

Contents

About the ECC and This Report	15
E-Merging Media: The Future of Communication	19
<i>Valerie Feldmann and Axel Zerdick</i>	
1 Changing Media	
Diversification and Individualisation	31
1.1 Disintegration and Reintegration in the Media Sector: How Business Models are Changing on Account of Digitalisation	33
<i>Berthold Hass</i>	
1.2 Media Companies between Multiple Utilisation and Individualisation: an Analysis for Static Contents	57
<i>Thomas Hess</i>	
1.3 Multimedia and Multidimensional: Concepts of Utilisation in the “Age of Digitalisation”	75
<i>Hardy Dreier</i>	
1.4 New Technologies, New Customers and the Disruptive Nature of the Mobile Internet: Evidence from the Japanese Market	97
<i>Jeffrey L. Funk</i>	
1.5 Journalism in the Face of Developments in Digital Production	117
<i>John Pavlik</i>	

Contents

1.6 Spellbound by Images	127
<i>Siegfried Frey</i>	
2 Changing Technology	
Ubiquity and Miniaturisation	143
2.1 Ubiquitous Computing: Scenarios from an Informatised World	145
<i>Friedemann Mattern</i>	
2.2 Wireless Internet Access: 3G vs. WiFi?	165
<i>William Lehr and Lee W. McKnight</i>	
2.3 That's What Friends Are For – Ambient Intelligence (Aml) and the Information Society in 2010	181
<i>K. Ducatel, M. Bogdanowicz, F. Scapolo, J. Leijten and J-C. Burgelman</i>	
2.4 Evolutionary Perspectives	201
<i>Klaus Schrape</i>	
3 Changing Society	
Individual and Collective Life Options	213
3.1 Virtual Communities, Space and Mobility	215
<i>Ilkka Tuomi</i>	
3.2 Towards a Sociological Theory of the Mobile Phone	235
<i>Hans Geser</i>	

3.3 Mobile Europe: Balancing a Fast-changing Society and Europe's Socio-economic Objectives 261

Martin Weber and Jean-Claude Burgelman

3.4 The Myth of the Digital Divide 271

Valerie Frissen

3.5 The Vanishing Digital Divide 285

Benjamin Compaine

**4 Changing Rules
Deregulation and reregulation 301**

4.1 Regulation and Law 303

Ilkka Tuomi

4.2 The History and Current Problems of Intellectual Property (1600–2000) 311

Hannes Siegrist

4.3 Digital Rights Management: Between Author Protection and the Protection of Innovation 331

Stefan Bechtold

4.4 Does the Internet Need a New Competition Policy? A Global Problem from a German Point of View 339

Arnold Picot and Dominik K. Heger

4.5 Towards an e-Connected Europe 357

Stephen Coleman

4.6 Regulation, Media Literacy and Media Civics 367

Roger Silverstone



Contents

Author Curricula	381
References	387
Index	411

E-Merging Media

Communication and the Media Economy of the Future

Zerdick, A.; Schrape, K.; Burgelmann, J.-C.; Silverstone,
R.; Feldmann, V.; Wernick, C.; Wolff, C. (Eds.)

2005, XIV, 402 p., Hardcover

ISBN: 978-3-540-23138-7