

# Preface

As observer and practitioner in the world of global media, I share a deep admiration and passion for media business and industry as well as a strong conviction that they are critical institutions for the twenty-first century. I also share a genuine concern that the financial condition of media business is becoming increasingly fragile as the business models of the past and to a certain extent of the present appear to be increasingly out of sync with the rapid and continuous changes taking place in the media business. Alongside, most media companies are woefully ill-prepared to meet the changing market needs of these dynamic and innovative business changes. Relatedly, in this expanding era of global communication, traditional (old legacy) media in SEECs are in danger of residing on the sidelines or quietly disappearing—unless they can profoundly and fundamentally reexamine old assumptions and make dramatic changes in business model practice. In order to stay regionally and globally competitive and financially as well as economically both self-sustainable and profitable, SEECs media companies have to merge its economic and technological infrastructure with other competitive multinational corporations.

This monograph is the culmination of the author's 3 years' long investigation of the relationship between multinational corporations' FDI and SEECs media business markets. Multinationals are responsible for 80 % of patent and product innovations. More than one-third of world trade today takes place in the form of intra-firm transactions—that is, trade among the various parts of the same corporate network spread across borders—and the bulk of technology is transferred within the confines of integrated international production systems. This means that FDI and the operations of multinational corporations have become central to the world economy at large. Nowhere is this more important than for developing countries. Unsurprisingly, in future, competition will dominantly take place not between products or services but between business models.

Podgorica, Montenegro

Zvezdan Vukanović

Foreign Direct Investment Inflows Into the South East  
European Media Market

Towards a Hybrid Business Model

Vukanović, Z.

2016, XVIII, 202 p., Hardcover

ISBN: 978-3-319-30510-3