Finland are from Sweden or Norway, and a large share of the voices for Belgium originate in the neighboring language partners France and the Netherlands. In Switzerland similarly, many of the voices are from Germany, Italy, France, and Austria. These are not foreign-owned operations inside these countries or aimed at them, but rather they are foreign broadcasts that spill in and/or are carried by cable systems. Given these qualifications, the highest per-capita voice count in Israel, whose tables do not include media from the adjoining countries. Countries with a high voice/capita measure are small (in population), wealthy, educated, with active politics, and often with more than one language community. The lowest values attained by the countries with the largest population, being China, India, Brazil, and United States. By this measure, the United States is not the most diverse environment at all, with less than one voice (0.2) per million population, much less than in Switzerland, Sweden, Belgium, Finland, or Israel.

Graph 37.12

Countries' Per Capita Voices

Countries' Per Capita Voices

(COMPANIES WITH >1% OF MARKET SHARE, 2011 OR MOST RECENT)

The scattergram in Graph 37.13 shows how the size of a country's population affects its media structure. The regression analyses confirm the visual: voices-per-capita are highly correlated with population:

Graph 37.13

Regression of Net n Per Capita, 2011 or Most Recent

Regression of Net n Per Capita, 2011 or Most Recent

$$\ln \frac{\text{net voices}}{\text{cap}} = 3.5937 - 0.9361 \ln \text{population}.$$

The R^2 is a measure of how good the fit of the regression model is to the data. Its value of 0.7659 shows that there is a decent fit. The equation above can be raised out of the logarithmic form as:

$$\frac{\text{net voices}}{\text{pop}} = 43.929 \, \text{pop}^{-0.9361},$$

which can be rewritten as:

$$\text{net voices} = 43.93 \,^{0.0639.}$$

This can be approximated as:

$$\text{Net Voices} \approx 44 \, \text{pop} \, (\text{mil})^{0.064}.$$

What this equation tells us is that the number of voices rises with population, though at a slow pace. A doubling of population raises the number of voices by about 6.4%, or about 3 voices. This is not a very steep increase. However, it must also be remembered that the definition of a voice as above 1% is relative to national market size. To deal with the problem of a dynamic definition of voices, we look at the number of voices—holding that definition constant—that are added or subtracted when the population size is doubled (or halved), we find, looking at the 30 countries, that on average this adds (or subtracts) about 4.5 voices. Thus, taken together, the number of voices (holding the voice definition constant in terms of size) rises, for each doubling of population, by about 7.5 voices.

This result shows how media concentration, in terms of voices, declines with a country's population size, *ceteris paribus*. The number of voices rises. Yet on a per-capita basis, the ratio of voices declines, because a doubling of population increases the voice count by about 15%. Smaller countries have more voices-per-capita. These smaller countries are able to support voices at a scale that does not seem sustainable in larger countries. It must therefore be reasons of competitiveness, and factors such as economies of scale and network effects that make it harder for smaller voices to survive in large countries. In that sense, the larger countries under-perform in terms of sustaining voices. And this suggests that in an increasingly global media system, the number of voices-per-capita will decline.

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Natural log of voices per capita by natural log of population

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Prevalence of National Cross-Ownership of Voices

In what countries is there much cross-ownership of media? How many media voices are owned by larger entities that combine several voices? This might be based on regulatory policy and enforcement and on economic and business circumstances. To answer that question, we calculate the percentage of media voices owned by a multi-voice firm, of the overall number of voices (Graph 37.14).

Graph 37.14

Cross-Ownership Ratios

The world average voice cross-ownership ratio is 26.9% (27% in 2004/05). On average, then, about 26.9% of content media entities in a country's media market do share common owners. But, the number varies greatly across countries. The countries with the highest voice cross-ownership ratios are China (using the integrated definition of state ownership) at 73.9%; Sweden, 44.4%, Brazil, 40.9%; and the United States, 40.4%. In Canada (35.9%), Germany (35%), and Australia (34.3%) it is a combination of the strong position of the private companies and of the public broadcasters in a tight oligopoly. The US's high cross-ownership is the result of diverse activities of the top groups Murdoch, Redstone, Disney, and Time Warner. Canada, the United Kingdom (31.3%), and Italy (25%) also have relatively high voice cross-ownership ratios, due to a combination of very active public broadcasters (CBC, BBC, and RAI) as well as private companies (Bell Canada, Murdoch, Fininvest).

Countries with low cross-ownership include South Korea (10.4%), Belgium (8.9%) and Egypt (8.6%). In Argentina (7.7%) and Mexico (9.1%), even though the overall content media market is highly concentrated because the audiovisual and newspaper markets are oligopolies, the main cross-owning firm is one media firm (Clarín in Argentina, Televisa in Mexico) so the ratios are low.

Depending how one measures China's state media holdings—either as a single group (as we also do for Murdoch, Redstone, and Malone) or as a set of independent media—China has either the world's lowest share of voices independent of each other (11.4%) or the very highest (73.9%).

One can observe that voice cross-ownership is higher in well-developed media markets such as those of Sweden, the United States, Germany, Australia, Canada, the United Kingdom, Italy, Israel, Portugal, Japan, and France. It is least in evidence in the less developed media markets ↳ of Mexico, Egypt, and Argentina. This suggests that the presence of media firms in multiple media industries rises with economic and media development. In consequence, as countries develop economically and their media grow in technological and business complexity, one should expect further trends to the cross-ownership of media voices.

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Media Exports

This section discusses the extent of the top media companies' out-of-home-country activity. We call this, somewhat imprecisely, "export" activities, even though many of them are produced by a company in foreign countries by its foreign subsidiaries. The term "international" might be better, but it has several meanings and is thus ambiguous.

Table 37.2 below shows the percentage of revenues made by companies outside of their home countries. Data sources are of two kinds. Some companies report their international revenues. For other companies, we identify domestic revenues, often from this book's country chapters, and allocate the remaining media revenues to foreign activities. In still other cases, the revenue of foreign operation has already been identified in the various country chapters and overarching summaries.

Table 37-2. Top media Companies by Export Percentage, 2010 or Most Recent (>10% of Total Revenue From Exports)

Company	Total Revenue (mil $)	Non-domestic revenues (Export) (mil $)	Export%
Vodafone (UK)[a]	73,766	65,681	89.0
Pearson (UK)	9,043	7,841	86.7
Google (US)	50,175	39,829	79.4
America Móvil (Mexico)	59,300	45,731	77.1
Liberty (US)	12,197	8,775	72.0
MTN (South Africa)	11,667	8,213	70.4
Naspers (South Africa)	2,719	1,914	70.4
Softbank (Japan)	50,804	34,497	67.9
Murdoch Group (US)	*64,424*	41,792	64.8
-21st Century Fox	30,718	21,168	68.9
-News Corp.	33,706	20,561	61.0
Bertelsmann (Germany)	16,065	10,259	63.9
Vimpelcom	23,061	14,068	61.0
TeliaSonera (Sweden/Finland)[b]	16,204	9,704	60.0
Bauer (Germany)	2,842	1,697	59.7
Lagardère (France)	11,204	6,676	59.6
Vivendi (France)	38,657	22,523	58.3
Telefónica + Telecom Italia	122,471	70,482	57.6
Orange (France)	55,349	24,898	45.0
Bonnier (Sweden)	4,300	1,932	44.9
Turkcell (Turkey)	6,400	2,628	41.1
Deutsche Telekom (Germany)	77,556	30,494	39.3
British Telecom (UK)	29,400	11,466	39.0
Redstone Group (US)	28,396	10,047	35.4
-Viacom	13,887	8,316	59.9
-CBS	14,509	1,731	11.9
Time Warner (US)	27,950	9,865	35.3
Disney (US)	13,879	4,826	34.8
PRISA (Spain)	3,591	1,220	34.0
SK Group (South Korea)	13,600	4,073	29.9
Swisscom (Switzerland)	12,295	3,675	29.9
Fininvest (Italy)	6,854	1,836	26.8
Globo Group (Brazil)	10,398	2,667	25.6
Telstra (Australia)	25,500	6,299	24.7

KPN (Netherlands)	16,698	4,090	24.5
China Film Group	1,306	282	21.6
Hearst (US)	9,000	1,910	21.3
Yahoo (US)	5,607	1,160	20.7
ZDF (Germany)	2,731	555	20.3
Belgacom	8,750	1,700	19.4
Dish Network (US)	14,270	2,633	18.5
Televisa (Mexico)	5,300	954	18.0
BBC (UK)	8,200	1,448	17.7
MTS (Russia)	12,400	1,861	15.0
KDDI (Japan)	35,605	1,780	15.0
Telkom (South Africa)	2,865	406	14.2
Planeta (Spain)	2,597	326	12.6
ProSiebenSat.1 (Germany)	3,150	387	12.3
Verizon (US)	115,846	13,176	11.4
AT&T (US)	129,434	14,095	10.9
Bharti Enterprises (India)	9,372	964	10.3
Oi + Portugal Telecom	32,195	3,244	10.1
-Telemar Participações (Oi) (Brazil)	27,197	1,808	6.6
-Portugal Telecom (Portugal)	4,998	1,436	28.7
Korea Telecom (South Korea)	18,338	16,504	10.0

a   Incorporates the 2013 Verizon buyout of Vodafone's part ownership of Verizon Wireless.

b   TeliaSonera's Sweden/Finland market is counted as a single domestic market since both countries' governments have stakes in the company's ownership.

Of the top companies, the average share of exports as part of their revenues was 38.6% in 2013. The company with the greatest share of revenue outside of its home country is Vodafone, which makes 89% of its revenue outside of the United Kingdom.[6] Following Vodafone, the companies with the largest export profiles are Pearson (United Kingdom, 86.7%), ↳

Google (United States, 79.4%), America Móvil (Mexico, 77.1%), TeliaSonera (Sweden/Finland, 72.8%), and Liberty (United Kingdom, 72%). Two South African companies, the mobile telecom firm MTN (70.4%) and Naspers (70.4%) also derive much of their revenue from abroad, in MTN's case primarily in Middle Eastern and sub-Saharan mobile markets, and for Naspers primarily in Europe and sub-Saharan Africa. French firms also have large export percentages, primarily in Europe and the United States, with Lagardère (59.6%), Vivendi (58.3%), and the mobile provider Orange (45%). In contrast, primarily domestic companies are the telecom firms (mostly incumbents) Telus (Canada, 9.5%), Korea Telecom (10%), AT&T (United States, 10.9%), Verizon (United States, 88.6%), and Bharti Enterprises (India, 10.3%).

Is there a common denominator for the export-intensive companies? Several are based in rich and large countries where media firms expand globally. Others originate in less developed countries, some of whose companies seek expansion by moving beyond their borders. Companies also originate in very different industries. If one industry is singled out, it would be mobile telecom with 4 of the top 10 companies with highest export intensity.

Overall, the export (i.e., non-domestic) media activity is $575.1 billion. Of these, by far the largest share is that of telecom with 68.3%. This includes both wireline and wireless, but by far the greatest part is for mobile phone operations. The share of audiovisual (TV, multi-channel, cable channels, and film) is 16.5%, for print publishing (newspapers, books, magazines) 10.1%, and for search engines 5.1%.

The countries whose companies had the largest share of media exports in the world in 2013 (Table 37.4) were the United States with nearly one quarter (23.9%), distantly followed by the United Kingdom (14.8%), p. 1262 Spain (9.2%), France ↳ (9.5%), Mexico (8%), and Germany (7.5%). ("Exports," as explained, are defined as non-domestic revenues.) These export numbers are not shares in the world's non-domestic media presence. Those shares in the overall markets are provided in the second column of Table 37.3.

Table 37-4. Big Six Hollywood Studios' Share in National Content Market, 2012

Revenue in Millions $US	Revenue of 6 Hollywood Distributors (USD Millions)	Total Media Revenue	Share of Top 6 Hollywood Distributors in Total National Media Revenue	Total National Content Revenue	Share of Top 6 Hollywood Distributors in Total National Content Revenue
Argentina	83	8,671	0.95%	3,694	2.24%
Australia	552	46,568	1.19%	17,882	3.09%
Belgium	134	15,184	0.88%	5,557	2.41%
Brazil	504	95,447	0.53%	20,903	2.41%
Canada	694	56,645	1.22%	22,148	3.13%
Chile	30	6,009	0.49%	2,482	1.19%
China	69	156,582	0.04%	38,519	0.18%
Egypt	25	7,791	0.33%	1,776	1.43%
Finland	42	10,767	0.39%	4,781	0.88%
France	614	100,408	0.61%	31,528	1.95%
Germany	838	150,354	0.56%	56,383	1.49%
India	108	45,102	0.24%	10,734	1.00%
Ireland	76	11,365	0.67%	4,898	1.55%
Israel	61	7,546	0.81%	1,720	3.55%
Italy	395	65,951	0.60%	23,149	1.70%
Japan	575	218,063	0.26%	81,119	0.71%
Mexico	295	24,922	1.18%	5,362	5.24%
Netherlands	115	30,203	0.38%	8,880	1.29%
Portugal	88	15,298	0.58%	3,580	2.46%
Russia	86	47,744	0.18%	19,098	0.45%
South Africa	215	21,744	0.99%	3,544	6.06%
South Korea	158	44,107	0.36%	7,410	2.14%
Spain	927	87,365	1.06%	34,422	2.69%
Sweden	52	19,231	0.27%	8,673	0.60%
Switzerland	95	15,367	0.62%	7,883	1.20%
Taiwan	130	14,209	0.91%	4,746	2.74%
Turkey	186	23,049	0.81%	5,209	3.56%
UK	871	127,407	0.68%	24,080	3.62%
US	8,579	795,890	1.08%	335,070	2.56%
World Totals	16,593	2,270,262	0.73%	794,524	2.09%

Table 37-3. Country Shares of World Media Exports, 2010 or Most Recent

Country	Country's Share of World Media Exports	Country's Share of World Media Market
US	23.9%	35.4%
UK	14.8%	5.7%
Spain	9.5%	3.9%
France	9.2%	4.5%
Mexico	8.0%	1.1%
Germany	7.5%	6.7%
Japan	6.4%	8.8%
South Korea	3.5%	3.9%
Italy	3.2%	3.0%
Russia	2.7%	2.1%
Sweden	2.3%	0.9%
South Africa	1.8%	0.9%
China	1.7%	6.7%
Australia	1.2%	2.0%
Brazil	0.8%	4.3%
Netherlands	0.7%	1.3%
Switzerland	0.6%	0.7%
Canada	0.6%	2.5%
Turkey	0.4%	1.0%
Belgium	0.3%	0.7%
Portugal	0.2%	0.7%
India	0.2%	2.0%
Finland	0.2%	0.4%
Egypt	0.2%	0.4%
Taiwan	0.1%	0.6%
Argentina	<0.1%	0.4%
Chile	<0.1%	0.3%
Ireland	0.05%	0.5%
Israel	<0.1%	0.3%
Poland	<0.1%	0.7%

Observations:

- The United States is highest, at 23.9% in world share of non-domestic media activities. However, the US world export share is much smaller than its share in the overall world media market, which is 35.4%. That means that the domestic role of US media is much higher than the world average, and its export activity, while large in absolute terms, is lower than world average.

- Other export "under-performers" are Japan, South Korea, China (1.7% vs. 6.7%), Australia (counting Rupert Murdoch as a US ↳ national), Brazil, Turkey, India, Taiwan, and Canada.

- Export "over-achievers" are the United Kingdom (14.8% vs. 5.7%), Spain, France, Mexico (8.0% vs. 1.1%, mostly due to Carlos Slim's America Móvil), Sweden, and South Africa.

Media Exports

This section discusses the extent of the top media companies' out-of-home-country activity. We call this, somewhat imprecisely, "export" activities, even though many of them are produced by a company in foreign countries by its foreign subsidiaries. The term "international" might be better, but it has several meanings and is thus ambiguous.

Table 37.2 below shows the percentage of revenues made by companies outside of their home countries. Data sources are of two kinds. Some companies report their international revenues. For other companies, we identify domestic revenues, often from this book's country chapters, and allocate the remaining media revenues to foreign activities. In still other cases, the revenue of foreign operation has already been identified in the various country chapters and overarching summaries.

Table 37-2. Top media Companies by Export Percentage, 2010 or Most Recent (>10% of Total Revenue From Exports)

Company	Total Revenue (mil $)	Non-domestic revenues (Export) (mil $)	Export%
Vodafone (UK)[a]	73,766	65,681	89.0
Pearson (UK)	9,043	7,841	86.7
Google (US)	50,175	39,829	79.4
America Móvil (Mexico)	59,300	45,731	77.1
Liberty (US)	12,197	8,775	72.0
MTN (South Africa)	11,667	8,213	70.4
Naspers (South Africa)	2,719	1,914	70.4
Softbank (Japan)	50,804	34,497	67.9
Murdoch Group (US)	*64,424*	41,792	64.8
-21st Century Fox	30,718	21,168	68.9
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Germany	838	150,354	0.56%	56,383	1.49%
India	108	45,102	0.24%	10,734	1.00%
Ireland	76	11,365	0.67%	4,898	1.55%
Israel	61	7,546	0.81%	1,720	3.55%
Italy	395	65,951	0.60%	23,149	1.70%
Japan	575	218,063	0.26%	81,119	0.71%
Mexico	295	24,922	1.18%	5,362	5.24%
Netherlands	115	30,203	0.38%	8,880	1.29%
Portugal	88	15,298	0.58%	3,580	2.46%
Russia	86	47,744	0.18%	19,098	0.45%
South Africa	215	21,744	0.99%	3,544	6.06%
South Korea	158	44,107	0.36%	7,410	2.14%
Spain	927	87,365	1.06%	34,422	2.69%
Sweden	52	19,231	0.27%	8,673	0.60%
Switzerland	95	15,367	0.62%	7,883	1.20%
Taiwan	130	14,209	0.91%	4,746	2.74%
Turkey	186	23,049	0.81%	5,209	3.56%
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World Totals	16,593	2,270,262	0.73%	794,524	2.09%

Table 37-3. Country Shares of World Media Exports, 2010 or Most Recent

Country	Country's Share of World Media Exports	Country's Share of World Media Market
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Spain	9.5%	3.9%
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Mexico	8.0%	1.1%
Germany	7.5%	6.7%
Japan	6.4%	8.8%
South Korea	3.5%	3.9%
Italy	3.2%	3.0%
Russia	2.7%	2.1%
Sweden	2.3%	0.9%
South Africa	1.8%	0.9%
China	1.7%	6.7%
Australia	1.2%	2.0%
Brazil	0.8%	4.3%
Netherlands	0.7%	1.3%
Switzerland	0.6%	0.7%
Canada	0.6%	2.5%
Turkey	0.4%	1.0%
Belgium	0.3%	0.7%
Portugal	0.2%	0.7%
India	0.2%	2.0%
Finland	0.2%	0.4%
Egypt	0.2%	0.4%
Taiwan	0.1%	0.6%
Argentina	<0.1%	0.4%
Chile	<0.1%	0.3%
Ireland	0.05%	0.5%
Israel	<0.1%	0.3%
Poland	<0.1%	0.7%

Observations:

- The United States is highest, at 23.9% in world share of non-domestic media activities. However, the US world export share is much smaller than its share in the overall world media market, which is 35.4%. That means that the domestic role of US media is much higher than the world average, and its export activity, while large in absolute terms, is lower than world average.

- Other export "under-performers" are Japan, South Korea, China (1.7% vs. 6.7%), Australia (counting Rupert Murdoch as a US ↳ national), Brazil, Turkey, India, Taiwan, and Canada.

- Export "over-achievers" are the United Kingdom (14.8% vs. 5.7%), Spain, France, Mexico (8.0% vs. 1.1%, mostly due to Carlos Slim's America Móvil), Sweden, and South Africa.

The Role of Hollywood

It is often argued that the Hollywood studios dominate content media worldwide. This may well be the case culturally. But in economic terms the case is harder to substantiate. In pure ↳ revenue terms, the combined share in content media industries' revenues of the six Hollywood "majors" box office revenues adds up to 2.09%. It is higher in Australia, South Africa, and Mexico, and lower in China, Japan, Russia, Sweden, and India.[7]

Quite likely, several income streams are not reported beyond those of theatrical box office. These include licensing to TV networks and cable channels, as well as home video sales. These additional income streams would raise the percentages, but even if they tripled it, it would merely rise to 6.27% of global content media revenues. One might also include the Hollywood firms' TV series production. In the United States, such revenues are 70.9% of film box office revenues (see the chapter on the United States). If one generously assumes the same percentage to hold worldwide (even though most TV series are not exported, and there is much more competition, both domestic and from third countries), then the Hollywood share of global content would rise to 7.75% for the six firms. Thus, the claim that Hollywood dominates the world's content creation and distribution is much exaggerated. It is accurate when applied to film specifically (see the Chapter "Media Industries," section "Film") but not to the wider content sector.

Market Size

Table 37.5 shows the total platform and content revenue figures for every country. The revenue numbers in this section include advertising revenues as well as viewer fees, ear-marked taxes, and so on. They do not include in-kind income or voluntarist services such as bloggers.

Table 37-5. Content, Platform, and Overall Media Revenues (MIL$)

	Content Media		Platform Media		All Media	
	2004/05	2011 or Most Recent Year	2004/05	2011 or Most Recent Year	2004/05	2011 or Most Recent Year
Argentina	1,675	3,229	4,416	5,789	6,091	9,018
Australia	10,284	16,998	21,624	33,132	31,908	50,130
Belgium	3,854	5,011	11,999	13,525	15,853	18,536
Brazil	10,662	23,354	65,361	103,697	76,023	127,050
Canada	15,217	24,089	27,855	49,644	43,072	73,733
Chile	1,719	2,129	2,382	3,528	4,102	5,657
China	8,598	35,272	50,300	173,430	58,898	208,702
Egypt	913	1,258	3,166	6,721	4,079	7,979
Finland	2,890	3,868	4,678	5,399	7,568	9,267
France	32,856	37,462	43,066	68,955	75,922	106,417
Germany	48,194	55,999	79,198	89,152	127,392	145,151
India	4,957	8,774	10,235	34,683	15,192	43,457
Ireland	3,455	3,788	6,180	6,469	9,635	10,257
Israel	1,436	1,961	4,939	5,468	6,375	7,429
Italy	17,453	22,873	46,787	42,450	64,240	65,323
Japan	58,770	63,861	115,104	171,942	173,874	235,803
Mexico	3,533	4,825	18,177	25,701	21,710	30,526
Netherlands	8,674	9,323	17,055	21,286	25,729	30,609
Poland	1,802	1,988	9,617	12,691	11,419	14,679
Portugal	4,893	6,450	7,489	8,772	12,381	15,222
Russia	2,674	9,122	18,117	36,492	20,792	45,614
South Africa	2,059	3,725	13,561	15,800	15,619	19,525
South Korea	5,846	7,827	23,087	32,730	28,933	40,558
Spain	28,254	34,088	44,559	52,893	72,813	86,981
Sweden	6,638	9,041	8,712	10,459	15,350	19,500
Switzerland	4,672	5,562	8,404	11,781	13,076	17,342
Taiwan	3,441	3,181	10,638	11,495	14,079	14,677
Turkey	1,675	3,465	9,523	16,053	11,198	19,518
UK	45,912	58,004	58,186	66,506	104,098	124,510
US	243,167	268,222	409,398	521,350	652,565	789,572
Total	586,173	734,749	1,153,813	1,657,993	1,739,986	2,392,742

The largest platform media markets are the United States ($521 billion, 31.7%), China ($173 billion, 10.5%), Japan ($172 billion, 10.5%), Brazil ($104 billion, 6.3%), Germany ($89.2 billion, 5.4%), and the United Kingdom ($66.5 billion, 4%). China and India's growth has been especially significant, with the market tripling in the period under review in both countries: in 2004, the Chinese platform industries accounted for 4.4% of the world at $50.3 billion, it was 10.5% in 2013. In India, it was $10.2 billion (0.9%) but grew to $34.7 billion (2.1%) by 2013.

Table 37.5 also shows the size of content markets. It is largest, by far, in the United States ($268 billion, 36.5%). This is followed by Japan ($63.1 billion, 8.7%), the United Kingdom ($58 billion, 7.9%), Germany ($56 billion, 7.6%), France ($37.5 billion, 5.1%), China ($35.3 billion, 4.8%), and Spain ($34.1 billion, 4.6%). China's market size has quadrupled since 2004. India's market size for content has almost doubled, from $5 billion to $8.8 billion (or 1.2% of the world market), since 2005. What these numbers show is that three countries (the United States, Japan, and the United Kingdom) account for over half (53.1%) of the world's (30-country) media market in content. Add Germany, France, and China, and these six countries account for 70.6% of the world's content media market. Add Canada (3.3%), Brazil (3.2%), Italy (3.1%), and Australia (2.3%), and the percentage of the top 10 media markets rises to 82.5%. A media exporter, by focusing just on these 10 countries, would therefore reach most of the world's media content market, at least by size of revenue (though not necessarily in terms of receptivity to imports).

Market Size

Table 37.5 shows the total platform and content revenue figures for every country. The revenue numbers in this section include advertising revenues as well as viewer fees, ear-marked taxes, and so on. They do not include in-kind income or voluntarist services such as bloggers.

Table 37-5. Content, Platform, and Overall Media Revenues (MIL$)

	Content Media		Platform Media		All Media	
	2004/05	2011 or Most Recent Year	2004/05	2011 or Most Recent Year	2004/05	2011 or Most Recent Year
Argentina	1,675	3,229	4,416	5,789	6,091	9,018
Australia	10,284	16,998	21,624	33,132	31,908	50,130
Belgium	3,854	5,011	11,999	13,525	15,853	18,536
Brazil	10,662	23,354	65,361	103,697	76,023	127,050
Canada	15,217	24,089	27,855	49,644	43,072	73,733
Chile	1,719	2,129	2,382	3,528	4,102	5,657
China	8,598	35,272	50,300	173,430	58,898	208,702
Egypt	913	1,258	3,166	6,721	4,079	7,979
Finland	2,890	3,868	4,678	5,399	7,568	9,267
France	32,856	37,462	43,066	68,955	75,922	106,417
Germany	48,194	55,999	79,198	89,152	127,392	145,151
India	4,957	8,774	10,235	34,683	15,192	43,457
Ireland	3,455	3,788	6,180	6,469	9,635	10,257
Israel	1,436	1,961	4,939	5,468	6,375	7,429
Italy	17,453	22,873	46,787	42,450	64,240	65,323
Japan	58,770	63,861	115,104	171,942	173,874	235,803
Mexico	3,533	4,825	18,177	25,701	21,710	30,526
Netherlands	8,674	9,323	17,055	21,286	25,729	30,609
Poland	1,802	1,988	9,617	12,691	11,419	14,679
Portugal	4,893	6,450	7,489	8,772	12,381	15,222
Russia	2,674	9,122	18,117	36,492	20,792	45,614
South Africa	2,059	3,725	13,561	15,800	15,619	19,525
South Korea	5,846	7,827	23,087	32,730	28,933	40,558
Spain	28,254	34,088	44,559	52,893	72,813	86,981
Sweden	6,638	9,041	8,712	10,459	15,350	19,500
Switzerland	4,672	5,562	8,404	11,781	13,076	17,342
Taiwan	3,441	3,181	10,638	11,495	14,079	14,677
Turkey	1,675	3,465	9,523	16,053	11,198	19,518
UK	45,912	58,004	58,186	66,506	104,098	124,510
US	243,167	268,222	409,398	521,350	652,565	789,572
Total	586,173	734,749	1,153,813	1,657,993	1,739,986	2,392,742

The largest platform media markets are the United States ($521 billion, 31.7%), China ($173 billion, 10.5%), Japan ($172 billion, 10.5%), Brazil ($104 billion, 6.3%), Germany ($89.2 billion, 5.4%), and the United Kingdom ($66.5 billion, 4%). China and India's growth has been especially significant, with the market tripling in the period under review in both countries: in 2004, the Chinese platform industries accounted for 4.4% of the world at $50.3 billion, it was 10.5% in 2013. In India, it was $10.2 billion (0.9%) but grew to $34.7 billion (2.1%) by 2013.

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Content Revenues vs. Platform Revenues

In this section, we analyze the proportions of content revenues and platform revenues in the overall media sector. Graph 37.15 shows content revenues as a percentage of the national media industry.

Graph 37.15

Content Revenue as a Percentage of National Media Industry

In most countries, platform media revenues are twice as high as content revenues. In no country does content's share of the national media revenues exceed 50%. The world average for content as a percentage of all revenues is 29.3%. The share of national content media revenue to total revenue is highest in the United Kingdom (46.6%), Sweden (46.4%), Portugal (42.4%), Finland (41.7%), and Spain (39.2%). It is lowest in Poland (13.5%), China (16.9%), Egypt (15.8%), and Turkey (17.8%). In the United States, it is 34%.

The share of platforms (telecom, ISPs, and cable/satellite)[8] is correspondingly high. Telecom and ISP platforms reach across society and economy, and demand for these services is fairly inelastic with respect to price and income. As a result, the world average share of platforms over all media was 70.8% in 2013. Shares are especially high in emerging markets: the largest shares are for China (83.1%), Poland (86.5%), South Africa (80.9%), Turkey (82.3%), Russia (80%), Egypt and Mexico (both 84.2%), Brazil (81.6%), and South Korea (80.7%). It is lower in richer countries (e.g., Sweden, with 53.6% or Finland, with 58.3%) or where content is oligopolistic and expensive, but widely consumed (Ireland, with 63.1% and Argentina, with 64.2%).

This means that of media spending in poor countries, most goes to platforms and connectivity, not to content. This leaves content relatively underfinanced, even in the context of these poor countries. The implications are then of two kinds: first, creation of lower quality (in budget terms) domestic content; and second, greater reliance on content imports. In contrast, platforms cannot be easily imported.[9]

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The World's Largest Media Companies

In past chapters we identified the largest media companies in the 30 countries analyzed, and in the 13 industries. We are now ready to calculate the largest such firms for the world as a whole, and to do so—for

p. 1267 platform, content, and overall media. ↳ The rankings are by revenues, as well as by the "Power Index," described earlier. More details are provided in the chapter "Companies."

Graph 37.16 repeats the results from Chapter 35, Table 35.18, shows the top 12 global overall media companies by revenues. The revenues are for their activities across the 13 media industries (Table 37.6). Some of these firms are active in non-media industries too, or media not covered. These operations are not included.

Graph 37.16

Top 12 Media Companies By Revenue

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Table 37-6. Top Media Companies by Revenue

Top Media Companies			
Company	**Total 2004/05 Revenues (mil US$)**	**Total 2011 or Most Recent Revenues (mil US$)**	**% Change per annum (8 yrs)**
Government of China[a]	58,069	201,366	30.8%
China Mobile	*19,326*	*84,579*	*42.2%*
China Telecom	*14,685*	*44,243*	*25.2%*
China Unicom	*7,768*	*42,692*	*56.2%*
CCTV	*2,146*	*6,619*	*26.1%*
Shanghai Media Group	*732*	*1,493*	*13.0%*
Zhejiang Publishing United Group	*128*	*1,757*	*158.7%*
Beijing Publishing Group	*138*	*1,332*	*108.1%*
Rayli	*23*	*1,303*	*711.5%*
Hunan Media Group	*389*	*907*	*16.7%*
Trend Media Group	*66*	*889*	*156.6%*
China Satcom	*93*	*874*	*105.0%*
China Railcom	*114*	*842*	*79.8%*
Jiangsu Media Group	*60*	*706*	*135.7%*
AT&T (US)	114,958	124,611	1.0%
Verizon (US)	83,074	104,767	3.3%
NTT (Japan)	67,093	89,716	4.2%
Telefónica (Spain)[b]	66,054	85,895	3.8%
Comcast (US)	30,815	75,954	18.3%
Deutsche Telekom (Germany)	68,746	69,558	0.1%
Vodafone (UK)	54,055	62,366	1.9%
Softbank (Japan)	43,109	55,707	3.7%
Grupo Carso (Mexico)	22,700	55,559	18.1%
Murdoch Group (US)	37,320	48,425	3.7%
Orange (France)	36,459	43,138	2.3%

a   Not all state enterprises are specified and listed here under GOC revenue totals.

b   Includes the share of Telecom Italia (Italy) revenues for 2013.

As already mentioned, we find that all of the top 12 companies are platform telecommunications providers, of which three also have significant content media holdings. This is not surprising given the analysis of the preceding section. The top five ownership organizations are the Government of China (the combination of China Mobile, China Unicom, China Telecom, CCTV, and other media activities), AT&T (United States), Telefónica (Spain), NTT (Japan), and Verizon (United States). In the top 12, Comcast (a US platform cable company with extensive content media operations), Murdoch (some ISP and multichannel in addition to all other content media industries), Carso (multi-channel platforms), Softbank (with mobile, ISP, search, and other online activities in Japan and the United States) are private-sector firms with a significant content presence, too. Of these, Murdoch and Comcast are closer to being content companies than Softbank, whose revenues are mostly from wireless, wireline, and ISP activities.

The Chinese companies experienced major growth. Even separately, the three main state telecom enterprises would be among the world's largest overall media organizations by revenues. (See Chapter 35, "Companies.")

We now turn to the platform sector and to the top 100 platform companies' revenues (this means separating the revenues of companies that are both platform and content providers). We also calculate and report the Power Index for the company. The Power Index, as described before, is the sum of market shares of the company, squared, across all countries and industries where it operates, and weighted by the revenue of that country and industry's overall media market. The data has been presented in Chapter 35 in Table 35.19.

The integrated entity "Government of China" was at the top by a wide margin with total revenues of US$173 billion dollars, and a Power Index of 1,046.

p. 1268 · The combined state holdings of China are largest in revenue terms, and it is far ahead ↳ of the second group of very substantial telecom firms: AT&T, Telefónica, Verizon, NTT, Deutsche Telekom, Vodafone, Grupo Carso, and Orange. A third tier adds somewhat different types of platform companies—Softbank, Comcast, TWC, Altice, the Murdoch Group, Bell Canada, and DirecTV with their significant TV and Internet media activities. Also in that size league are Telecom Italia, BT, Telstra, KT, SingTel, Vimpelcom, and Oi Telemar.

· There follows a fourth tier, comprised of several companies that are typically their countries' number 2 telecom incumbent (or for the United States, number 3) or the primary new entrant—KDDI, Century Link, MTN, the SK Group, Bharat Sanchar Nigam, MTS, Rogers, TeliaSonera, and Telus.

  · By Power Index, China's number 1 position is greater still, given its population and the dominance of the triumvirate of state firms.

p. 1269   · ↳ As mentioned, several firms' Power Index ranking is stronger than their revenue ranking, which is the case where a company dominates a platform in a medium-sized or a poor country—BT (United Kingdom), KT (South Korea), Svyazinvest (Russia), Oger and Turkcell (Turkey), and Telkom (South Africa). Conversely, firms are lower ranked in Power Index terms than their revenues would suggest if they operate in large or rich markets as a medium-sized market share company—Century Link, Level 3, US Cellular, and Dish Network in the United States, Liberty in Europe, Bharti, Reliance, and BSN (India), and MTN (South Africa).

We next look at *content* companies. Revenues are those made in the industries of film, TV, multi-channel (one-third of multi-channel revenues), search engine, newspapers, book publishing, magazines, video channels, and online news. Graph 37.17 shows the top 15 content media companies by revenue in 2004/05 and 2011, or most recent year available.

Graph 37.17

Top 15 Content Media Companies By Revenue[1]

[1] Time Warner Cable did not exist in its current configuration in 2004/05 – so there is no data for that year (TWC was part of Time Warner). It is shown here as "#16" in the world to visualize the impact of Time Warner's divestiture.

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Google, with \$7.4 billion in 2004/05, became the company with the second highest revenues in 2013, with \$26.8 billion. The company with the highest growth rate was Google, with a growth of 33% per annum. With such a growth rate, Google is on track to become the world's largest content company. Most other companies have much lower growth rates, excluding the Chinese state enterprises.

The company with the highest content Power Index is Google with 278. Its market shares ↳ around the world are huge, even if its revenues are not at the top. The Government of China has the highest, at 359, but this is a combined number: the largest firm within this figure is CCTV, which has 53.2, putting it behind Murdoch, Google, Comcast (67.5), and the BBC (73.2) but ahead of any other one entity. The Murdoch Group is third with 129 and Comcast (67.8) is fourth. The graph also shows Time Warner Cable, since it ranked among the top fifteen in 2013, but did not exist in its present configuration for 2004/05, and might not exist independently after 2015. A more extensive list of the top 100 content media companies is provided in Chapter 35, Table 35.20.

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The Market Concentration of News Media

National Concentrations of News Media

No debate over concentration in any industry—media or other sectors—is more impassioned than that about concentration in the news. The specter of control over what we think and how we vote haunts all who care for democracy. It is a fear that is shared across the political spectrum. The legitimate concern typically is colored by one's political perspective. People tend to attribute excessive power to those media—and their owners—with whom they disagree. To those on the Left, proprietors such as Berlusconi or Murdoch pull all the strings. To those on the Right, liberal "mainstream media" and public service TV organizations are setting the public agenda. The section that follows tries to develop and look dispassionately at the extent of dominance over news media.

It should be emphasized at the outset that the calculation of "news shares" is approximate only, relying on a number of simplifying assumptions. The reader should take the results as orders of magnitude rather than as precise metrics.

"News" is used here in the sense of information about current events. "News media" are organizations that collect, organize, and distribute such information. Among the industries we analyze, six are news media, at least in part: daily newspapers, magazines, radio, broadcast TV, non-broadcast TV (cable and satellite), and online news. Several of these media also provide other types of content, such as music and video entertainment, and in our calculations below, only their news activity will be considered. Other content media are not included, such as film or book publishing. Their products, in part, convey information and perspective. But they lack the immediacy of news sources.

From our analyses we know the market shares and the concentration indices for these six news media industries across countries. The question is how to add them up in order to get a company's share in the overall news media, both nationally and globally. This really is the question of how important the different news industries are in news terms. There are several proxies. The first measure is to use an industry's revenues to weight the various news industries. The second method is to assign weights according to the attention time they receive from users as a news source.

We first look at revenues. The results are shown in Table 37.7 below, which presents the weighted average HHI for the news industries for each country. The countries with high news media concentration by revenue are China (7,661), Egypt (4,199), Mexico (4,266), Italy (3,878), and Russia (3,853). The world average is a dismal 2,818. On the positive side, the world average has declined modestly since 2004/05 when it stood at 3,022. In almost no country is the number below the "highly concentrated" ↳ definition threshold of 1,800. It is only less than 1,800 in the United States (839), Spain (1,409), Poland (1,591), Argentina (1,541), and Japan (1,540).

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Table 37-7. Weighted Average hhi – news Media (Weighted by Revenue)

	2004/5	2011 or Most Recent
China (Integrated)	8,676	7,661
Mexico	4,927	4,266
Egypt	5,339	4,199
Italy	3,503	3,878
Russia	4,549	3,853
South Korea	4,447	3,789
South Africa	4,033	3,724
Ireland	3,649	3,601
Portugal	3,402	3,276
Chile	3,408	3,175
Australia	2,749	3,110
World Avg	3,022	2,818
Israel	3,303	2,765
UK	2,389	2,730
China (Segmented)	3,546	2,663
India	4,083	2,492
Switzerland	2,171	2,489
Netherlands	2,383	2,488
France	2,656	2,459
Turkey	2,745	2,458
Germany	2,487	2,445
Sweden	1,852	2,442
Brazil	2,092	2,359
Finland	3,056	2,301
Taiwan	2,262	2,131
Canada	1,427	1,849
Belgium	1,700	1,685
Poland	1,724	1,591
Argentina	1,748	1,541
Japan	1,621	1,540
Spain	1,678	1,409
US	604	839

Measuring news media by their overall revenues, however, does not seem quite satisfactory. Some media are greater producers of revenues due to a richer advertising market, for example. And some media combine news with entertainment content. An alternative methodology is therefore to use an "attention weight"

based on time, the time people spent reading, listening ↳ to, or watching the medium's news content. Of course, some news attention has more of an impact, such as reading an editorial opinion column versus a sports report, and some media may leave more of an impact on a user per time unit. However, trying to gauge and measure subjective dimensions such as importance, value, or impact raises formidable conceptual and methodological barriers.

The "attention weight" of a news medium is calculated by the average time spent by an average user in that country with that medium, pro-rated to the share of that medium's news content in its overall content, and also adjusting for the penetration of that medium in a country's population, because the user population is

likely to be smaller than the national population. The limitation we faced was that the data necessary for ↳ usage time were available for several countries only but not for others. Where they were not, we use the average of those that were available. This is a simplifying assumption, but, for those countries where the data were available, we did not observe huge differences across countries in the consumption-time among news users of a medium, given access to that medium. What differs more are penetrations (e.g., for newspaper readership or of online news access). Table 37.8 shows the attention weights for each country.[10]

Table 37-8. National Attention Weights of News Media (%), 2012

	Daily Newspapers	Magazines	Radio	Broadcast TV	Cable & Satellite TV	Online News Media
Argentina	19.6	5.8	6.6	27.0	29.0	12.2
Australia	24.1	5.8	6.6	41.0	15.0	7.7
Belgium	23.7	5.8	6.6	37.0	19.0	8.1
Brazil	25.5	5.8	6.6	38.0	18.0	6.3
Canada	14.8	5.8	6.6	29.0	27.0	17.0
Chile	24.9	5.8	6.6	27.0	29.0	6.9
China	28.0	5.8	6.6	43.0	13.0	3.8
Egypt	27.9	5.8	6.6	38.0	18.0	3.9
Finland	20.5	5.8	6.6	37.0	19.0	11.3
France	21.6	5.8	6.6	38.0	18.0	10.2
Germany	22.6	5.8	6.6	39.0	18.0	9.2
India	31.1	5.8	6.6	36.0	21.0	0.7
Ireland	25.0	5.8	6.6	36.0	20.0	6.8
Israel	21.5	5.8	6.6	31.0	25.0	10.3
Italy	27.0	5.8	6.6	39.0	18.0	4.8
Japan	25.1	5.8	6.6	49.0	8.0	6.7
Mexico	27.0	5.8	6.6	47.0	9.0	4.8
Netherlands	17.9	5.8	6.6	24.0	33.0	13.9
Poland	23.1	5.8	6.6	28.0	28.0	8.7
Portugal	23.2	5.8	6.6	50.0	6.0	8.6
Russia	25.1	5.8	6.6	54.0	3.0	6.7
South Africa	27.8	5.8	6.6	40.0	16.0	4.0
South Korea	19.5	5.8	6.6	22.0	34.0	12.3
Spain	24.2	5.8	6.6	36.0	20.0	7.6
Sweden	22.6	5.8	6.6	37.0	19.0	9.2
Switzerland	25.5	5.8	6.6	36.0	20.0	6.3
Taiwan	26.1	5.8	6.6	16.0	41.0	5.7
Turkey	25.2	5.8	6.6	29.0	27.0	6.6
UK	18.3	5.8	6.6	42.0	14.0	13.5
US	15.9	5.8	6.6	22.0	34.0	15.9

For example, a 34% broadcast TV weight in the United States means of every hour of news consumption in that country, 20.4 minutes are spent in front of the TV watching news content.

These weights are then applied to the various news industries, companies, and countries.

To get a country's total attention-weighted HHI, we add up the sums of the news media in-dustry HHIs multiplied by the attention weights in Table 37.8. Graph 37.18 and Table 37.9 show ↳ the news media HHI (weighted by attention shares for the various countries). News media concentration on that basis is quite high in most countries, even higher than on a revenue basis. The world average high at 3,006, though down from 3,146 in 2005. Most countries' concentration was in the range of 3,000–2,500.

Graph 37.18

National News Media Concentration (HHI Weighted By Attention)

Table 37-9. News Media HHI (Weighted by Attention)

	2004/5	2011 or Most Recent
China (Integrated)	8,997	9,181
Egypt	8,708	7,310
India	4,657	4,677
South Africa	4,419	4,137
Ireland	4,487	3,934
Mexico	4,063	3,918
Russia	4,227	3,852
Italy	3,496	3,340
Portugal	3,042	3,075
World Avg	3,146	3,006
Chile	3,246	2,907
Australia	2,527	2,877
South Korea	3,212	2,810
Israel	3,073	2,732
France	2,818	2,688
Netherlands	2,472	2,658
UK	2,412	2,632
Sweden	2,309	2,629
Finland	3,686	2,495
Turkey	2,463	2,443
Taiwan	2,371	2,408
Switzerland	2,039	2,264
Brazil	1,966	2,264
Germany	2,259	2,164
China (Segmented)	2,493	2,038
Poland	2,236	1,955
Belgium	1,895	1,833
Canada	1,420	1,742
Spain	1,761	1,478
Japan	1,572	1,471
Argentina	1,867	1,468
US	679	828

There are outliers. China (integrated) had the highest news concentration (9,181, and slightly rising), followed by Egypt with 7,310 (down from 8,708 in 2004/05), India (4,677), Ireland (3,934), South Africa (4,137), Russia (3,852), Mexico (3,918), and Italy (3,340).

In several countries the attention time-weighted news HHIs have been declining since 2004, especially in Russia, Ireland, Mexico, Egypt, South Korea, Chile, Japan, Finland, Israel, Poland, Argentina, and Spain. ↳ Concentration has remained stable in Portugal, Turkey, and India. It rose in China, the United States, Canada, Sweden, the United Kingdom, Brazil, Switzerland, Australia, and the Netherlands.

The concentration of news attention is lowest in the United States (828), Argentina (1,468), Spain (1,478), Japan (1,471), and Canada (1,742). This also matches their position in terms of revenue concentration.

Company Shares in National News Media Attention

In the next segment, we calculate most important news media companies and organizations in their countries, based on their shares of news attention.[11]

The number of people who might access a given news medium is called the potential audience size. It is the population of a country multiplied by the penetration rate of that news medium (Table 37.10). In that table, "print" encompasses both daily newspapers and magazines; "audiovisual" includes radio, cable & satellite, and broadcast TV operations. "Internet" includes online news. These three measures represent the share of people in each of the 30 countries that accesses one of the three types of news media, print, audiovisual, and Internet.

Table 37-10. Penetration Rates of News Media, 30 Countries (%), 2012[a]

	Print Penetration	Audiovisual Penetration	Internet Penetration
Argentina	48.1	97.0	55.8
Australia	42.9	96.0	82.4
Belgium	36.6	98.0	82.0
Brazil	21.7	91.0	49.9
Canada	57.7	99.0	86.8
Chile	17.1	87.0	61.4
China	34.3	76.0	34.0
Egypt	37.6	89.0	44.1
Finland	50.3	94.0	91.0
France	46.3	95.0	83.0
Germany	51.9	95.0	84.0
India	13.9	32.0	12.6
Ireland	70.4	95.0	79.0
Israel	72.4	93.0	73.4
Italy	28.7	96.0	58.0
Japan	43.3	99.0	79.1
Mexico	33.7	93.0	38.4
Netherlands	62.5	99.0	93.0
Poland	35.4	91.0	65.0
Portugal	19.5	99.0	64.0
Russia	19.8	98.0	53.3
South Africa	17.9	59.0	41.0
South Korea	33.2	98.0	84.1
Spain	30.8	100	72.0
Sweden	44.9	94.0	94.0
Switzerland	35.5	100	85.2
Taiwan	23.1	99.0	76.0
Turkey	42.6	92.0	45.1
UK	60.8	98.0	87.0
US	44.2	98.0	81.0

a   For Newspapers: World Newspapers Association: <http://www.economist.com/blogs/graphicdetail/2013/06/daily-chart-1>⌝

For Audiovisual: <http://www.nationmaster.com/graph/med_hou_wit_tel-media-households-with-television>

For Internet: International Telecommunications Union. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCwQFjAA&url=http%3A%2F%2Fwww.itu.int%2Fen%2FITU-D%2FStatistics%2FDocuments%2Fstatistics%2F2013%2FIndividuals_Internet_2000–2012.xls&ei=ozW4UpriOK7gsATj7IK4Cg&usg=AFQjCNEblMHo-xiFshzx4wKHsI4WkPCosQ&sig2=KNl_qkmxdFN9UhAX1Mbk9w&bvm=bv.58187178,d.cWc>⌝

For the two print news media, penetration is given by the newspapers in circulation as a percentage of numbers of household in each country. For the three audiovisual news media, it is the percentage of households in each country with a TV set. And for Internet news, we use the Internet access rate in that country. In the United States, for example, Table 37.10 shows that household penetration (accessibility) is 44.2% for print, 98% for audiovisual, and 81% for Internet.

These coefficients are then applied to each of the six news media industries, along with the population, to calculate the news attention of companies, industries, and countries.

The potential audience market (*M*) for a news industry (*i*) in a country (*n*) is:

$$\mathrm{M}_{i,n} = \mathrm{Population}_n \times \mathrm{Penetration}_{i,n}.$$

The news attention (*A*) for a news media industry *i* in a country *n* is:

$$\mathrm{A}_i = \mathrm{M}_{i,n}{}^* \, a_i,$$

where a_i is the news attention share of a medium *i* in news.

Total news attention *A* in a country *n* for all news media *i* is then:

$$A_n = \sum_n A_i$$

News attention for company *c* in country *n* for all of its activities in a given news industry is:

$$
\begin{aligned}
\mathrm{A}_{\hat{c},\hat{n},i} \; = \; & \mathrm{Population}_{\hat{n}} \times \mathrm{Penetration}_{\hat{n}i} \\
& \times \mathrm{Attention\ Share}_{\hat{i}} \times \mathrm{Market\ Share}_{\hat{i}}
\end{aligned}
$$

For all of company *c*'s news activities across industries *i* in country *n*, news attention would be:

$$A_{\hat{c},\hat{n},i} = \sum_c A_{\hat{c},\hat{n},i}$$

The total news attention share of company *c* in country *n* is therefore:

$$S_{c,n} = \frac{A_{c\hat{n}}}{A_{\hat{n}.}}$$

These values, for the shares of a news company in overall news attention, can be calculated. Table 37.11 provides, for each country, the companies with the national top news attention. For space reasons, the short version is shown in Table 37.11A. A complete version is provided in the Appendix to this chapter, as Table

37.11B. ↳

The shorter table for each country shows the top three (C3) companies by share of news attention.

Table 37-11A. C3 National News Companies in National News Attention Share, 2011 or Most Recent[1]

Country	#1		#2		#3		C10	HHI
Argentina	Grupo Clarín	26.9%	América 2	9.2%	Canal 9 (Mexico)	8.3%	63.8%	955
Australia	Seven Network	17.8%	Nine Entertainment	14.7%	Murdoch Group (US)	13.6%	87.3%	1,046
Belgium	VRT (public)	17.3%	Bertelsmann (Germany)	11.6%	RTBF (public)	9.4%	74.7%	767
Brazil	Globo	35.5%	Folhapar	9.6%	Estado Group	8.2%	78.3%	1,534
Canada	Bell Canada/CTV	17.4%	CBC (public)	16.8%	Shaw	15.3%	76.0%	975
Chile	Universidad Catholica/Luksic Group	12.5%	TVN (public)	12.1%	El Mercurio SAP	8.1%	73.6%	696
China	Government of China	96.0%	Hearst (US)	0.8%	Sina.com	0.5%	98.7%	9,220
Egypt	Govenrment of Egypt	89.8%	Al Masry Al Youm	3.7%	Nile Radio Productions	3.0%	98.2%	8,080
Finland	Yle (public)	32.4%	Bonnier (Sweden)	20.2%	Sanoma Oyj	9.4%	77.4%	1,588
France	France Télevisions (public)	15.7%	Bouygues Group	13.8%	Vivendi	11.3%	64.4%	689
Germany	ARD (public)	17.4%	ProSiebenSat.1	16.2%	Bertelsmann	15.9%	73.9%	949
India	Prasar Bharati (public)	65.4%	The Times of India Group (BCCL)	6.9%	Zee	3.3%	82.2%	4,342
Ireland	RTE (public)	40.0%	Independent News and Media	10.9%	Murdoch Group (US)	9.9%	83.9%	1,938
Israel	Channel 2	22.6%	Yedioth Ahronoth Group	10.9%	Channel 10	9.2%	73.1%	881
Italy	RAI (public)	34.4%	Fininvest	22.4%	Murdoch Group (US)	8.9%	84.2%	1,855
Japan	Asahi Shimbun	13.6%	Fujisankei (NBS)	11.9%	NHK (public)	11.7%	76.1%	772
Mexico	Televisa	44.4%	TV Azteca	19.5%	OEM	8.2%	82.3%	2431
Netherlands	NPB (public)	16.6%	Bertelsmann (Germany)	10.5%	Redstone (US)	9.1%	75.8%	721
Poland	TP (public)	21.1%	Polsat	17.5%	Grupa TVN	10.0%	80.1%	1,031

Portugal	Media Capital (PRISA Group, Spain)	27.8%	RTP (public)	27.8%	Impresa	22.6%	91.6%	2,097
Russia	Government of Russia	54.8%	CTC	15.6%	Komsomolskaya Pravda	3.5%	83.5%	3,271
South Africa	SABC (public)	38.5%	Naspers Group	27.2%	Hosken	17.3%	97.8%	2,563
South Korea	Government of South Korea	38.3%	SBS	12.5%	Tbroad	4.4%	74.5%	1,702
Spain	Planeta	14.7%	PRISA	14.1%	Fininvest (Italy)	13.8%	66.8%	752
Sweden	Bonnier	25.0%	Sveriges (public)	24.7%	Investment AB Kinnevik	16.9%	86.4%	1,609
Switzerland	SRG SSR (public)	25.3%	Tamedia	9.5%	Liberty (US)	6.5%	62.2%	854
Taiwan	Government of Taiwan	19.6%	China Times News Group (Want Want Ltd.)	9.8%	Liberty Times News Group	7.8%	68.8%	700
Turkey	Dogan Group	37.5%	Turkuvaz-Kalyone Group	14.0%	Cukurova Group	13.4%	86.4%	1,860
UK	BBC (public)	33.9%	Murdoch Group (US)	14.3%	ITV	11.3%	77.8%	1,549
US	Comcast	12.2%	Disney	9.6%	Redstone Group	9.3	55.8 (68.0)[2]	476

1   For China, Russia, Egypt, South Korea, and Taiwan, the aggregate government share is given as the top company, followed by the first and second largest privately-owned companies as firms #2 an #3. The component firms of the state attention share are listed in the appendix.

2   C20 is given in parentheses for the United States.

Table 37-11B. Top 10 National News Companies in National News Attention Share (Full Version)

Company	2004/05	2011 or Most Recent
Argentina		
Grupo Clarín	31.6%	26.9%
América 2	7.4%	9.2%
Canal 9 (Mexico)	6.6%	8.3%
Telefónica (Spain)	12.1%	5.9%
DirecTV (US)	0.0%	3.0%
Grupo Haddad	6.0%	2.7%
Editorial Atlátida SA	1.2%	2.3%
Grupo Monera	0.0%	2.1%
Del Plata	0.0%	1.7%
El Día	1.3%	1.6%
C10	66.2%	63.8%
HHI	1301	955
Australia		
Seven Network	15.0%	17.8%
Nine Entertainment	18.4%	14.7%
Murdoch Group (US)	10.4%	13.6%
Australian Broadcasting Corporation (public)	9.1%	11.4%
Ten Network	10.2%	8.9%
Southern Cross Media Group	5.2%	7.5%
Fairfax	3.4%	4.5%
Telstra	2.3%	3.7%
Win Television	2.7%	2.6%
Prime Network	2.6%	2.6%
C10	79.2%	87.3%
HHI	937	1046
Belgium		
VRT (public)	18.6%	17.3%
Bertelsmann (Germany)	11.3%	11.6%
RTBF (public)	9.3%	9.4%
VMMA	8.4%	9.1%
Telenet (Liberty, US)	6.6%	6.6%
Bouygues Group (France)	5.7%	5.2%
France Télévisions (France) (public)	4.8%	4.8%
↳ Corelio/VUM	4.0%	3.9%
VOO & Coditel	3.5%	3.5%

Rossel	3.1%	3.4%
C10	75.3%	74.7%
HHI	798	767
Brazil		
Globo Group	31.7%	35.5%
Folhapar	11.5%	9.6%
Estado Group	7.8%	8.2%
Universal Church Group	2.5%	6.4%
Abril Group	7.1%	5.3%
Bandeirantes Group	1.6%	3.6%
Diários Associados Group	2.3%	2.7%
RBS Group	3.7%	2.5%
Jornal do Brasil	2.1%	2.3%
Ongoing (Arca Group, Portugal)	2.6%	2.2%
C10	72.9%	78.3%
HHI	1,301	1,534
Canada		
Bell Canada Enterprise/CTV	13.0%	17.4%
Canadian Broadcasting Corporation (public)	15.6%	16.8%
Shaw	7.9%	15.3%
Rogers	7.5%	8.4%
Quebecor (Videotron, Canada)	6.4%	6.7%
Astral	1.7%	4.4%
Postmedia Network Canada	2.7%	2.8%
Bing (Microsoft, US)	3.0%	2.4%
Google (US)	0.9%	1.7%
Torstar	1.8%	1.3%
C10	58.9%	76.0%
HHI	659	975
Chile		
Universidad Catholica/Luksic Group	13.2%	12.5%
TVN (public)	13.3%	12.1%
El Mercurio SAP	8.5%	8.1%
DirecTV (US)	12.7%	8.0%
Discovery Communications (US)	4.4%	7.4%
Albavisión (Mexico)	4.4%	7.3%
↳ Bethia Group	7.7%	6.8%
Time Warner (US)	7.6%	6.2%

COPESA	5.2%	5.1%
Iberoamericana (Spain)	4.3%	4.5%
C10	77.0%	73.6%
HHI	796	696
China		
Government of China	94.8%	96.0%
China Central Television (public)	*37.4%*	*36.1%*
Shanghai Media Group (public)	*13.2%*	*8.4%*
Hunan Media Group (public)	*6.8%*	*4.9%*
Jiangsu Media Group (public)	*1.0%*	*3.8%*
People's Daily (public)	*0.9%*	*2.1%*
Guangdong Provincial Government (public)	*2.7%*	*1.5%*
Reference News (Xinhua News Agency, public)	*1.0%*	*1.3%*
Rayli (public)	*0.2%*	*1.3%*
Southern Media Corporation (public)	*1.0%*	*1.3%*
China Radio International (public)	*1.6%*	*1.2%*
Trend Media Group (public)	*0.6%*	*0.9%*
Hearst (US)	0.3%	0.8%
Sina.com	0.6%	0.5%
Sohu.com	0.5%	0.4%
Conde Nast (US)	0.0%	0.4%
163.com	0.1%	0.3%
TenCent Holdings	0.2%	0.1%
Caijing	0.1%	0.0%
C10	96.5%	98.7%
HHI	8,994	9,220
Egypt		
Government of Egypt	95.5%	89.8%
ERTU (public)	*68.4%*	*69.1%*
Al Akhbar (public)	*8.7%*	*6.9%*
Al Ahram (public)	*9.2%*	*5.7%*

Al Gomhouria (public)	4.8%	4.8%
Nile Television Network (public)	4.3%	3.3%
Al Masry Al Youm	0.1%	3.7%
Nile Radio Productions	3.7%	3.0%
Hayat	0.0%	0.3%
↳ Panorama Action TV	0.0%	0.3%
Rotana (Saudi Arabia)	0.1%	0.3%
MBC (Saudi Arabia)	0.3%	0.2%
Dream TV	0.4%	0.2%
Al Baraheen (Saudi Arabia)	0.0%	0.2%
Melody Entertainment TV	0.1%	0.1%
C10	100%	98.2%
HHI	9,125	8,080
Finland		
Yle (public)	46.9%	32.4%
Bonnier (Sweden)	18.5%	20.2%
Sanoma Oyj	9.2%	9.4%
Alma Media Oyj	4.9%	4.9%
Otava Kuvalehdet OY	2.1%	2.5%
Vivendi (France)	2.2%	2.2%
ProSiebenSat1 (Germany)	1.4%	2.1%
Keskisuomalainen	1.4%	1.5%
A-Lehdet	1.2%	1.1%
TS-Yhtymä	1.1%	1.1%
C10	88.8%	77.4%
HHI	2,668	1,588
France		
France Télevisions (public)	19.5%	15.7%
Bouygues Group	15.7%	13.8%
Vivendi	11.1%	11.3%
Bertelsmann (Germany)	8.0%	8.1%
Amaury Group	4.8%	5.1%
Socpresse Group	3.3%	3.2%
Lagardère	2.7%	2.8%
Altice	0.6%	2.4%
NRJ Group	1.7%	2.1%

C10	67.4%	64.4%
HHI	871	689
Germany		
ARD (public)	17.9%	17.4%
ProSiebenSat.1	12.8%	16.2%
Bertelsmann	16.9%	15.9%
ZDF (public)	9.2%	8.2%
↳ Axel Springer	5.2%	5.9%
Kabel Deutschland	3.2%	3.1%
Unitymedia	1.9%	2.0%
Der Spiegel	2.3%	1.8%
Murdoch (US)	0.3%	1.8%
Burda	1.9%	1.7%
C10	71.6%	73.9%
HHI	910	949
India		
Prasar Bharati (public)	68.3%	65.4%
The Times of India Group (BCCL)	6.1%	6.9%
Zee	2.8%	3.3%
Sun Group	1.2%	1.8%
Disney (US)	1.1%	1.2%
Living Media Group	0.5%	1.0%
Hathway	0.5%	0.7%
HT Media	0.6%	0.7%
Network18 Group	0.2%	0.6%
Murdoch (US)	0.1%	0.6%
C10	81.3%	82.2%
HHI	4,719	4,342
Ireland		
RTE (public)	45.8%	40.0%
Independent News and Media	10.6%	10.9%
Murdoch (US)	7.3%	9.9%
TV3 (UK)	7.9%	8.3%
Liberty (US)	5.3%	4.1%
TG4 (public)	0.0%	4.0%
Daily Mail & General Trust (UK)	1.8%	2.0%
Thomas Crosbie Holdings	1.2%	1.7%
Communicorp	1.7%	1.5%

ITV (UK)	2.1%	1.4%
C10	83.6%	83.9%
HHI	2,370	1,938
Israel		
Channel 2	18.9%	22.6%
Yedioth Ahronoth Group	12.5%	10.9%
↳ Channel 10	6.2%	9.2%
Bezeq	5.5%	6.4%
Altice-HOT (France)	9.7%	6.2%
Israel Broadcasting Authority (public)	12.6%	5.7%
Dori Media Group	0.9%	3.6%
RGE	4.3%	3.4%
Ha'aretz	2.7%	2.5%
IDF (Army Radio, public)	2.3%	2.5%
C10	75.6%	73.1%
HHI	926	881
Italy		
RAI (public)	34.6%	34.4%
Fininvest	23.8%	22.4%
Murdoch (US)	9.4%	8.9%
Gruppo Espresso	8.3%	7.5%
RCS Media Group	4.4%	5.3%
Caltagirone Editori	1.5%	1.5%
Gruppo Finelco	1.4%	1.4%
Il Sole 24ore	1.5%	1.4%
Poligrafici Editoriale	1.1%	1.0%
Telecom Italia	1.7%	0.4%
C10	87.6%	84.2%
HHI	1,949	1,855
Japan		
Asahi Shimbun	11.2%	13.6%
Fujisankei (NBS)	15.0%	11.9%
NHK (public)	13.7%	11.7%
NTV	11.3%	11.3%
Tokyo Broadcasting System	10.7%	10.2%
JSAT (SkyPerfecTV)	5.8%	5.8%
Nihon Keizai Shimbun (TV Tokyo)	3.8%	5.2%
Yomiuri Shimbun	3.0%	3.1%

	Softbank (Yahoo, Japan/US)	2.0%	2.1%
	Mainichi Shimbun	1.3%	1.2%
	C10	77.9%	76.1%
	HHI	845	772
p. 1297	↳ Mexico		
	Televisa	47.7%	44.4%
	TV Azteca	18.7%	19.5%
	OEM	7.9%	8.2%
	El Universal	1.8%	2.6%
	Megacable	1.9%	1.6%
	Medios Masivos Mexicanos	1.4%	1.4%
	Editorial Ovaciones	1.4%	1.4%
	Grupo Reforma	1.8%	1.4%
	MVS Comunicaciones	0.6%	1.2%
	Grupo Carso	0.5%	0.8%
	C10	83.6%	82.3%
	HHI	2,706	2,431
	The Netherlands		
	NPB (public)	16.0%	16.6%
	Bertelsmann (Germany)	8.8%	10.5%
	Redstone (US)	6.7%	9.1%
	Ziggo (Zesko Holding BV)	0.7%	7.8%
	Telegraaf Media Groep	4.8%	7.7%
	Sanoma Oyj (Finland)	8.1%	6.8%
	Discovery Communications (US)	4.1%	5.2%
	Liberty (US)	5.1%	4.8%
	Disney (US)	1.2%	4.2%
	PCM Uitgevers	2.7%	3.2%
	C10	58.3%	75.8%
	HHI	541	721
	Poland		
	TP (public)	24.8%	21.1%
	Polsat	15.7%	17.5%
	Grupa TVN	8.0%	10.0%
	Radio RMF FM	7.1%	7.5%
	Radio ZET	6.4%	6.2%
	Polskie Radio (public)	6.3%	6.2%
	Wizja TV (Liberty, US)	9.6%	4.7%

Agora	3.2%	3.7%
Axel Springer (Germany)	4.3%	3.2%
↳ C9	85.4%	80.1%
HHI	1,174	1,031
Portugal		
Media Capital (PRISA Group, Spain)	28.8%	27.8%
RTP (public)	26.6%	27.8%
Impresa	24.9%	22.6%
Cofina	3.6%	3.9%
Controlinveste	2.4%	3.2%
Group RR	2.9%	3.2%
Zon	2.1%	1.6%
Portugal Telecom (Oi-Telemar, Brazil/Portugal)	0.0%	0.9%
Murdoch (US)	0.1%	0.7%
C10	91.3%	91.6%
HHI	2,188	2,097
Russia		
Government of Russia	53.6%	54.8%
Gazprom Media (public)	*14.5%*	*25.8%*
First Channel (public)	*21.3%*	*15.1%*
VGTRK (public)	*17.5%*	*13.1%*
RIA Novosti (public)	*0.3%*	*0.7%*
CTC	21.6%	15.6%
Komsomolskaya Pravda	2.9%	3.5%
EMG	3.2%	2.9%
ProfMedia	1.9%	1.6%
Kommersant	2.6%	1.2%
NMG	1.2%	1.1%
RMG	2.1%	1.1%
RBC.ru	1.3%	0.9%
Sanoma Oyj (Finland)	0.8%	0.7%
C10	91.0%	83.5%
HHI	3,377	3,271
South Africa		
SABC (public)	43.5%	38.5%
Naspers Group	26.7%	27.2%

Hosken	13.5%	17.3%
Independent News and Media (Ireland)	4.0%	3.7%
↳ Primedia	2.2%	2.9%
Avusa	2.5%	2.6%
Kagiso Media	2.1%	1.9%
Caxton	1.8%	1.8%
African Media Entertainment	0.3%	1.0%
MSN (Microsoft, US)	0.6%	0.9%
C10	97.3%	97.8%
HHI	2,824	2,563
South Korea		
Government of South Korea	41.9%	38.3%
KBS (public)	22.2%	17.9%
MBC (public)	12.6%	14.9%
EBS (public)	2.8%	1.4%
SBS	14.4%	12.5%
Tbroad	3.6%	4.4%
CJ Group	1.5%	3.8%
Chosun Ilbo	3.6%	3.5%
Jmnet (JoongAng Ilbo)	3.1%	3.2%
C&M	3.0%	3.1%
Dong-A Ilbo	2.7%	2.7%
KT	3.6%	2.5%
OhMyNews	0.6%	0.6%
C10	78.0%	74.5%
HHI	2,032	1,702
Spain		
Planeta	11.2%	14.7%
PRISA	18.3%	14.1%
Fininvest (Italy)	11.5%	13.8%
RTVE (public)	14.0%	9.8%
FORTA (public)	8.2%	4.6%
RCS (Italy)	1.4%	3.0%
Vocento	2.1%	2.3%
Ono	0.6%	1.8%
Telefónica	0.6%	1.4%

Zeta	1.3%	1.3%
C10	69.1%	66.8%
HHI	871	752

↳ Sweden

Bonnier	18.5%	25.0%
Sveriges (public)	31.8%	24.7%
Investment AB Kinnevik	11.0%	16.9%
proSiebenSat1 (Germany)	4.9%	7.3%
Com Hem (BC Partners, UK)	2.4%	3.9%
Stampen	1.5%	2.1%
Teracom (public)	1.8%	2.1%
Schibsted (Norway)	2.5%	1.7%
Telenor (Norway)	1.6%	1.3%
Boxer	0.0%	1.3%
C10	75.8%	86.4%
HHI	1,519	1,609
Switzerland		
SRG SSR (public)	28.2%	25.3%
Tamedia	7.0%	9.5%
Liberty (US)	6.5%	6.5%
Ringier	3.7%	5.0%
ProSiebenSat.1 (Germany)	4.0%	4.0%
Edipresse	2.8%	0.0%
Neue Zürcher Zeitung (NZZ)	2.1%	2.5%
ARD (Germany) (public)	2.5%	2.2%
ZDF (Germany) (public)	2.2%	2.0%
Axel Springer Suisse (Germany)	1.2%	1.8%
C10	60.2%	62.2%
HHI	953	854
Taiwan		
Government of Taiwan	18.8%	19.6%
Formosa TV (public)	*4.6%*	*4.8%*
BCC (public)	*3.8%*	*4.0%*
Taiwan TV Enterprise (public)	*4.2%*	*3.2%*
China Television Corporation (Public)	*2.2%*	*3.0%*
China Times News Group (Want Want Ltd.)	9.7%	9.8%

Liberty Times News Group	5.0%	7.8%
Next Media (Hong Kong)	4.5%	6.0%
United Daily News Group	7.1%	5.9%
SET	5.5%	4.2%
ET	4.7%	4.2%
↳ TVBS (TVB, Hong Kong)	4.1%	3.9%
VL	4.3%	3.7%
Murdoch (US)	2.5%	3.6%
C10	66.3%	68.8%
HHI	664	700
Turkey		
Dogan Group	29.8%	37.5%
Turkuvaz-Kalyone Group	10.8%	14.0%
Cukurova Group	14.2%	13.4%
Feza	2.7%	5.5%
Dogus	3.5%	3.6%
TRT (public)	6.9%	3.5%
Kanal 7	4.4%	2.9%
Demirören	0.0%	2.6%
Power Group	1.3%	1.8%
Ciner Group	8.5%	1.7%
C10	82.1%	86.4%
HHI	1,373	1,860
UK		
BBC (public)	30.5%	33.9%
Murdoch Group (US)	13.0%	14.3%
ITV	14.0%	11.3%
Channel 4	6.0%	5.1%
Daily Mail and General Trust	3.1%	3.5%
Viacom (US)	1.1%	2.3%
Trinity Mirror	2.9%	2.2%
Bauer (Germany)	1.5%	1.9%
Northern & Shell	1.7%	1.6%
The Guardian	1.7%	1.6%
C10	75.5%	77.8%
HHI	1,363	1,549
USA		
Comcast[1]	4.1%	12.2%

GE	*5.8%*	*0.0%*
Disney	7.4%	9.6%
Redstone Group	6.5%	9.3%
Murdoch Group	8.2%	8.5%
↳ Time Warner[a]	9.8%	6.1%
Gannett	3.1%	3.3%
Tribune	2.4%	1.9%
DirecTV	0.0%	1.6%
Discovery Communications	1.1%	1.7%
Yahoo	2.3%	1.7%
Liberty Media	1.0%	1.5%
Advance	0.9%	1.5%
The Washington Post Company	1.2%	1.4%
Hearst	1.1%	1.3%
AOL-Huffington Post[b]	0.0%	1.3%
The New York Times	1.2%	1.2%
Clear Channel	1.5%	1.2%
Time Warner Cable[c]	0.0%	1.1%
McClatchy	0.8%	1.0%
Cablevision	0.7%	0.7%
Univision	1.10%	0.20%
Dish Network	0.80%	0.70%
C4	31.9%	39.6%
C10	51.0%	55.8%
C20	61.0%	68.0%
HHI	345	476

a   Acquisition by AT&T pending in 2015.

b   Acquisition by Verizon pending in 2015.

c   Merger with Charter/Liberty pending in 2015.

The right-most column lists the share, in news attention, of the top 10 firms (C10) and the concentration as expressed by an HHI.

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- The C10 in news attention is above 90% in four countries (China, Egypt, Portugal, and South Africa). It is above 80% in nine countries (Australia, India, Ireland, Italy, Mexico, Poland, Russia, Sweden, and Turkey). It is nowhere below 50%. Only the United States has a C10 under 60%, at 55.8% (up from 51% in 2004).

- In most of the world, then, the top 10 firms command over 75% of news attention. And nowhere do they command less than 50%.

- In terms of HHI, concentrations are highest in China (9,220), Egypt (7,544), India (4,342), Russia (3,271), South Africa (2,563), Mexico (2,431), and Portugal (2,097).[12] The good news is that in most other countries the news concentration, in terms of attention, is either close to or less than an HHI of 1,800, the old threshold for high concentration.

- The share of the top firm (C1) in terms of news attention is, on average, a very high 32.2%.

- Very high HHIs exist where governments control media operations and hold a very high C1 share of the news attention:

  - Government of China (96%)

  - Government of Egypt (89.8%)

  - Government of Russia (54.8%)

- In many countries, the public service broadcasters are strong and at the number 1 spot:

  - India (Prasar Bharati, 65.4%)

  - Ireland (RTE, 40%)

  - Finland (Yle, 32.4%)

  - South Africa (SABC, 38.5%)

  - Italy (RAI, 34.4%)

  - Government of South Korea (38.3%)

  - Government of Taiwan (19.6%)

  - United Kingdom (BBC, 34%)

  - Poland (TP, 21.1%)

  - Switzerland (SRG–SSR, 25.4%)

  - Belgium (VRT, 17.3%)

  - France (France Televisions, 15.7%)

  - Germany (ARD, 17.4%)

  - The Netherlands (NPB, 16.7%)

- Private media firms are at the number 1 spot in:

  - the United States (Comcast, 12.2%)

  - Mexico (Televisa, 44.4%)

  - Brazil (Globo, 35.5%)

  - Luksic Group (Chile, 12.5%)

  - Portugal (PRISA, 27.8%)

  - Sweden (Bonnier, 25%)

- Turkey (Dogan, 37.5%)

- Argentina (Grupo Clarín, 26.9%)

- Spain (Planeta, 14.7%)

- Israel (Channel 2, 22.6%)

- Japan (Asahi Shimbun, 13.4%)

- Canada (Bell Canada, 17.4%)

- Australia (Seven Network, 17.8%)

- Private media firms with more than 30% do exist, but rarely:

  - Mexico (Televisa, 44.4%)

  - Brazil (Globo, 35.5%)

  - Turkey (Dogan, 37.5%)

- In the more highly developed countries, the largest private-sector firms rarely reach shares above 20%.

- The high attention share of government-controlled media organizations gets higher still when one looks at major countries not part of this 30-country study, (which encompassed 64% of the world's population and 85% by GDP). The top 11 countries by population that have not been included account for 18% of the world's population.

  - Of these, five countries have a strong state dominance over both audiovisual (TV, radio) and print media—Vietnam, Ethiopia, Iran, Congo, Burma. These countries account for 5.3% of the world's population.

  - Three countries have a substantial governmental dominance over audiovisual but not over print: Thailand, Bangladesh, and Nigeria. They account for 5.5% of the world's population.

  - ↳ Three countries have no state dominance over audiovisual and print: Indonesia, Pakistan, and the Philippines. They account for 7.3% of the world's population.

  - In these countries, large media firms exist but the industries are not more concentrated than those of many countries in this study.

  - In none of these 11 countries do foreign media firms play a significant content media role. There are several newspapers in Nigeria owned by UK firms (The Guardian, Trinity Mirror). Saban (US) holds 7.5% of Indonesia's leading MNC Group.

  - In platform media, in 8 of these 11 countries, foreign ownership in parts of the mobile telecom industry exists. Of companies from the countries of the study, these are the South African MTN (Iran, Nigeria), the Indian firm Bharti Enterprises (Bangladesh, Democratic Republic of the Congo, Nigeria), Orange and Vodafone (both in the Democratic Republic of the Congo). None of these operations is large enough to change their companies' or countries' shares more than minimally.

Company Shares in Global News Media Attention

We now extend this analysis to a company's attention share worldwide, by aggregating its country-specific attention shares, with population weights to account for different country population markets.

$$S_{c\text{global}} = \sum_n S_{c\text{national}} \frac{Pop_n}{\sum_n Pop_n}$$

This way, we can calculate the global news media share of companies that are active in several countries, and we can compare the share in worldwide attention of the various media companies. For example, Fininvest has, in Italy, a news attention share of 22.4%. Italy has a weight of 1.45%, in population, of the 30-country world. This would give Fininvest, for its Italian news operations, a share of 0.33%. To that are added its news attention shares for Spain, where the company has 13.8% of an attention market that accounts for 1.11% globally (i.e., 0.15%). Fininvest has a global news attention market share of 0.32% + 0.15% = 0.48% in 2013 for the 30-country world, and 0.31% for the entire world.[13]

The results are shown in Table 37.12, which lists news media organizations with their share of world news attention in two ways: as a share of the 30-country world, and as a share of the world's entire population of which the 30 countries comprise 64%.[14]

Table 37-12. Top News Media Companies by Attention Share of World Population, 2004/05 and 2012/13 (>0.1% Share, or #1 in their Country)

Company	Attention Share (2004/05) – 30 Countries	Attention Share (2012/13) – 30 Countries	Attention Share (2012/13) – World	Country of Origin
Government of China	30.85%	29.65%	18.98%	China
China Central Television (public)	12.17%	11.14%	7.13%	China
Shanghai Media Group (public)	4.28%	2.58%	1.65%	China
Hunan Media Group (public)	2.20%	1.53%	0.98%	China
Jiangsu Media Group (public)	0.34%	1.19%	0.76%	China
People's Daily (public)	0.29%	0.64%	0.41%	China
Guangdong Provincial Government (public)	0.88%	0.46%	0.29%	China
Reference News (Xinhua News Agency, public)	0.34%	0.41%	0.26%	China
Rayli (public)	0.07%	0.41%	0.26%	China
Southern Media Corporation (public)	0.33%	0.39%	0.25%	China
China Radio International (public)	0.52%	0.38%	0.24%	China
Trend Media Group (public)	0.20%	0.28%	0.18%	China
Prasar Bharati (public)	18.23%	18.47%	11.82%	India
BCCL (The Times of India Group)	1.62%	1.96%	1.25%	India
Government of Russia	1.93%	1.81%	1.16%	Russia
Gazprom Media (public)	0.52%	0.85%	0.54%	Russia
First Channel (public)	0.77%	0.50%	0.32%	Russia
VGTRK (public)	0.63%	0.43%	0.28%	Russia
RIA Novosti (public)	0.01%	0.02%	0.01%	Russia
Government of Egypt	1.82%	1.75%	1.12%	Egypt
ERTU (public)	1.30%	1.35%	0.86%	Egypt
Al Akhbar (public)	0.17%	0.13%	0.08%	Egypt
Al Ahram (public)	0.18%	0.11%	0.07%	Egypt

Al Gomhouria (public)	*0.09%*	*0.09%*	*0.06%*	*Egypt*
Nile Television Network (public)	*0.08%*	*0.06%*	*0.04%*	*Egypt*
Globo	1.46%	1.71%	1.10%	Brazil
Murdoch Group	1.15%	1.35%	0.86%	US
Televisa	1.26%	1.21%	0.77%	Mexico
Disney	0.85%	1.10%	0.70%	US
Zee	0.73%	0.93%	0.59%	India
Comcast	0.30%	0.91%	0.58%	US
Dogan Group	0.52%	0.70%	0.45%	Turkey
TV Azteca	0.49%	0.53%	0.34%	Mexico
CTC	0.78%	0.51%	0.33%	Russia
BBC (public)	0.47%	0.51%	0.33%	UK
Bertelsmann	0.54%	0.51%	0.33%	Germany
Redstone Group	0.54%	0.78%	0.50%	US
GE	0.43%	0.00%	0.00%	US
Sun (India)	0.31%	0.50%	0.32%	India
RAI (public)	0.50%	0.50%	0.32%	Italy
Time Warner	0.80%	0.50%	0.32%	US
Fininvest	0.46%	0.48%	0.31%	Italy
Folhapar	0.53%	0.46%	0.30%	Brazil
Government of South Korea	0.51%	0.45%	0.29%	South Korea
KBS (public)	*0.27%*	*0.21%*	*0.13%*	*South Korea*
MBC (public)	*0.15%*	*0.18%*	*0.12%*	*South Korea*
EBS (public)	*0.03%*	*0.02%*	*0.01%*	*South Korea*
SABC (public)	0.47%	0.45%	0.29%	South Africa
Asahi Shimbun Company	0.36%	0.41%	0.26%	Japan
Estado Group	0.36%	0.39%	0.25%	Brazil
Hearst	0.20%	0.39%	0.25%	US
Fujisankei (NBS)	0.48%	0.36%	0.23%	Japan
NHK (public)	0.44%	0.35%	0.23%	Japan
ProSiebenSat.1	0.29%	0.34%	0.22%	Germany
ARD (public)	0.37%	0.34%	0.22%	Germany
NTV	0.36%	0.34%	0.22%	Japan
Naspers Group	0.29%	0.32%	0.20%	South Africa

Universal Church Group	0.12%	0.31%	0.20%	Brazil
Tokyo Broadcasting System	0.34%	0.31%	0.20%	Japan
Living Media Group	0.12%	0.28%	0.18%	India
Grupo Clarín	0.31%	0.27%	0.17%	Argentina
Turkuvaz-Kalyone Group	0.19%	0.26%	0.17%	Turkey
France Televisions (public)	0.31%	0.26%	0.17%	France
Abril Group	0.33%	0.26%	0.16%	Brazil
Advance	0.07%	0.25%	0.16%	US
Cukurova Group	0.25%	0.25%	0.16%	Turkey
Bouygues Group	0.27%	0.25%	0.16%	France
Liberty	0.26%	0.24%	0.15%	US
PRISA	0.28%	0.24%	0.15%	Spain
Gannett	0.22%	0.23%	0.15%	US
OEM	0.21%	0.22%	0.14%	Mexico
Discovery Communications	0.17%	0.21%	0.13%	US
Yahoo	0.23%	0.21%	0.13%	US
DirecTV	0.00%	0.20%	0.13%	US
Hathway	0.14%	0.20%	0.13%	India
Hosken	0.14%	0.20%	0.13%	South Africa
TP (public)	0.24%	0.19%	0.12%	Poland
HT Media	0.15%	0.19%	0.12%	India
Vivendi	0.17%	0.19%	0.12%	France
Network18 Group	0.06%	0.18%	0.11%	India
Bandeirantes Group	0.07%	0.17%	0.11%	Brazil
JSAT(SkyPerfecTV)	0.19%	0.17%	0.11%	Japan
ITV	0.21%	0.17%	0.11%	UK
Sina.com	0.19%	0.17%	0.11%	China
Planeta	0.11%	0.16%	0.10%	Spain
ZDF (public)	0.19%	0.16%	0.10%	Germany
Polsat	0.15%	0.16%	0.10%	Poland
Nihon Keizai Shimbun (TV Tokyo)	0.12%	0.16%	0.10%	Japan
SBS	0.18%	0.15%	0.10%	South Korea
Axel Springer AG	0.15%	0.15%	0.09%	Germany
Bhaskar Group	0.00%	0.15%	0.09%	India
Bell Canada/CTV	0.11%	0.14%	0.09%	Canada
Reliance	0.00%	0.14%	0.09%	India

Tribune	0.17%	0.14%	0.09%	US
Sohu.com	0.15%	0.14%	0.09%	China
Canadian Broadcasting Corporation (public)	0.13%	0.14%	0.09%	Canada
Deccan Chronicle Holdings Ltd. (DCHL)	0.03%	0.13%	0.08%	India
Telefonica	0.18%	0.13%	0.08%	Spain
Diários Associados Group	0.11%	0.13%	0.08%	Brazil
Jagran Prakashan	0.03%	0.13%	0.08%	India
New Delhi Television (NDTV)	0.09%	0.13%	0.08%	India
DEN Networks	0.04%	0.12%	0.08%	India
Shaw	0.06%	0.12%	0.08%	Canada
RBS Group	0.17%	0.12%	0.08%	Brazil
Komsomolskaya Pravda	0.11%	0.12%	0.07%	Russia
Kasturi & Sons	0.13%	0.11%	0.07%	India
Albavision	0.08%	0.11%	0.07%	Mexico
Government of Taiwan	0.11%	0.11%	0.07%	Taiwan
Formosa TV (public)	*0.03%*	*0.04%*	*0.03%*	*Taiwan*
BCC (public)	*0.03%*	*0.03%*	*0.02%*	*Taiwan*
Taiwan TV Enterprise (public)	*0.03%*	*0.02%*	*0.01%*	*Taiwan*
China Television Corporation (Public)	*0.02%*	*0.02%*	*0.01%*	*Taiwan*
RCS Media Group	0.08%	0.11%	0.07%	Italy
Jornal do Brasil	0.09%	0.11%	0.07%	Brazil
RTVE (public)	0.14%	0.11%	0.07%	Spain
India Today Group (ITG)	0.19%	0.11%	0.07%	India
Gruppo Espresso	0.12%	0.11%	0.07%	Italy
Ongoing (Arca Group, Portugal)	0.12%	0.11%	0.07%	Brazil
The Washington Post Company	0.09%	0.10%	0.07%	US
Feza	0.05%	0.10%	0.06%	Turkey
The New York Times	0.10%	0.10%	0.06%	US
EMG	0.11%	0.10%	0.06%	Russia
AOL	0.01%	0.10%	0.06%	US
ABP Group	0.09%	0.09%	0.06%	India
Yomiuri Shimbun	0.09%	0.09%	0.06%	Japan

Seven Network Ltd	0.08%	0.09%	0.06%	Australia
América 2	0.07%	0.09%	0.06%	Argentina
Grupa TVN S.A.	0.08%	0.09%	0.06%	Poland
Clear Channel	0.11%	0.09%	0.06%	US
Silvio Santos Group	0.14%	0.09%	0.05%	Brazil
163.com	0.02%	0.08%	0.05%	China
Time Warner Cable	0.00%	0.08%	0.05%	US
Bonnier	0.07%	0.08%	0.05%	Sweden
Amaury Group	0.07%	0.08%	0.05%	France
Channel 4	0.09%	0.08%	0.05%	UK
Nine Entertainment	0.09%	0.08%	0.05%	Australia
Al Masry Al Youm	0.00%	0.07%	0.05%	Egypt
RTP (public)	0.07%	0.07%	0.05%	Portugal
McClatchy	0.06%	0.07%	0.05%	US
El Universal	0.05%	0.07%	0.05%	Mexico
EBC (public)	0.07%	0.07%	0.04%	Brazil
Radio RMF FM	0.07%	0.07%	0.04%	Poland
Rogers	0.06%	0.07%	0.04%	Canada
Independent News & Media	0.07%	0.07%	0.04%	Ireland
Dogus	0.06%	0.07%	0.04%	Turkey
Netherland Public Broadcasting (public)	0.07%	0.07%	0.04%	Netherlands
TRT (public)	0.12%	0.06%	0.04%	Turkey
Bharti Enterprises	0.00%	0.06%	0.04%	India
Sanoma Oyj	0.07%	0.06%	0.04%	Finland
Kabel Deutschland	0.07%	0.06%	0.04%	Germany
Nile Radio Productions	0.07%	0.06%	0.04%	Egypt
Australian Broadcasting Corporation (public)	0.05%	0.06%	0.04%	Australia
Tata Group	0.00%	0.06%	0.04%	India
Impresa	0.06%	0.06%	0.04%	Portugal
Radio ZET	0.06%	0.06%	0.04%	Poland
Polskie Radio (public)	0.06%	0.06%	0.04%	Poland
Daily Mail	0.05%	0.06%	0.04%	UK
Kanal 7	0.08%	0.05%	0.04%	Turkey
Sveriges (public)	0.07%	0.05%	0.03%	Sweden
Quebecor (Videotron, Canada)	0.05%	0.05%	0.03%	Canada

China Times News Group (Want Want Ltd.)	0.06%	0.05%	0.03%	Taiwan
ProfMedia	0.07%	0.05%	0.03%	Russia
Cablevision	0.05%	0.05%	0.03%	US
Tbroad	0.04%	0.05%	0.03%	South Korea
FORTA (public)	0.08%	0.05%	0.03%	Spain
Sada Group	0.03%	0.05%	0.03%	Brazil
Universidad Catholica/Luksic Group	0.05%	0.05%	0.03%	Chile
Socpresse Group	0.05%	0.05%	0.03%	France
Cox	0.05%	0.05%	0.03%	US
TVN (public)	0.05%	0.05%	0.03%	Chile
EchoStar (DISH)	0.06%	0.05%	0.03%	US
Altice	0.02%	0.05%	0.03%	France
Demirören	0.00%	0.05%	0.03%	Turkey
Ten Network	0.05%	0.05%	0.03%	Australia
Bauer	0.05%	0.05%	0.03%	Germany
SRG SSR (public)	0.05%	0.05%	0.03%	Switzerland
CJ Group	0.02%	0.05%	0.03%	South Korea

[1] GE held a 49% stake in NBCuniversal in the year 2004/05 while Comcast held 51%. For the latest year, Comcast's numbers reflect full ownership of nbcuniversal, and the exit of GE from the news media sector.

[2] This is what GE's share of news media attention outside the 30-country world would have been in 2004/05.

These findings show:

- The government of China, through its several media organizations, accesses a truly vast share of global news attention. In the aggregate, it has 29.7% of the 30-country world news attention in 2013, and even more in previous years. If we include the population of other countries beyond the 30 that are covered, it would still be a huge share: 19% of global news attention. Even if we unbundle China's news organization, CCTV the government would still command 11.1% of the 30-country world's news attention (and 7.1% of the global news attention) and be the second largest news media company in the world. The explanations for these high shares are simple: a huge population (1.3 billion) and state control over most news media outside several online portals and print magazines.

- Other large shares in global news attention time are held by the governments of Russia (1.81%) and Egypt (1.75%); both countries governments prioritize broadcast TV control, and Egypt maintains significant state-owned print newspapers. India's public service broadcaster Prasar Bharati became autonomous ↳

from direct state control after 1997 and has a terrestrial broadcasting monopoly in a country with a population of 1.1 billion people, giving it 18.5% of world attention for 30 countries (11.8% for the whole world).

· India's BCCL is the largest privately owned media firm by news attention, with 1.25% of the global news attention, due to the country's large population. The second largest private media firm in the world, by attention time, is Globo in Brazil, with 1.71% (1.1% for the entire world). Brazil, too, has a large population (192 million).

· Rupert Murdoch's two companies combined are the third largest privately owned news providers by attention, and the largest US-headquartered news firm (1.35% for 30 countries, 0.83% for the entire globe).

  · Of other US companies, Comcast, Disney, Redstone's CBS and Viacom, and Time Warner are also in the top 20.

  · The combined global news share of those top five US companies (technically, seven companies) is 4.6% in the 30-country world, and 3% for the whole world. The combined share of all US media firms in Table 37.14 is 7.2% of the 30-country world and 4.6% globally.

  · The combined news share of EU-headquartered media firms is 6.2% in the 30-country world, and 4% in the global market. As is the case for the United States, only the top EU companies, listed in Table 37.14, are covered. However, only 11 of the 27 EU member states (the large ones) are part of our study, and counting only them is therefore a lower bound. On the other hand, for the EU countries, sales to other EU member states are counted as exports, even though it stays within the EU bloc.

  · Of individual owners, the largest controls over news attention are held by the Marinho family (Globo), Rupert Murdoch (News Corp and 21st Century Fox), Emilio Azcárraga (Televisa), the Berlusconi family (Fininvest), Aydın Doğan (Dogan Group), Brian Roberts (Comcast), Alexander Rodnyansky (CTC Media), Sumner Redstone (CBS and Viacom), Ricardo Salinas Pliego (TV Azteca), S. Narsing Rao (BCCL), and Subhash Chandra (Zee).

  · Similarly, in the Philippines, the Lopez family (ABS-CBN) controls much news attention. It also owns the telephone company Bayan Telecommunications. Others are the Gozon, Duavit, and Jiminez families (GMA); and Manuel Pangilian (TV5 and PLDT, the largest wireline and mobile telecom company).

  · In Indonesia, the leading media-owning families are the Hary Tanoesobijo (MNC Group), Tohir (Mahaka Media), Oetama and Adiprasetyo (Kompas Gramedia), Iskan (Jawa Pos Group), and Narada (Media Bali Post). MNC's owner Hary was a candidate for Vice President in the country's 2014 election.

Public Media Share of News Attention

Based on Table 37.12, it is possible to calculate what percent of news audiences are watching content from non-commercial outlets (Graph 37.19). News attention to public media averages approximately 21.9%. This is a considerable share. It is slightly down from 23.8% in 2004/05, with public broadcasters losing audiences to an increasing number of private companies. The biggest decreases have been in Egypt, Finland, Israel, Sweden, and Spain, with public companies losing 5–10% of their 2004/05 attention share by 2013. The shares of state enterprises/independent public broadcasters have risen slightly in Russia, Canada, Portugal, the United Kingdom, China, and Switzerland. In the United States, that share is very low (0.3%). In China (93.2%) and Egypt (83.1%), it is very high, though Egypt's is decreasing.

Graph 37.19

% Public Ownership of News Media (By News Attention)

% Public Ownership of News Media (By News Attention)

Foreign Media Share of News Attention

News attention to foreign-owned media averaged 12.8% in the 30 countries, and remained constant (Graph 37.20). India has relatively low foreign provision of news (4.6%), but its importation increased because of a relaxation on laws that banned foreigners from owning audiovisual content producers. Foreign ownership of news providers is high in the Netherlands (38.1%), ↳

Chile (36%), and Ireland (28.9%), but remains effectively nonexistent in Turkey, China, South Korea, and Mexico due to continuing restrictive laws. It is also very low in Japan (1.4%) and the United States (0.2%), where the major companies are domestic owned.

Graph 37.20

% Foreign Ownership of News Media (By News Attention)

% Foreign Ownership of News Media (By News Attention)

News Concentration, Poverty, and Economic Development

The top company in news attention has, by definition, the greatest "mindshare" in its society. But there are degrees of dominance. What we find is that the dominance of the single news provider is especially strong in poorer countries. A simple regression analysis of the market share of the top firm (the "C1") with the average per-capita income in that country and without control variables

$$InC1 = a - b \operatorname{In} Y$$

shows a correlation

$$InC1 = 7.24 - 0.4018 lnY$$

with an R^2 of 0.5801 and a t-value for the coefficient, of –6.22.

Thus, the poorer the country, the higher the dominance of the top firm. Media concentration in news is associated with lesser economic development, not with more.

There are several factors that contribute to this:

- **Resources.** The first factor is that poorer countries are economically smaller, and hence sustain fewer media firms. There is less of direct purchases of media products and consumption that drives advertising, and less government funding capacity.

- **Government control.** Poorer countries tend to be characterized by powerful governments whose TV and press dominate the media. Cause and effect in this relation are intertwined.

- **Crony capitalism.** Even where the state does not dominate directly, well-connected private media firms with close relations to the political establishment obtain privileges that lead to their dominance, again in a vicious circle. Many poor countries therefore exhibit astonishingly high market shares of such privileged media firms—such as Televisa in Mexico (44.4% in overall news and 61% in the TV market), and Globo in Brazil (35.5% of the news market and 52.4% of TV).

- In some instances, a strong governmental role in media is rationalized as a defense to offset powerful private media firms. This was the case, for example, in Venezuela, as it had been in France under President Charles de Gaulle. The reverse happens, too, when a strong private media firm is seen as an offset against powerful state media. An example is Italy, where Fininvest has a major share and emerged as an offset to the state RAI. Thus, one can observe a system of duopolies evolving where a strong state system and a strong private media firm derive justification from each other's power.

- Both also derive justification by positioning themselves as bulwarks against the erosion of national culture. The argument is that without strong domestic media organizations, domestic cultural productions would be rolled over by a tide of imports. Concentrated media provide that protection. In France, such a role is claimed by both the public France Télévisions and the private Vivendi/Canal Plus.

- The organizations with the greatest news attention are not necessarily those with the highest revenues. The media organizations of China (CCTV, Shanghai Media Group, etc., whether separate or integrated), of India (Prasar Bharati, BCCL, Zee), Russia (Gazprom Media, CTC), Egypt (ERTU), Brazil (Globo), Mexico (Televisa), and South Africa (SABC, Naspers) have a vastly greater hold on people's attention than on revenues. These are the media organizations of the emerging world—the *BRICS media.*

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- In contrast, the leading media organizations of the developed world are a combination of traditional media conglomerates and successful startups. Their hold on attention, large as it is, is dwarfed by the BRICS media. But ↳ when it comes to revenues, it is the other way around (see Graph 37.17). Here, Murdoch, Redstone, Google, Comcast, Disney, Bertelsmann, and Time Warner outpace most individual Chinese companies like CCTV (though not China as a whole). Vivendi, ARD, Hearst, the Asahi Shimbun Company, and Fininvest are nearly as large. Only one non-Chinese BRICS media organization is among the top 30 media groups (Globo, ranking as number 12).

- These media companies are headquartered in OECD countries[15] and among these countries the economically strongest account for 28 of the 30 largest media content firms by revenue: the United States (14), Japan (5), Spain (1), the United Kingdom (1), Italy (2), France (2), and Germany (2).

- Thus, the emerging media system of the world is one of BRICS vs. Top-OECD, of mindshare vs. marketshare.

The Market Concentration of News Media

National Concentrations of News Media

No debate over concentration in any industry—media or other sectors—is more impassioned than that about concentration in the news. The specter of control over what we think and how we vote haunts all who care for democracy. It is a fear that is shared across the political spectrum. The legitimate concern typically is colored by one's political perspective. People tend to attribute excessive power to those media—and their owners—with whom they disagree. To those on the Left, proprietors such as Berlusconi or Murdoch pull all the strings. To those on the Right, liberal "mainstream media" and public service TV organizations are setting the public agenda. The section that follows tries to develop and look dispassionately at the extent of dominance over news media.

It should be emphasized at the outset that the calculation of "news shares" is approximate only, relying on a number of simplifying assumptions. The reader should take the results as orders of magnitude rather than as precise metrics.

"News" is used here in the sense of information about current events. "News media" are organizations that collect, organize, and distribute such information. Among the industries we analyze, six are news media, at least in part: daily newspapers, magazines, radio, broadcast TV, non-broadcast TV (cable and satellite), and online news. Several of these media also provide other types of content, such as music and video entertainment, and in our calculations below, only their news activity will be considered. Other content media are not included, such as film or book publishing. Their products, in part, convey information and perspective. But they lack the immediacy of news sources.

From our analyses we know the market shares and the concentration indices for these six news media industries across countries. The question is how to add them up in order to get a company's share in the overall news media, both nationally and globally. This really is the question of how important the different news industries are in news terms. There are several proxies. The first measure is to use an industry's revenues to weight the various news industries. The second method is to assign weights according to the attention time they receive from users as a news source.

We first look at revenues. The results are shown in Table 37.7 below, which presents the weighted average HHI for the news industries for each country. The countries with high news media concentration by revenue are China (7,661), Egypt (4,199), Mexico (4,266), Italy (3,878), and Russia (3,853). The world average is a dismal 2,818. On the positive side, the world average has declined modestly since 2004/05 when it stood at
p. 1271 3,022. In almost no country is the number below the "highly concentrated" ↳ definition threshold of 1,800. It is only less than 1,800 in the United States (839), Spain (1,409), Poland (1,591), Argentina (1,541), and Japan (1,540).

Table 37-7. Weighted Average hhi – news Media (Weighted by Revenue)

	2004/5	2011 or Most Recent
China (Integrated)	8,676	7,661
Mexico	4,927	4,266
Egypt	5,339	4,199
Italy	3,503	3,878
Russia	4,549	3,853
South Korea	4,447	3,789
South Africa	4,033	3,724
Ireland	3,649	3,601
Portugal	3,402	3,276
Chile	3,408	3,175
Australia	2,749	3,110
World Avg	3,022	2,818
Israel	3,303	2,765
UK	2,389	2,730
China (Segmented)	3,546	2,663
India	4,083	2,492
Switzerland	2,171	2,489
Netherlands	2,383	2,488
France	2,656	2,459
Turkey	2,745	2,458
Germany	2,487	2,445
Sweden	1,852	2,442
Brazil	2,092	2,359
Finland	3,056	2,301
Taiwan	2,262	2,131
Canada	1,427	1,849
Belgium	1,700	1,685
Poland	1,724	1,591
Argentina	1,748	1,541
Japan	1,621	1,540
Spain	1,678	1,409
US	604	839

Measuring news media by their overall revenues, however, does not seem quite satisfactory. Some media are greater producers of revenues due to a richer advertising market, for example. And some media combine news with entertainment content. An alternative methodology is therefore to use an "attention weight"

p. 1272 based on time, the time people spent reading, listening ↳ to, or watching the medium's news content. Of course, some news attention has more of an impact, such as reading an editorial opinion column versus a sports report, and some media may leave more of an impact on a user per time unit. However, trying to gauge and measure subjective dimensions such as importance, value, or impact raises formidable conceptual and methodological barriers.

The "attention weight" of a news medium is calculated by the average time spent by an average user in that country with that medium, pro-rated to the share of that medium's news content in its overall content, and also adjusting for the penetration of that medium in a country's population, because the user population is

p. 1273 likely to be smaller than the national population. The limitation we faced was that the data necessary for ↳ usage time were available for several countries only but not for others. Where they were not, we use the average of those that were available. This is a simplifying assumption, but, for those countries where the data were available, we did not observe huge differences across countries in the consumption-time among news users of a medium, given access to that medium. What differs more are penetrations (e.g., for newspaper readership or of online news access). Table 37.8 shows the attention weights for each country.[10]

Table 37-8. National Attention Weights of News Media (%), 2012

	Daily Newspapers	Magazines	Radio	Broadcast TV	Cable & Satellite TV	Online News Media
Argentina	19.6	5.8	6.6	27.0	29.0	12.2
Australia	24.1	5.8	6.6	41.0	15.0	7.7
Belgium	23.7	5.8	6.6	37.0	19.0	8.1
Brazil	25.5	5.8	6.6	38.0	18.0	6.3
Canada	14.8	5.8	6.6	29.0	27.0	17.0
Chile	24.9	5.8	6.6	27.0	29.0	6.9
China	28.0	5.8	6.6	43.0	13.0	3.8
Egypt	27.9	5.8	6.6	38.0	18.0	3.9
Finland	20.5	5.8	6.6	37.0	19.0	11.3
France	21.6	5.8	6.6	38.0	18.0	10.2
Germany	22.6	5.8	6.6	39.0	18.0	9.2
India	31.1	5.8	6.6	36.0	21.0	0.7
Ireland	25.0	5.8	6.6	36.0	20.0	6.8
Israel	21.5	5.8	6.6	31.0	25.0	10.3
Italy	27.0	5.8	6.6	39.0	18.0	4.8
Japan	25.1	5.8	6.6	49.0	8.0	6.7
Mexico	27.0	5.8	6.6	47.0	9.0	4.8
Netherlands	17.9	5.8	6.6	24.0	33.0	13.9
Poland	23.1	5.8	6.6	28.0	28.0	8.7
Portugal	23.2	5.8	6.6	50.0	6.0	8.6
Russia	25.1	5.8	6.6	54.0	3.0	6.7
South Africa	27.8	5.8	6.6	40.0	16.0	4.0
South Korea	19.5	5.8	6.6	22.0	34.0	12.3
Spain	24.2	5.8	6.6	36.0	20.0	7.6
Sweden	22.6	5.8	6.6	37.0	19.0	9.2
Switzerland	25.5	5.8	6.6	36.0	20.0	6.3
Taiwan	26.1	5.8	6.6	16.0	41.0	5.7
Turkey	25.2	5.8	6.6	29.0	27.0	6.6
UK	18.3	5.8	6.6	42.0	14.0	13.5
US	15.9	5.8	6.6	22.0	34.0	15.9

For example, a 34% broadcast TV weight in the United States means of every hour of news consumption in that country, 20.4 minutes are spent in front of the TV watching news content.

These weights are then applied to the various news industries, companies, and countries.

To get a country's total attention-weighted HHI, we add up the sums of the news media in-dustry HHIs multiplied by the attention weights in Table 37.8. Graph 37.18 and Table 37.9 show ↳ the news media HHI (weighted by attention shares for the various countries). News media concentration on that basis is quite high in most countries, even higher than on a revenue basis. The world average high at 3,006, though down from 3,146 in 2005. Most countries' concentration was in the range of 3,000–2,500.

Graph 37.18

National News Media Concentration (HHI Weighted By Attention)

Table 37-9. News Media HHI (Weighted by Attention)

	2004/5	2011 or Most Recent
China (Integrated)	8,997	9,181
Egypt	8,708	7,310
India	4,657	4,677
South Africa	4,419	4,137
Ireland	4,487	3,934
Mexico	4,063	3,918
Russia	4,227	3,852
Italy	3,496	3,340
Portugal	3,042	3,075
World Avg	3,146	3,006
Chile	3,246	2,907
Australia	2,527	2,877
South Korea	3,212	2,810
Israel	3,073	2,732
France	2,818	2,688
Netherlands	2,472	2,658
UK	2,412	2,632
Sweden	2,309	2,629
Finland	3,686	2,495
Turkey	2,463	2,443
Taiwan	2,371	2,408
Switzerland	2,039	2,264
Brazil	1,966	2,264
Germany	2,259	2,164
China (Segmented)	2,493	2,038
Poland	2,236	1,955
Belgium	1,895	1,833
Canada	1,420	1,742
Spain	1,761	1,478
Japan	1,572	1,471
Argentina	1,867	1,468
US	679	828

There are outliers. China (integrated) had the highest news concentration (9,181, and slightly rising), followed by Egypt with 7,310 (down from 8,708 in 2004/05), India (4,677), Ireland (3,934), South Africa (4,137), Russia (3,852), Mexico (3,918), and Italy (3,340).

In several countries the attention time-weighted news HHIs have been declining since 2004, especially in Russia, Ireland, Mexico, Egypt, South Korea, Chile, Japan, Finland, Israel, Poland, Argentina, and Spain. ↳ Concentration has remained stable in Portugal, Turkey, and India. It rose in China, the United States, Canada, Sweden, the United Kingdom, Brazil, Switzerland, Australia, and the Netherlands.

The concentration of news attention is lowest in the United States (828), Argentina (1,468), Spain (1,478), Japan (1,471), and Canada (1,742). This also matches their position in terms of revenue concentration.

Company Shares in National News Media Attention

In the next segment, we calculate most important news media companies and organizations in their countries, based on their shares of news attention.[11]

The number of people who might access a given news medium is called the potential audience size. It is the population of a country multiplied by the penetration rate of that news medium (Table 37.10). In that table, "print" encompasses both daily newspapers and magazines; "audiovisual" includes radio, cable & satellite, and broadcast TV operations. "Internet" includes online news. These three measures represent the share of people in each of the 30 countries that accesses one of the three types of news media, print, audiovisual, and Internet.

Table 37-10. Penetration Rates of News Media, 30 Countries (%), 2012[a]

	Print Penetration	Audiovisual Penetration	Internet Penetration
Argentina	48.1	97.0	55.8
Australia	42.9	96.0	82.4
Belgium	36.6	98.0	82.0
Brazil	21.7	91.0	49.9
Canada	57.7	99.0	86.8
Chile	17.1	87.0	61.4
China	34.3	76.0	34.0
Egypt	37.6	89.0	44.1
Finland	50.3	94.0	91.0
France	46.3	95.0	83.0
Germany	51.9	95.0	84.0
India	13.9	32.0	12.6
Ireland	70.4	95.0	79.0
Israel	72.4	93.0	73.4
Italy	28.7	96.0	58.0
Japan	43.3	99.0	79.1
Mexico	33.7	93.0	38.4
Netherlands	62.5	99.0	93.0
Poland	35.4	91.0	65.0
Portugal	19.5	99.0	64.0
Russia	19.8	98.0	53.3
South Africa	17.9	59.0	41.0
South Korea	33.2	98.0	84.1
Spain	30.8	100	72.0
Sweden	44.9	94.0	94.0
Switzerland	35.5	100	85.2
Taiwan	23.1	99.0	76.0
Turkey	42.6	92.0	45.1
UK	60.8	98.0	87.0
US	44.2	98.0	81.0

a   For Newspapers: World Newspapers Association: <http://www.economist.com/blogs/graphicdetail/2013/06/daily-chart-1>

For Audiovisual: <http://www.nationmaster.com/graph/med_hou_wit_tel-media-households-with-television>

For Internet: International Telecommunications Union. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCwQFjAA&url=http%3A%2F%2Fwww.itu.int%2Fen%2FITU-D%2FStatistics%2FDocuments%2Fstatistics%2F2013%2FIndividuals_Internet_2000–2012.xls&ei=ozW4UpriOK7gsATj7IK4Cg&usg=AFQjCNEblMHo-xiFshzx4wKHsI4WkPCosQ&sig2=KNl_qkmxdFN9UhAX1Mbk9w&bvm=bv.58187178,d.cWc>

For the two print news media, penetration is given by the newspapers in circulation as a percentage of numbers of household in each country. For the three audiovisual news media, it is the percentage of households in each country with a TV set. And for Internet news, we use the Internet access rate in that country. In the United States, for example, Table 37.10 shows that household penetration (accessibility) is 44.2% for print, 98% for audiovisual, and 81% for Internet.

These coefficients are then applied to each of the six news media industries, along with the population, to calculate the news attention of companies, industries, and countries.

The potential audience market (M) for a news industry (i) in a country (n) is:

$$\mathrm{M}_{i,n} = \mathrm{Population}_n \times \mathrm{Penetration}_{i,n}.$$

The news attention (A) for a news media industry i in a country n is:

$$\mathrm{A}_i = \mathrm{M}_{i,n}{}^* \, a_i,$$

where a_i is the news attention share of a medium i in news.

Total news attention A in a country n for all news media i is then:

$$A_n = \sum_n A_i$$

News attention for company c in country n for all of its activities in a given news industry is:

$$\begin{aligned} \mathrm{A}_{\hat{c},\hat{n},i} \;=\; & \mathrm{Population}_{\hat{n}} \times \mathrm{Penetration}_{\hat{n}i} \\ & \times \mathrm{Attention\ Share}_{\hat{i}} \times \mathrm{Market\ Share}_{\hat{i}} \end{aligned}$$

For all of company c's news activities across industries i in country n, news attention would be:

$$A_{\hat{c},\hat{n},i} = \sum_c A_{\hat{c},\hat{n},i}$$

The total news attention share of company c in country n is therefore:

$$S_{c,n} = \frac{A_{c\hat{n}}}{A_{\hat{n}.}}$$

These values, for the shares of a news company in overall news attention, can be calculated. Table 37.11 provides, for each country, the companies with the national top news attention. For space reasons, the short version is shown in Table 37.11A. A complete version is provided in the Appendix to this chapter, as Table

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The shorter table for each country shows the top three (C3) companies by share of news attention.

Table 37-11A. C3 National News Companies in National News Attention Share, 2011 or Most Recent[1]

Country	#1		#2		#3		C10	HHI
Argentina	Grupo Clarín	26.9%	América 2	9.2%	Canal 9 (Mexico)	8.3%	63.8%	955
Australia	Seven Network	17.8%	Nine Entertainment	14.7%	Murdoch Group (US)	13.6%	87.3%	1,046
Belgium	VRT (public)	17.3%	Bertelsmann (Germany)	11.6%	RTBF (public)	9.4%	74.7%	767
Brazil	Globo	35.5%	Folhapar	9.6%	Estado Group	8.2%	78.3%	1,534
Canada	Bell Canada/CTV	17.4%	CBC (public)	16.8%	Shaw	15.3%	76.0%	975
Chile	Universidad Catholica/Luksic Group	12.5%	TVN (public)	12.1%	El Mercurio SAP	8.1%	73.6%	696
China	Government of China	96.0%	Hearst (US)	0.8%	Sina.com	0.5%	98.7%	9,220
Egypt	Govenrment of Egypt	89.8%	Al Masry Al Youm	3.7%	Nile Radio Productions	3.0%	98.2%	8,080
Finland	Yle (public)	32.4%	Bonnier (Sweden)	20.2%	Sanoma Oyj	9.4%	77.4%	1,588
France	France Télevisions (public)	15.7%	Bouygues Group	13.8%	Vivendi	11.3%	64.4%	689
Germany	ARD (public)	17.4%	ProSiebenSat.1	16.2%	Bertelsmann	15.9%	73.9%	949
India	Prasar Bharati (public)	65.4%	The Times of India Group (BCCL)	6.9%	Zee	3.3%	82.2%	4,342
Ireland	RTE (public)	40.0%	Independent News and Media	10.9%	Murdoch Group (US)	9.9%	83.9%	1,938
Israel	Channel 2	22.6%	Yedioth Ahronoth Group	10.9%	Channel 10	9.2%	73.1%	881
Italy	RAI (public)	34.4%	Fininvest	22.4%	Murdoch Group (US)	8.9%	84.2%	1,855
Japan	Asahi Shimbun	13.6%	Fujisankei (NBS)	11.9%	NHK (public)	11.7%	76.1%	772
Mexico	Televisa	44.4%	TV Azteca	19.5%	OEM	8.2%	82.3%	2431
Netherlands	NPB (public)	16.6%	Bertelsmann (Germany)	10.5%	Redstone (US)	9.1%	75.8%	721
Poland	TP (public)	21.1%	Polsat	17.5%	Grupa TVN	10.0%	80.1%	1,031

Portugal	Media Capital (PRISA Group, Spain)	27.8%	RTP (public)	27.8%	Impresa	22.6%	91.6%	2,097
Russia	Government of Russia	54.8%	CTC	15.6%	Komsomolskaya Pravda	3.5%	83.5%	3,271
South Africa	SABC (public)	38.5%	Naspers Group	27.2%	Hosken	17.3%	97.8%	2,563
South Korea	Government of South Korea	38.3%	SBS	12.5%	Tbroad	4.4%	74.5%	1,702
Spain	Planeta	14.7%	PRISA	14.1%	Fininvest (Italy)	13.8%	66.8%	752
Sweden	Bonnier	25.0%	Sveriges (public)	24.7%	Investment AB Kinnevik	16.9%	86.4%	1,609
Switzerland	SRG SSR (public)	25.3%	Tamedia	9.5%	Liberty (US)	6.5%	62.2%	854
Taiwan	Government of Taiwan	19.6%	China Times News Group (Want Want Ltd.)	9.8%	Liberty Times News Group	7.8%	68.8%	700
Turkey	Dogan Group	37.5%	Turkuvaz-Kalyone Group	14.0%	Cukurova Group	13.4%	86.4%	1,860
UK	BBC (public)	33.9%	Murdoch Group (US)	14.3%	ITV	11.3%	77.8%	1,549
US	Comcast	12.2%	Disney	9.6%	Redstone Group	9.3	55.8 (68.0)[2]	476

1   For China, Russia, Egypt, South Korea, and Taiwan, the aggregate government share is given as the top company, followed by the first and second largest privately-owned companies as firms #2 an #3. The component firms of the state attention share are listed in the appendix.

2   C20 is given in parentheses for the United States.

Table 37-11B. Top 10 National News Companies in National News Attention Share (Full Version)

Company	2004/05	2011 or Most Recent
Argentina		
Grupo Clarín	31.6%	26.9%
América 2	7.4%	9.2%
Canal 9 (Mexico)	6.6%	8.3%
Telefónica (Spain)	12.1%	5.9%
DirecTV (US)	0.0%	3.0%
Grupo Haddad	6.0%	2.7%
Editorial Atlátida SA	1.2%	2.3%
Grupo Monera	0.0%	2.1%
Del Plata	0.0%	1.7%
El Día	1.3%	1.6%
C10	66.2%	63.8%
HHI	1301	955
Australia		
Seven Network	15.0%	17.8%
Nine Entertainment	18.4%	14.7%
Murdoch Group (US)	10.4%	13.6%
Australian Broadcasting Corporation (public)	9.1%	11.4%
Ten Network	10.2%	8.9%
Southern Cross Media Group	5.2%	7.5%
Fairfax	3.4%	4.5%
Telstra	2.3%	3.7%
Win Television	2.7%	2.6%
Prime Network	2.6%	2.6%
C10	79.2%	87.3%
HHI	937	1046
Belgium		
VRT (public)	18.6%	17.3%
Bertelsmann (Germany)	11.3%	11.6%
RTBF (public)	9.3%	9.4%
VMMA	8.4%	9.1%
Telenet (Liberty, US)	6.6%	6.6%
Bouygues Group (France)	5.7%	5.2%
France Télévisions (France) (public)	4.8%	4.8%
↳ Corelio/VUM	4.0%	3.9%
VOO & Coditel	3.5%	3.5%

Rossel	3.1%	3.4%
C10	75.3%	74.7%
HHI	798	767
Brazil		
Globo Group	31.7%	35.5%
Folhapar	11.5%	9.6%
Estado Group	7.8%	8.2%
Universal Church Group	2.5%	6.4%
Abril Group	7.1%	5.3%
Bandeirantes Group	1.6%	3.6%
Diários Associados Group	2.3%	2.7%
RBS Group	3.7%	2.5%
Jornal do Brasil	2.1%	2.3%
Ongoing (Arca Group, Portugal)	2.6%	2.2%
C10	72.9%	78.3%
HHI	1,301	1,534
Canada		
Bell Canada Enterprise/CTV	13.0%	17.4%
Canadian Broadcasting Corporation (public)	15.6%	16.8%
Shaw	7.9%	15.3%
Rogers	7.5%	8.4%
Quebecor (Videotron, Canada)	6.4%	6.7%
Astral	1.7%	4.4%
Postmedia Network Canada	2.7%	2.8%
Bing (Microsoft, US)	3.0%	2.4%
Google (US)	0.9%	1.7%
Torstar	1.8%	1.3%
C10	58.9%	76.0%
HHI	659	975
Chile		
Universidad Catholica/Luksic Group	13.2%	12.5%
TVN (public)	13.3%	12.1%
El Mercurio SAP	8.5%	8.1%
DirecTV (US)	12.7%	8.0%
Discovery Communications (US)	4.4%	7.4%
Albavisión (Mexico)	4.4%	7.3%
↳ Bethia Group	7.7%	6.8%
Time Warner (US)	7.6%	6.2%

COPESA	5.2%	5.1%
Iberoamericana (Spain)	4.3%	4.5%
C10	77.0%	73.6%
HHI	796	696
China		
Government of China	94.8%	96.0%
China Central Television (public)	*37.4%*	*36.1%*
Shanghai Media Group (public)	*13.2%*	*8.4%*
Hunan Media Group (public)	*6.8%*	*4.9%*
Jiangsu Media Group (public)	*1.0%*	*3.8%*
People's Daily (public)	*0.9%*	*2.1%*
Guangdong Provincial Government (public)	*2.7%*	*1.5%*
Reference News (Xinhua News Agency, public)	*1.0%*	*1.3%*
Rayli (public)	*0.2%*	*1.3%*
Southern Media Corporation (public)	*1.0%*	*1.3%*
China Radio International (public)	*1.6%*	*1.2%*
Trend Media Group (public)	*0.6%*	*0.9%*
Hearst (US)	0.3%	0.8%
Sina.com	0.6%	0.5%
Sohu.com	0.5%	0.4%
Conde Nast (US)	0.0%	0.4%
163.com	0.1%	0.3%
TenCent Holdings	0.2%	0.1%
Caijing	0.1%	0.0%
C10	96.5%	98.7%
HHI	8,994	9,220
Egypt		
Government of Egypt	95.5%	89.8%
ERTU (public)	*68.4%*	*69.1%*
Al Akhbar (public)	*8.7%*	*6.9%*
Al Ahram (public)	*9.2%*	*5.7%*

Al Gomhouria (public)	*4.8%*	*4.8%*
Nile Television Network (public)	*4.3%*	*3.3%*
Al Masry Al Youm	0.1%	3.7%
Nile Radio Productions	3.7%	3.0%
Hayat	0.0%	0.3%
↳ Panorama Action TV	0.0%	0.3%
Rotana (Saudi Arabia)	0.1%	0.3%
MBC (Saudi Arabia)	0.3%	0.2%
Dream TV	0.4%	0.2%
Al Baraheen (Saudi Arabia)	0.0%	0.2%
Melody Entertainment TV	0.1%	0.1%
C10	100%	98.2%
HHI	9,125	8,080
Finland		
Yle (public)	46.9%	32.4%
Bonnier (Sweden)	18.5%	20.2%
Sanoma Oyj	9.2%	9.4%
Alma Media Oyj	4.9%	4.9%
Otava Kuvalehdet OY	2.1%	2.5%
Vivendi (France)	2.2%	2.2%
ProSiebenSat1 (Germany)	1.4%	2.1%
Keskisuomalainen	1.4%	1.5%
A-Lehdet	1.2%	1.1%
TS-Yhtymä	1.1%	1.1%
C10	88.8%	77.4%
HHI	2,668	1,588
France		
France Télevisions (public)	19.5%	15.7%
Bouygues Group	15.7%	13.8%
Vivendi	11.1%	11.3%
Bertelsmann (Germany)	8.0%	8.1%
Amaury Group	4.8%	5.1%
Socpresse Group	3.3%	3.2%
Lagardère	2.7%	2.8%
Altice	0.6%	2.4%
NRJ Group	1.7%	2.1%

C10	67.4%	64.4%
HHI	871	689
Germany		
ARD (public)	17.9%	17.4%
ProSiebenSat.1	12.8%	16.2%
Bertelsmann	16.9%	15.9%
ZDF (public)	9.2%	8.2%
↳ Axel Springer	5.2%	5.9%
Kabel Deutschland	3.2%	3.1%
Unitymedia	1.9%	2.0%
Der Spiegel	2.3%	1.8%
Murdoch (US)	0.3%	1.8%
Burda	1.9%	1.7%
C10	71.6%	73.9%
HHI	910	949
India		
Prasar Bharati (public)	68.3%	65.4%
The Times of India Group (BCCL)	6.1%	6.9%
Zee	2.8%	3.3%
Sun Group	1.2%	1.8%
Disney (US)	1.1%	1.2%
Living Media Group	0.5%	1.0%
Hathway	0.5%	0.7%
HT Media	0.6%	0.7%
Network18 Group	0.2%	0.6%
Murdoch (US)	0.1%	0.6%
C10	81.3%	82.2%
HHI	4,719	4,342
Ireland		
RTE (public)	45.8%	40.0%
Independent News and Media	10.6%	10.9%
Murdoch (US)	7.3%	9.9%
TV3 (UK)	7.9%	8.3%
Liberty (US)	5.3%	4.1%
TG4 (public)	0.0%	4.0%
Daily Mail & General Trust (UK)	1.8%	2.0%
Thomas Crosbie Holdings	1.2%	1.7%
Communicorp	1.7%	1.5%

ITV (UK)	2.1%	1.4%
C10	83.6%	83.9%
HHI	2,370	1,938
Israel		
Channel 2	18.9%	22.6%
Yedioth Ahronoth Group	12.5%	10.9%
↳ Channel 10	6.2%	9.2%
Bezeq	5.5%	6.4%
Altice-HOT (France)	9.7%	6.2%
Israel Broadcasting Authority (public)	12.6%	5.7%
Dori Media Group	0.9%	3.6%
RGE	4.3%	3.4%
Ha'aretz	2.7%	2.5%
IDF (Army Radio, public)	2.3%	2.5%
C10	75.6%	73.1%
HHI	926	881
Italy		
RAI (public)	34.6%	34.4%
Fininvest	23.8%	22.4%
Murdoch (US)	9.4%	8.9%
Gruppo Espresso	8.3%	7.5%
RCS Media Group	4.4%	5.3%
Caltagirone Editori	1.5%	1.5%
Gruppo Finelco	1.4%	1.4%
Il Sole 24ore	1.5%	1.4%
Poligrafici Editoriale	1.1%	1.0%
Telecom Italia	1.7%	0.4%
C10	87.6%	84.2%
HHI	1,949	1,855
Japan		
Asahi Shimbun	11.2%	13.6%
Fujisankei (NBS)	15.0%	11.9%
NHK (public)	13.7%	11.7%
NTV	11.3%	11.3%
Tokyo Broadcasting System	10.7%	10.2%
JSAT (SkyPerfecTV)	5.8%	5.8%
Nihon Keizai Shimbun (TV Tokyo)	3.8%	5.2%
Yomiuri Shimbun	3.0%	3.1%

Softbank (Yahoo, Japan/US)	2.0%	2.1%
Mainichi Shimbun	1.3%	1.2%
C10	77.9%	76.1%
HHI	845	772
↳ Mexico		
Televisa	47.7%	44.4%
TV Azteca	18.7%	19.5%
OEM	7.9%	8.2%
El Universal	1.8%	2.6%
Megacable	1.9%	1.6%
Medios Masivos Mexicanos	1.4%	1.4%
Editorial Ovaciones	1.4%	1.4%
Grupo Reforma	1.8%	1.4%
MVS Comunicaciones	0.6%	1.2%
Grupo Carso	0.5%	0.8%
C10	83.6%	82.3%
HHI	2,706	2,431
The Netherlands		
NPB (public)	16.0%	16.6%
Bertelsmann (Germany)	8.8%	10.5%
Redstone (US)	6.7%	9.1%
Ziggo (Zesko Holding BV)	0.7%	7.8%
Telegraaf Media Groep	4.8%	7.7%
Sanoma Oyj (Finland)	8.1%	6.8%
Discovery Communications (US)	4.1%	5.2%
Liberty (US)	5.1%	4.8%
Disney (US)	1.2%	4.2%
PCM Uitgevers	2.7%	3.2%
C10	58.3%	75.8%
HHI	541	721
Poland		
TP (public)	24.8%	21.1%
Polsat	15.7%	17.5%
Grupa TVN	8.0%	10.0%
Radio RMF FM	7.1%	7.5%
Radio ZET	6.4%	6.2%
Polskie Radio (public)	6.3%	6.2%
Wizja TV (Liberty, US)	9.6%	4.7%

Agora	3.2%	3.7%
Axel Springer (Germany)	4.3%	3.2%
↳ C9	85.4%	80.1%
HHI	1,174	1,031
Portugal		
Media Capital (PRISA Group, Spain)	28.8%	27.8%
RTP (public)	26.6%	27.8%
Impresa	24.9%	22.6%
Cofina	3.6%	3.9%
Controlinveste	2.4%	3.2%
Group RR	2.9%	3.2%
Zon	2.1%	1.6%
Portugal Telecom (Oi-Telemar, Brazil/Portugal)	0.0%	0.9%
Murdoch (US)	0.1%	0.7%
C10	91.3%	91.6%
HHI	2,188	2,097
Russia		
Government of Russia	53.6%	54.8%
Gazprom Media (public)	*14.5%*	*25.8%*
First Channel (public)	*21.3%*	*15.1%*
VGTRK (public)	*17.5%*	*13.1%*
RIA Novosti (public)	*0.3%*	*0.7%*
CTC	21.6%	15.6%
Komsomolskaya Pravda	2.9%	3.5%
EMG	3.2%	2.9%
ProfMedia	1.9%	1.6%
Kommersant	2.6%	1.2%
NMG	1.2%	1.1%
RMG	2.1%	1.1%
RBC.ru	1.3%	0.9%
Sanoma Oyj (Finland)	0.8%	0.7%
C10	91.0%	83.5%
HHI	3,377	3,271
South Africa		
SABC (public)	43.5%	38.5%
Naspers Group	26.7%	27.2%

Hosken	13.5%	17.3%
Independent News and Media (Ireland)	4.0%	3.7%
↳ Primedia	2.2%	2.9%
Avusa	2.5%	2.6%
Kagiso Media	2.1%	1.9%
Caxton	1.8%	1.8%
African Media Entertainment	0.3%	1.0%
MSN (Microsoft, US)	0.6%	0.9%
C10	97.3%	97.8%
HHI	2,824	2,563
South Korea		
Government of South Korea	41.9%	38.3%
KBS (public)	*22.2%*	*17.9%*
MBC (public)	*12.6%*	*14.9%*
EBS (public)	*2.8%*	*1.4%*
SBS	14.4%	12.5%
Tbroad	3.6%	4.4%
CJ Group	1.5%	3.8%
Chosun Ilbo	3.6%	3.5%
Jmnet (JoongAng Ilbo)	3.1%	3.2%
C&M	3.0%	3.1%
Dong-A Ilbo	2.7%	2.7%
KT	3.6%	2.5%
OhMyNews	0.6%	0.6%
C10	78.0%	74.5%
HHI	2,032	1,702
Spain		
Planeta	11.2%	14.7%
PRISA	18.3%	14.1%
Fininvest (Italy)	11.5%	13.8%
RTVE (public)	14.0%	9.8%
FORTA (public)	8.2%	4.6%
RCS (Italy)	1.4%	3.0%
Vocento	2.1%	2.3%
Ono	0.6%	1.8%
Telefónica	0.6%	1.4%

Zeta	1.3%	1.3%
C10	69.1%	66.8%
HHI	871	752

↳ Sweden

Bonnier	18.5%	25.0%
Sveriges (public)	31.8%	24.7%
Investment AB Kinnevik	11.0%	16.9%
proSiebenSat1 (Germany)	4.9%	7.3%
Com Hem (BC Partners, UK)	2.4%	3.9%
Stampen	1.5%	2.1%
Teracom (public)	1.8%	2.1%
Schibsted (Norway)	2.5%	1.7%
Telenor (Norway)	1.6%	1.3%
Boxer	0.0%	1.3%
C10	75.8%	86.4%
HHI	1,519	1,609
Switzerland		
SRG SSR (public)	28.2%	25.3%
Tamedia	7.0%	9.5%
Liberty (US)	6.5%	6.5%
Ringier	3.7%	5.0%
ProSiebenSat.1 (Germany)	4.0%	4.0%
Edipresse	2.8%	0.0%
Neue Zürcher Zeitung (NZZ)	2.1%	2.5%
ARD (Germany) (public)	2.5%	2.2%
ZDF (Germany) (public)	2.2%	2.0%
Axel Springer Suisse (Germany)	1.2%	1.8%
C10	60.2%	62.2%
HHI	953	854
Taiwan		
Government of Taiwan	18.8%	19.6%
Formosa TV (public)	*4.6%*	*4.8%*
BCC (public)	*3.8%*	*4.0%*
Taiwan TV Enterprise (public)	*4.2%*	*3.2%*
China Television Corporation (Public)	*2.2%*	*3.0%*
China Times News Group (Want Want Ltd.)	9.7%	9.8%

Liberty Times News Group	5.0%	7.8%
Next Media (Hong Kong)	4.5%	6.0%
United Daily News Group	7.1%	5.9%
SET	5.5%	4.2%
ET	4.7%	4.2%
↳ TVBS (TVB, Hong Kong)	4.1%	3.9%
VL	4.3%	3.7%
Murdoch (US)	2.5%	3.6%
C10	66.3%	68.8%
HHI	664	700
Turkey		
Dogan Group	29.8%	37.5%
Turkuvaz-Kalyone Group	10.8%	14.0%
Cukurova Group	14.2%	13.4%
Feza	2.7%	5.5%
Dogus	3.5%	3.6%
TRT (public)	6.9%	3.5%
Kanal 7	4.4%	2.9%
Demirören	0.0%	2.6%
Power Group	1.3%	1.8%
Ciner Group	8.5%	1.7%
C10	82.1%	86.4%
HHI	1,373	1,860
UK		
BBC (public)	30.5%	33.9%
Murdoch Group (US)	13.0%	14.3%
ITV	14.0%	11.3%
Channel 4	6.0%	5.1%
Daily Mail and General Trust	3.1%	3.5%
Viacom (US)	1.1%	2.3%
Trinity Mirror	2.9%	2.2%
Bauer (Germany)	1.5%	1.9%
Northern & Shell	1.7%	1.6%
The Guardian	1.7%	1.6%
C10	75.5%	77.8%
HHI	1,363	1,549
USA		
Comcast[1]	4.1%	12.2%

GE	*5.8%*	*0.0%*
Disney	7.4%	9.6%
Redstone Group	6.5%	9.3%
Murdoch Group	8.2%	8.5%
↳ Time Warner[a]	9.8%	6.1%
Gannett	3.1%	3.3%
Tribune	2.4%	1.9%
DirecTV	0.0%	1.6%
Discovery Communications	1.1%	1.7%
Yahoo	2.3%	1.7%
Liberty Media	1.0%	1.5%
Advance	0.9%	1.5%
The Washington Post Company	1.2%	1.4%
Hearst	1.1%	1.3%
AOL-Huffington Post[b]	0.0%	1.3%
The New York Times	1.2%	1.2%
Clear Channel	1.5%	1.2%
Time Warner Cable[c]	0.0%	1.1%
McClatchy	0.8%	1.0%
Cablevision	0.7%	0.7%
Univision	1.10%	0.20%
Dish Network	0.80%	0.70%
C4	31.9%	39.6%
C10	51.0%	55.8%
C20	61.0%	68.0%
HHI	345	476

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a   Acquisition by AT&T pending in 2015.

b   Acquisition by Verizon pending in 2015.

c   Merger with Charter/Liberty pending in 2015.

The right-most column lists the share, in news attention, of the top 10 firms (C10) and the concentration as expressed by an HHI.

- The C10 in news attention is above 90% in four countries (China, Egypt, Portugal, and South Africa). It is above 80% in nine countries (Australia, India, Ireland, Italy, Mexico, Poland, Russia, Sweden, and Turkey). It is nowhere below 50%. Only the United States has a C10 under 60%, at 55.8% (up from 51% in 2004).

- In most of the world, then, the top 10 firms command over 75% of news attention. And nowhere do they command less than 50%.

- In terms of HHI, concentrations are highest in China (9,220), Egypt (7,544), India (4,342), Russia (3,271), South Africa (2,563), Mexico (2,431), and Portugal (2,097).[12] The good news is that in most other countries the news concentration, in terms of attention, is either close to or less than an HHI of 1,800, the old threshold for high concentration.

- The share of the top firm (C1) in terms of news attention is, on average, a very high 32.2%.

- Very high HHIs exist where governments control media operations and hold a very high C1 share of the news attention:

  - Government of China (96%)

  - Government of Egypt (89.8%)

  - Government of Russia (54.8%)

- In many countries, the public service broadcasters are strong and at the number 1 spot:

  - India (Prasar Bharati, 65.4%)

  - Ireland (RTE, 40%)

  - Finland (Yle, 32.4%)

  - South Africa (SABC, 38.5%)

  - Italy (RAI, 34.4%)

  - Government of South Korea (38.3%)

  - Government of Taiwan (19.6%)

  - United Kingdom (BBC, 34%)

  - Poland (TP, 21.1%)

  - Switzerland (SRG–SSR, 25.4%)

  - Belgium (VRT, 17.3%)

  - France (France Televisions, 15.7%)

  - Germany (ARD, 17.4%)

  - The Netherlands (NPB, 16.7%)

- Private media firms are at the number 1 spot in:

  - the United States (Comcast, 12.2%)

  - Mexico (Televisa, 44.4%)

  - Brazil (Globo, 35.5%)

  - Luksic Group (Chile, 12.5%)

  - Portugal (PRISA, 27.8%)

  - Sweden (Bonnier, 25%)

- Turkey (Dogan, 37.5%)

- Argentina (Grupo Clarín, 26.9%)

- Spain (Planeta, 14.7%)

- Israel (Channel 2, 22.6%)

- Japan (Asahi Shimbun, 13.4%)

- Canada (Bell Canada, 17.4%)

- Australia (Seven Network, 17.8%)

- Private media firms with more than 30% do exist, but rarely:

  - Mexico (Televisa, 44.4%)

  - Brazil (Globo, 35.5%)

  - Turkey (Dogan, 37.5%)

- In the more highly developed countries, the largest private-sector firms rarely reach shares above 20%.

- The high attention share of government-controlled media organizations gets higher still when one looks at major countries not part of this 30-country study, (which encompassed 64% of the world's population and 85% by GDP). The top 11 countries by population that have not been included account for 18% of the world's population.

  - Of these, five countries have a strong state dominance over both audiovisual (TV, radio) and print media—Vietnam, Ethiopia, Iran, Congo, Burma. These countries account for 5.3% of the world's population.

  - Three countries have a substantial governmental dominance over audiovisual but not over print: Thailand, Bangladesh, and Nigeria. They account for 5.5% of the world's population.

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  - ↳ Three countries have no state dominance over audiovisual and print: Indonesia, Pakistan, and the Philippines. They account for 7.3% of the world's population.

  - In these countries, large media firms exist but the industries are not more concentrated than those of many countries in this study.

  - In none of these 11 countries do foreign media firms play a significant content media role. There are several newspapers in Nigeria owned by UK firms (The Guardian, Trinity Mirror). Saban (US) holds 7.5% of Indonesia's leading MNC Group.

  - In platform media, in 8 of these 11 countries, foreign ownership in parts of the mobile telecom industry exists. Of companies from the countries of the study, these are the South African MTN (Iran, Nigeria), the Indian firm Bharti Enterprises (Bangladesh, Democratic Republic of the Congo, Nigeria), Orange and Vodafone (both in the Democratic Republic of the Congo). None of these operations is large enough to change their companies' or countries' shares more than minimally.

Company Shares in Global News Media Attention

We now extend this analysis to a company's attention share worldwide, by aggregating its country-specific attention shares, with population weights to account for different country population markets.

$$S_{c\text{global}} = \sum_n S_{c\text{national}} \frac{Pop_n}{\sum_n Pop_n}$$

This way, we can calculate the global news media share of companies that are active in several countries, and we can compare the share in worldwide attention of the various media companies. For example, Fininvest has, in Italy, a news attention share of 22.4%. Italy has a weight of 1.45%, in population, of the 30-country world. This would give Fininvest, for its Italian news operations, a share of 0.33%. To that are added its news attention shares for Spain, where the company has 13.8% of an attention market that accounts for 1.11% globally (i.e., 0.15%). Fininvest has a global news attention market share of 0.32% + 0.15% = 0.48% in 2013 for the 30-country world, and 0.31% for the entire world.[13]

The results are shown in Table 37.12, which lists news media organizations with their share of world news attention in two ways: as a share of the 30-country world, and as a share of the world's entire population of which the 30 countries comprise 64%.[14]

Table 37-12. Top News Media Companies by Attention Share of World Population, 2004/05 and 2012/13 (>0.1% Share, or #1 in their Country)

Company	Attention Share (2004/05) – 30 Countries	Attention Share (2012/13) – 30 Countries	Attention Share (2012/13) – World	Country of Origin
Government of China	30.85%	29.65%	18.98%	China
China Central Television (public)	12.17%	11.14%	7.13%	China
Shanghai Media Group (public)	4.28%	2.58%	1.65%	China
Hunan Media Group (public)	2.20%	1.53%	0.98%	China
Jiangsu Media Group (public)	0.34%	1.19%	0.76%	China
People's Daily (public)	0.29%	0.64%	0.41%	China
Guangdong Provincial Government (public)	0.88%	0.46%	0.29%	China
Reference News (Xinhua News Agency, public)	0.34%	0.41%	0.26%	China
Rayli (public)	0.07%	0.41%	0.26%	China
Southern Media Corporation (public)	0.33%	0.39%	0.25%	China
China Radio International (public)	0.52%	0.38%	0.24%	China
Trend Media Group (public)	0.20%	0.28%	0.18%	China
Prasar Bharati (public)	18.23%	18.47%	11.82%	India
BCCL (The Times of India Group)	1.62%	1.96%	1.25%	India
Government of Russia	1.93%	1.81%	1.16%	Russia
Gazprom Media (public)	0.52%	0.85%	0.54%	Russia
First Channel (public)	0.77%	0.50%	0.32%	Russia
VGTRK (public)	0.63%	0.43%	0.28%	Russia
RIA Novosti (public)	0.01%	0.02%	0.01%	Russia
Government of Egypt	1.82%	1.75%	1.12%	Egypt
ERTU (public)	1.30%	1.35%	0.86%	Egypt
Al Akhbar (public)	0.17%	0.13%	0.08%	Egypt
Al Ahram (public)	0.18%	0.11%	0.07%	Egypt

Al Gomhouria (public)	*0.09%*	*0.09%*	*0.06%*	*Egypt*
Nile Television Network (public)	*0.08%*	*0.06%*	*0.04%*	*Egypt*
Globo	1.46%	1.71%	1.10%	Brazil
Murdoch Group	1.15%	1.35%	0.86%	US
Televisa	1.26%	1.21%	0.77%	Mexico
Disney	0.85%	1.10%	0.70%	US
Zee	0.73%	0.93%	0.59%	India
Comcast	0.30%	0.91%	0.58%	US
Dogan Group	0.52%	0.70%	0.45%	Turkey
TV Azteca	0.49%	0.53%	0.34%	Mexico
CTC	0.78%	0.51%	0.33%	Russia
BBC (public)	0.47%	0.51%	0.33%	UK
Bertelsmann	0.54%	0.51%	0.33%	Germany
Redstone Group	0.54%	0.78%	0.50%	US
GE	0.43%	0.00%	0.00%	US
Sun (India)	0.31%	0.50%	0.32%	India
RAI (public)	0.50%	0.50%	0.32%	Italy
Time Warner	0.80%	0.50%	0.32%	US
Fininvest	0.46%	0.48%	0.31%	Italy
Folhapar	0.53%	0.46%	0.30%	Brazil
Government of South Korea	0.51%	0.45%	0.29%	South Korea
KBS (public)	*0.27%*	*0.21%*	*0.13%*	*South Korea*
MBC (public)	*0.15%*	*0.18%*	*0.12%*	*South Korea*
EBS (public)	*0.03%*	*0.02%*	*0.01%*	*South Korea*
SABC (public)	0.47%	0.45%	0.29%	South Africa
Asahi Shimbun Company	0.36%	0.41%	0.26%	Japan
Estado Group	0.36%	0.39%	0.25%	Brazil
Hearst	0.20%	0.39%	0.25%	US
Fujisankei (NBS)	0.48%	0.36%	0.23%	Japan
NHK (public)	0.44%	0.35%	0.23%	Japan
ProSiebenSat.1	0.29%	0.34%	0.22%	Germany
ARD (public)	0.37%	0.34%	0.22%	Germany
NTV	0.36%	0.34%	0.22%	Japan
Naspers Group	0.29%	0.32%	0.20%	South Africa

Universal Church Group	0.12%	0.31%	0.20%	Brazil
Tokyo Broadcasting System	0.34%	0.31%	0.20%	Japan
Living Media Group	0.12%	0.28%	0.18%	India
Grupo Clarín	0.31%	0.27%	0.17%	Argentina
Turkuvaz-Kalyone Group	0.19%	0.26%	0.17%	Turkey
France Televisions (public)	0.31%	0.26%	0.17%	France
Abril Group	0.33%	0.26%	0.16%	Brazil
Advance	0.07%	0.25%	0.16%	US
Cukurova Group	0.25%	0.25%	0.16%	Turkey
Bouygues Group	0.27%	0.25%	0.16%	France
Liberty	0.26%	0.24%	0.15%	US
PRISA	0.28%	0.24%	0.15%	Spain
Gannett	0.22%	0.23%	0.15%	US
OEM	0.21%	0.22%	0.14%	Mexico
Discovery Communications	0.17%	0.21%	0.13%	US
Yahoo	0.23%	0.21%	0.13%	US
DirecTV	0.00%	0.20%	0.13%	US
Hathway	0.14%	0.20%	0.13%	India
Hosken	0.14%	0.20%	0.13%	South Africa
TP (public)	0.24%	0.19%	0.12%	Poland
HT Media	0.15%	0.19%	0.12%	India
Vivendi	0.17%	0.19%	0.12%	France
Network18 Group	0.06%	0.18%	0.11%	India
Bandeirantes Group	0.07%	0.17%	0.11%	Brazil
JSAT(SkyPerfecTV)	0.19%	0.17%	0.11%	Japan
ITV	0.21%	0.17%	0.11%	UK
Sina.com	0.19%	0.17%	0.11%	China
Planeta	0.11%	0.16%	0.10%	Spain
ZDF (public)	0.19%	0.16%	0.10%	Germany
Polsat	0.15%	0.16%	0.10%	Poland
Nihon Keizai Shimbun (TV Tokyo)	0.12%	0.16%	0.10%	Japan
SBS	0.18%	0.15%	0.10%	South Korea
Axel Springer AG	0.15%	0.15%	0.09%	Germany
Bhaskar Group	0.00%	0.15%	0.09%	India
Bell Canada/CTV	0.11%	0.14%	0.09%	Canada
Reliance	0.00%	0.14%	0.09%	India

Tribune	0.17%	0.14%	0.09%	US
Sohu.com	0.15%	0.14%	0.09%	China
Canadian Broadcasting Corporation (public)	0.13%	0.14%	0.09%	Canada
Deccan Chronicle Holdings Ltd. (DCHL)	0.03%	0.13%	0.08%	India
Telefonica	0.18%	0.13%	0.08%	Spain
Diários Associados Group	0.11%	0.13%	0.08%	Brazil
Jagran Prakashan	0.03%	0.13%	0.08%	India
New Delhi Television (NDTV)	0.09%	0.13%	0.08%	India
DEN Networks	0.04%	0.12%	0.08%	India
Shaw	0.06%	0.12%	0.08%	Canada
RBS Group	0.17%	0.12%	0.08%	Brazil
Komsomolskaya Pravda	0.11%	0.12%	0.07%	Russia
Kasturi & Sons	0.13%	0.11%	0.07%	India
Albavision	0.08%	0.11%	0.07%	Mexico
Government of Taiwan	0.11%	0.11%	0.07%	Taiwan
Formosa TV (public)	*0.03%*	*0.04%*	*0.03%*	*Taiwan*
BCC (public)	*0.03%*	*0.03%*	*0.02%*	*Taiwan*
Taiwan TV Enterprise (public)	*0.03%*	*0.02%*	*0.01%*	*Taiwan*
China Television Corporation (Public)	*0.02%*	*0.02%*	*0.01%*	*Taiwan*
RCS Media Group	0.08%	0.11%	0.07%	Italy
Jornal do Brasil	0.09%	0.11%	0.07%	Brazil
RTVE (public)	0.14%	0.11%	0.07%	Spain
India Today Group (ITG)	0.19%	0.11%	0.07%	India
Gruppo Espresso	0.12%	0.11%	0.07%	Italy
Ongoing (Arca Group, Portugal)	0.12%	0.11%	0.07%	Brazil
The Washington Post Company	0.09%	0.10%	0.07%	US
Feza	0.05%	0.10%	0.06%	Turkey
The New York Times	0.10%	0.10%	0.06%	US
EMG	0.11%	0.10%	0.06%	Russia
AOL	0.01%	0.10%	0.06%	US
ABP Group	0.09%	0.09%	0.06%	India
Yomiuri Shimbun	0.09%	0.09%	0.06%	Japan

Seven Network Ltd	0.08%	0.09%	0.06%	Australia
América 2	0.07%	0.09%	0.06%	Argentina
Grupa TVN S.A.	0.08%	0.09%	0.06%	Poland
Clear Channel	0.11%	0.09%	0.06%	US
Silvio Santos Group	0.14%	0.09%	0.05%	Brazil
163.com	0.02%	0.08%	0.05%	China
Time Warner Cable	0.00%	0.08%	0.05%	US
Bonnier	0.07%	0.08%	0.05%	Sweden
Amaury Group	0.07%	0.08%	0.05%	France
Channel 4	0.09%	0.08%	0.05%	UK
Nine Entertainment	0.09%	0.08%	0.05%	Australia
Al Masry Al Youm	0.00%	0.07%	0.05%	Egypt
RTP (public)	0.07%	0.07%	0.05%	Portugal
McClatchy	0.06%	0.07%	0.05%	US
El Universal	0.05%	0.07%	0.05%	Mexico
EBC (public)	0.07%	0.07%	0.04%	Brazil
Radio RMF FM	0.07%	0.07%	0.04%	Poland
Rogers	0.06%	0.07%	0.04%	Canada
Independent News & Media	0.07%	0.07%	0.04%	Ireland
Dogus	0.06%	0.07%	0.04%	Turkey
Netherland Public Broadcasting (public)	0.07%	0.07%	0.04%	Netherlands
TRT (public)	0.12%	0.06%	0.04%	Turkey
Bharti Enterprises	0.00%	0.06%	0.04%	India
Sanoma Oyj	0.07%	0.06%	0.04%	Finland
Kabel Deutschland	0.07%	0.06%	0.04%	Germany
Nile Radio Productions	0.07%	0.06%	0.04%	Egypt
Australian Broadcasting Corporation (public)	0.05%	0.06%	0.04%	Australia
Tata Group	0.00%	0.06%	0.04%	India
Impresa	0.06%	0.06%	0.04%	Portugal
Radio ZET	0.06%	0.06%	0.04%	Poland
Polskie Radio (public)	0.06%	0.06%	0.04%	Poland
Daily Mail	0.05%	0.06%	0.04%	UK
Kanal 7	0.08%	0.05%	0.04%	Turkey
Sveriges (public)	0.07%	0.05%	0.03%	Sweden
Quebecor (Videotron, Canada)	0.05%	0.05%	0.03%	Canada

China Times News Group (Want Want Ltd.)	0.06%	0.05%	0.03%	Taiwan
ProfMedia	0.07%	0.05%	0.03%	Russia
Cablevision	0.05%	0.05%	0.03%	US
Tbroad	0.04%	0.05%	0.03%	South Korea
FORTA (public)	0.08%	0.05%	0.03%	Spain
Sada Group	0.03%	0.05%	0.03%	Brazil
Universidad Catholica/Luksic Group	0.05%	0.05%	0.03%	Chile
Socpresse Group	0.05%	0.05%	0.03%	France
Cox	0.05%	0.05%	0.03%	US
TVN (public)	0.05%	0.05%	0.03%	Chile
EchoStar (DISH)	0.06%	0.05%	0.03%	US
Altice	0.02%	0.05%	0.03%	France
Demirören	0.00%	0.05%	0.03%	Turkey
Ten Network	0.05%	0.05%	0.03%	Australia
Bauer	0.05%	0.05%	0.03%	Germany
SRG SSR (public)	0.05%	0.05%	0.03%	Switzerland
CJ Group	0.02%	0.05%	0.03%	South Korea

[1] GE held a 49% stake in NBCuniversal in the year 2004/05 while Comcast held 51%. For the latest year, Comcast's numbers reflect full ownership of nbcuniversal, and the exit of GE from the news media sector.

[2] This is what GE's share of news media attention outside the 30-country world would have been in 2004/05.

These findings show:

- The government of China, through its several media organizations, accesses a truly vast share of global news attention. In the aggregate, it has 29.7% of the 30-country world news attention in 2013, and even more in previous years. If we include the population of other countries beyond the 30 that are covered, it would still be a huge share: 19% of global news attention. Even if we unbundle China's news organization, CCTV the government would still command 11.1% of the 30-country world's news attention (and 7.1% of the global news attention) and be the second largest news media company in the world. The explanations for these high shares are simple: a huge population (1.3 billion) and state control over most news media outside several online portals and print magazines.

- Other large shares in global news attention time are held by the governments of Russia (1.81%) and Egypt (1.75%); both countries governments prioritize broadcast TV control, and Egypt maintains significant state-owned print newspapers. India's public service broadcaster Prasar Bharati became autonomous ↳

from direct state control after 1997 and has a terrestrial broadcasting monopoly in a country with a population of 1.1 billion people, giving it 18.5% of world attention for 30 countries (11.8% for the whole world).

· India's BCCL is the largest privately owned media firm by news attention, with 1.25% of the global news attention, due to the country's large population. The second largest private media firm in the world, by attention time, is Globo in Brazil, with 1.71% (1.1% for the entire world). Brazil, too, has a large population (192 million).

· Rupert Murdoch's two companies combined are the third largest privately owned news providers by attention, and the largest US-headquartered news firm (1.35% for 30 countries, 0.83% for the entire globe).

- Of other US companies, Comcast, Disney, Redstone's CBS and Viacom, and Time Warner are also in the top 20.

- The combined global news share of those top five US companies (technically, seven companies) is 4.6% in the 30-country world, and 3% for the whole world. The combined share of all US media firms in Table 37.14 is 7.2% of the 30-country world and 4.6% globally.

- The combined news share of EU-headquartered media firms is 6.2% in the 30-country world, and 4% in the global market. As is the case for the United States, only the top EU companies, listed in Table 37.14, are covered. However, only 11 of the 27 EU member states (the large ones) are part of our study, and counting only them is therefore a lower bound. On the other hand, for the EU countries, sales to other EU member states are counted as exports, even though it stays within the EU bloc.

- Of individual owners, the largest controls over news attention are held by the Marinho family (Globo), Rupert Murdoch (News Corp and 21st Century Fox), Emilio Azcárraga (Televisa), the Berlusconi family (Fininvest), Aydın Doğan (Dogan Group), Brian Roberts (Comcast), Alexander Rodnyansky (CTC Media), Sumner Redstone (CBS and Viacom), Ricardo Salinas Pliego (TV Azteca), S. Narsing Rao (BCCL), and Subhash Chandra (Zee).

- Similarly, in the Philippines, the Lopez family (ABS-CBN) controls much news attention. It also owns the telephone company Bayan Telecommunications. Others are the Gozon, Duavit, and Jiminez families (GMA); and Manuel Pangilian (TV5 and PLDT, the largest wireline and mobile telecom company).

- In Indonesia, the leading media-owning families are the Hary Tanoesobijo (MNC Group), Tohir (Mahaka Media), Oetama and Adiprasetyo (Kompas Gramedia), Iskan (Jawa Pos Group), and Narada (Media Bali Post). MNC's owner Hary was a candidate for Vice President in the country's 2014 election.

Public Media Share of News Attention

Based on Table 37.12, it is possible to calculate what percent of news audiences are watching content from non-commercial outlets (Graph 37.19). News attention to public media averages approximately 21.9%. This is a considerable share. It is slightly down from 23.8% in 2004/05, with public broadcasters losing audiences to an increasing number of private companies. The biggest decreases have been in Egypt, Finland, Israel, Sweden, and Spain, with public companies losing 5–10% of their 2004/05 attention share by 2013. The shares of state enterprises/independent public broadcasters have risen slightly in Russia, Canada, Portugal, the United Kingdom, China, and Switzerland. In the United States, that share is very low (0.3%). In China (93.2%) and Egypt (83.1%), it is very high, though Egypt's is decreasing.

Graph 37.19

% Public Ownership of News Media (By News Attention)
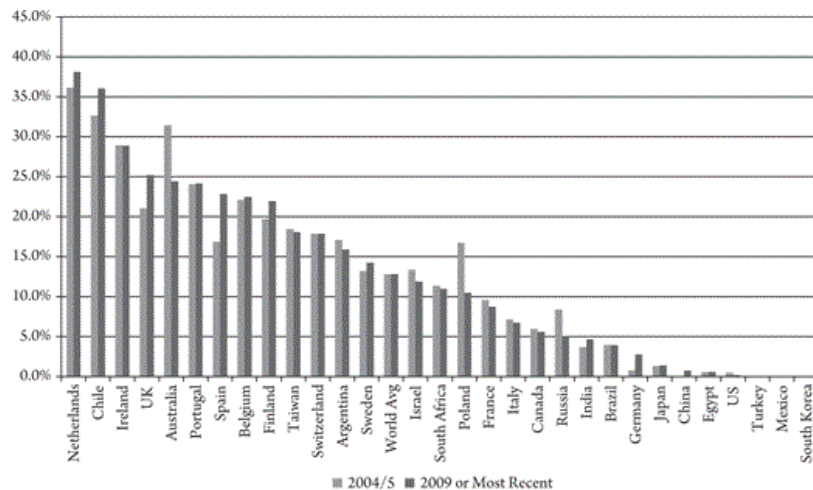
Foreign Media Share of News Attention

News attention to foreign-owned media averaged 12.8% in the 30 countries, and remained constant (Graph 37.20). India has relatively low foreign provision of news (4.6%), but its importation increased because of a relaxation on laws that banned foreigners from owning audiovisual content producers. Foreign ownership of news providers is high in the Netherlands (38.1%), ↳

Chile (36%), and Ireland (28.9%), but remains effectively nonexistent in Turkey, China, South Korea, and Mexico due to continuing restrictive laws. It is also very low in Japan (1.4%) and the United States (0.2%), where the major companies are domestic owned.

Graph 37.20

% Foreign Ownership of News Media (By News Attention)

News Concentration, Poverty, and Economic Development

The top company in news attention has, by definition, the greatest "mindshare" in its society. But there are degrees of dominance. What we find is that the dominance of the single news provider is especially strong in poorer countries. A simple regression analysis of the market share of the top firm (the "C1") with the average per-capita income in that country and without control variables

$$InC1 = a - b \ln Y$$

shows a correlation

$$InC1 = 7.24 - 0.4018lnY$$

with an R^2 of 0.5801 and a t-value for the coefficient, of –6.22.

Thus, the poorer the country, the higher the dominance of the top firm. Media concentration in news is associated with lesser economic development, not with more.

There are several factors that contribute to this:

- **Resources.** The first factor is that poorer countries are economically smaller, and hence sustain fewer media firms. There is less of direct purchases of media products and consumption that drives advertising, and less government funding capacity.

- **Government control.** Poorer countries tend to be characterized by powerful governments whose TV and press dominate the media. Cause and effect in this relation are intertwined.

- **Crony capitalism.** Even where the state does not dominate directly, well-connected private media firms with close relations to the political establishment obtain privileges that lead to their dominance, again in a vicious circle. Many poor countries therefore exhibit astonishingly high market shares of such privileged media firms—such as Televisa in Mexico (44.4% in overall news and 61% in the TV market), and Globo in Brazil (35.5% of the news market and 52.4% of TV).

- In some instances, a strong governmental role in media is rationalized as a defense to offset powerful private media firms. This was the case, for example, in Venezuela, as it had been in France under President Charles de Gaulle. The reverse happens, too, when a strong private media firm is seen as an offset against powerful state media. An example is Italy, where Fininvest has a major share and emerged as an offset to the state RAI. Thus, one can observe a system of duopolies evolving where a strong state system and a strong private media firm derive justification from each other's power.

- Both also derive justification by positioning themselves as bulwarks against the erosion of national culture. The argument is that without strong domestic media organizations, domestic cultural productions would be rolled over by a tide of imports. Concentrated media provide that protection. In France, such a role is claimed by both the public France Télévisions and the private Vivendi/Canal Plus.

- The organizations with the greatest news attention are not necessarily those with the highest revenues. The media organizations of China (CCTV, Shanghai Media Group, etc., whether separate or integrated), of India (Prasar Bharati, BCCL, Zee), Russia (Gazprom Media, CTC), Egypt (ERTU), Brazil (Globo), Mexico (Televisa), and South Africa (SABC, Naspers) have a vastly greater hold on people's attention than on revenues. These are the media organizations of the emerging world—the *BRICS media.*

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- In contrast, the leading media organizations of the developed world are a combination of traditional media conglomerates and successful startups. Their hold on attention, large as it is, is dwarfed by the BRICS media. But ↳ when it comes to revenues, it is the other way around (see Graph 37.17). Here, Murdoch, Redstone, Google, Comcast, Disney, Bertelsmann, and Time Warner outpace most individual Chinese companies like CCTV (though not China as a whole). Vivendi, ARD, Hearst, the Asahi Shimbun Company, and Fininvest are nearly as large. Only one non-Chinese BRICS media organization is among the top 30 media groups (Globo, ranking as number 12).

- These media companies are headquartered in OECD countries[15] and among these countries the economically strongest account for 28 of the 30 largest media content firms by revenue: the United States (14), Japan (5), Spain (1), the United Kingdom (1), Italy (2), France (2), and Germany (2).

- Thus, the emerging media system of the world is one of BRICS vs. Top-OECD, of mindshare vs. marketshare.

Global Concentration

The worldwide market shares of the major companies in a media industry enable us to determine measures of global concentration (See "Companies"). This is different from an average concentration across countries. Instead, it is a measure of how much the major firms in an industry control worldwide. Table 37.13 shows the results. As one could expect, the shares of a particular firm on a worldwide basis are much smaller than it is in the few countries where it is active. Thus, the combined share of the top few firms, the C4, is quite low for newspapers, at 17%. It is also relatively low for broadcast TV (18.5%), online news (19.6%), and radio (20%). Of content industries, books (33.6%) and non-broadcast video channels (33.5%) are high. The C4 measures are much higher for platforms and reach 26% for wireline telecom and 38.3% for wireless; ISPs are 34.5% and Multichannel-↳ Platforms are 43%. By far the highest concentrations are for search engines (84.4%) and film (47% for C4 and 76.4% for C6 concentrations).

Table 37-13. Worldwide Industry Concentration (using global market shares of major firms)

2011 or Most Recent (30 Countries)			
	W-HHI	C4 (%)	Industry Revenues (mil US$)
Newspapers	126	17.0%	106,734
Magazines	189	24.0%	79,590
Books	394	33.6%	72,224
Radio	154	20.0%	47,687
Broadcast TV	206	18.5%	184,379
Multichannel Platforms	599	43.0%	247,666
Video Channels	431	33.5%	70,636
Film	1,057	47.0%	30,710
Wireline	308	26.0%	589,986
Wireless	655	38.3%	740,038
ISP	443	34.5%	162,033
Search Engines	4,339	84.8%	41,300
Online News	193	19.6%	19,760

We have come to the end of this chapter, in which we investigated and summarized media concentration around the world. The analysis included:

- Convergence trends
- Factors for industry concentration
- Explanatory variables for intra-industry by variations in concentration
- Diversity and media voices
- Cross-ownership around the world
- The export of media by countries
- The share of "Hollywood" industry in the various countries' content media
- Ranking the world's largest companies
- Market power in news media, both nationally and worldwide.

With the results in hand we are ready to reach our conclusions. This will be the subject of the next chapter.

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Bibliography

For the sources mentioned in this chapter, see the general bibliography at the end of this book.

Notes

1. This concept of democratization does not take into account the legal limitations on the voting franchise for female suffrage in France until 1945 and in Switzerland until 1990; and on black voters in the US South until after 1965.

2. In this estimation, we leave out the variables of "regulatory quality," "per capita spending," and "years as a democracy" as being possibly endogenous.

3. It should be noted that the divergence of high-concentration countries is actually understated. High-concentration countries already pull the regression coefficients in their direction. An estimation omitting them would shift the expected values further away and show their divergence as still larger.

4. For radio and book publishing, we use a 2% national market share threshold because a large number of sub-national stations or specialty publishers would otherwise dominate country voice counts.

5. Although multi-channel is a platform industry, it overlaps with content so its voices are counted fully.

6. Vodafone operates in Albania, Australia, Czech Republic, Egypt, Germany, Ghana, Greece, Hungary, India, Ireland, Italy, Malta, The Netherlands, New Zealand, Portugal, Qatar, Romania, South Africa, Spain, Turkey, and the United Kingdom. Until 2013, it was also active in the United States by holding 45% in Verizon Communications.

7. These figures do not include the income of the domestic movie theaters' net of their license fee payments ("rentals" to the Hollywood distributors). The share of the theaters is not part of Hollywood firms' revenues.

8. Only their platform concentration.

9. Satellite TV is one possibility, and, in the future, a reliance on offshore media clouds with their server infrastructure.

10. Coefficients calculated by Liwei Wang. US news usage shares from FCC/Nielsen survey. Europe shares from International Central Institute for Youth and Educational Television, and a UNESCO study. Attention weights for magazines and radio were assumed to be the same as their average overall weight. For broadcast TV and cable/satellite TC assumed to be the same, distributed according to national usage of cable channels. Overall weight for newspapers and online news assumed the same, distributed based on reported Internet usage. Federal Communication Commission, Report and Order and Notice of Proposed Reulemaking for Market Definitions and Ownership of Broadcast Radio and Newspaper Media, 18 F.C.C.R. 13,620, 327 (2003). vom Orde, Heike. "Digital natives, and their media worlds: Starting points for promoting MIL." International Central Institute for Youth and Educational Television, UNESCO (2012).

11. Included are consumer-level news outlets such as newspapers, TV networks, and so on, but not wholesalers such as news agencies.

12. In Tables 37.11 and 37.11B, these are "pooled" HHIs, because they are the summed squares of the individual companies' attention shares of the national audiences in a country.

13. The 36% of population and 15% of GDP not covered by these 30 countries.

14. The cutoff for inclusion was if a firm held less than a 0.5% audience share in our 30-country world when all its markets

were aggregated.

15. Technically, Mexico is a member of the OECD.
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