

The International Dutch Media Industry

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This presentation emphasizes the increasing importance of understanding the impact of the different levels of media competition analysis, relationships between the different stakeholders, responsibilities of stakeholders, and ownership of media companies on media competition and strategic behavior of companies. Whereas researchers, policy makers, professionals have been quite cognizant of some levels of media competition analysis, other levels (and the interaction between the levels) are still underdeveloped. For instance, the effect of policy at the national level or the effects of industry structure routinely inform published research, while the effects of supraorganizations or firm strategy have been less intensively analyzed. However, beyond the necessity of explicitly recognizing the need for multilevel analysis, there is a question of how to incorporate multiple levels of analysis in understanding media competition. Therefore, this session tries to increase the insights in media competition and its developments from different perspectives. It attempts to discuss the effect of the convergence of traditionally independent industries into the information multimedia industry on the responsibility of regulatory agencies, the role of governments, constraints on ownership of media companies and the national and international competitive positions of media companies from the Netherlands. Furthermore, the impact of internationalization will also be discussed in this context.