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## Worldwide Business Models of Emerging Media: A Comparative Study of Leading Webcasters in 13 Countries [Slides]

Louisa Ha  
*Bowling Green State University, louisah@bgsu.edu*

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# **Worldwide Business Models of Emerging Media: A Comparative Study of Leading Webcasters in 13 Countries**

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Webcasting Worldwide

# Webcast Research Team

Louisa Ha, Bowling Green State University, Richard Ganahl, Bloomsburg University, Alex Arampatzis, Edge Hill University College, United Kingdom; Ilhem Allagui, University of Montreal, Canada; Piet Bakker, University of Amsterdam, the Netherlands; Marylaine Chausse, University of Montreal, Canada; Baoguo Cui, Tsinghua University, China; Petar Djekic, University of Cologne, Germany; Mónica Herrero, University of Navarre, Spain; Kenichi Ishii, University of Tsukuba, Japan; Alice Lee, Hong Kong Baptist University; Yu-Li Liu, National Chengchi University, Taiwan; Claudia Loebbecke, University of Cologne, Germany; Claude Martin, University of Montreal, Canada; Hang Min, Jonkoping University, Sweden; Sora K. Park, Kwangwoon University, South Korea; Charo Sádaba, University of Navarre, Spain; Clement So, Chinese University of Hong Kong and Niranjala D. Weerakkody, Deakin University, Australia

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# ABSTRACT

- **This paper reports the findings of a 13-country comparison of Webcasting business practices, and the results of a test of the robustness of the Webcasting business model framework suggested by Ha and Ganahl (2004). The globalness of the Webcast medium is also examined. The study establishes the variety of business practices by different types of Webcasters, and the domination of domestic Webcasters and domestically produced content in Webcast services.**

# Hypotheses and Findings

- **Clicks-and-bricks Webcasters are more likely to employ the branded content model – YES**
- **Clicks-and-bricks Webcasters are more likely to repurpose or simulcast audio-video content – MIXED**
- **More diversified transmission method, more diversified revenue sources – YES**
- **Most leading Webcasters are domestically owned - YES**
- **Majority of leading Webcasters' content is domestic production - YES**



# Method

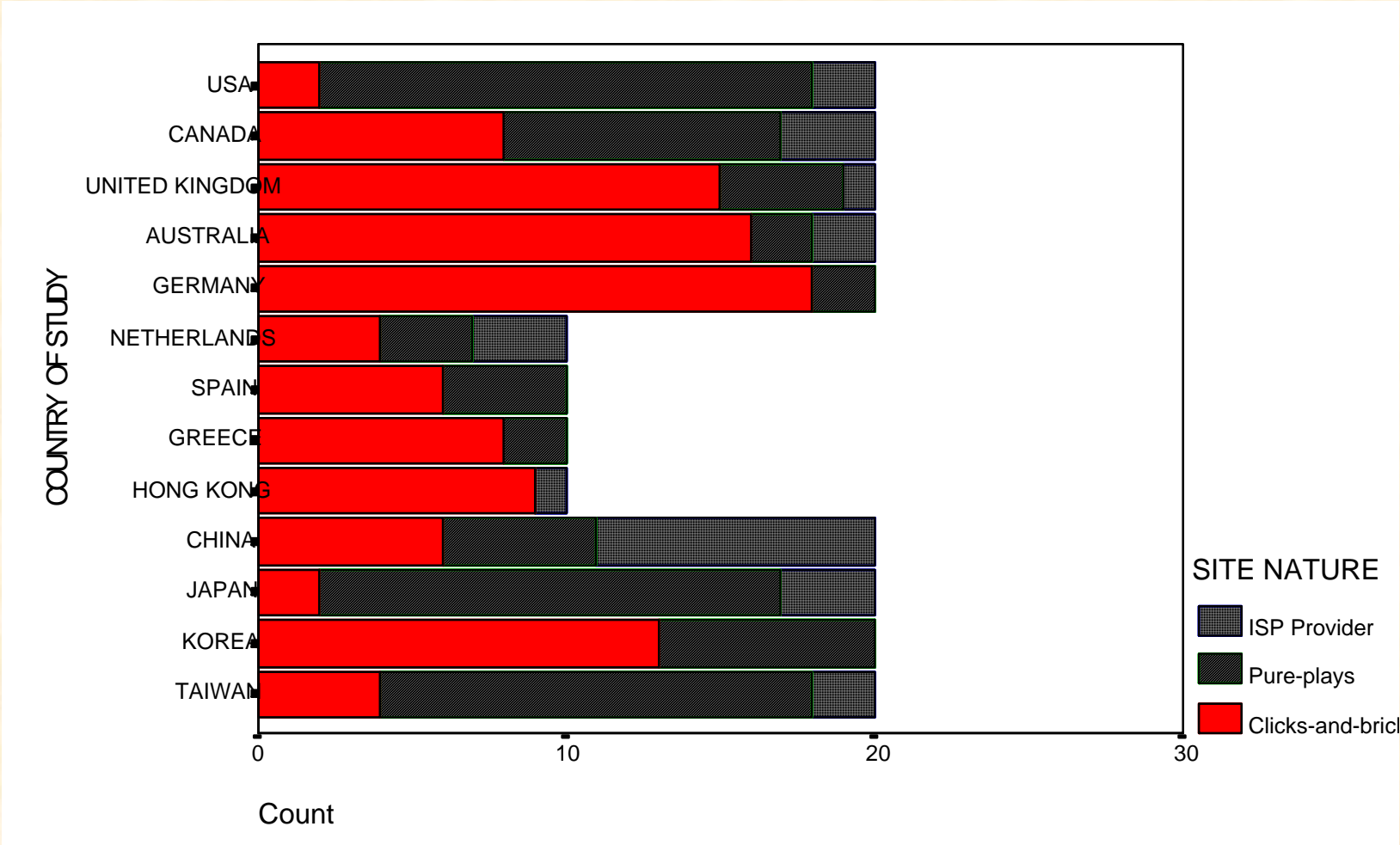
- **Only leading webcasters in major broadband markets were selected – trend-setters for other markets**
- **Informant interviews to identify leading Webcasters in each country**
- **Content Analysis of Leading Webcasters**
- **Larger market sample size = 20. Smaller market sample size =10.**
- **Total sample size = 220 from 13 countries:**  
**Australia, China, Canada, Germany, Japan, South Korea, Taiwan, United Kingdom, U.S.A., Greece, Netherlands, Spain, Hong Kong.**

# Conclusion

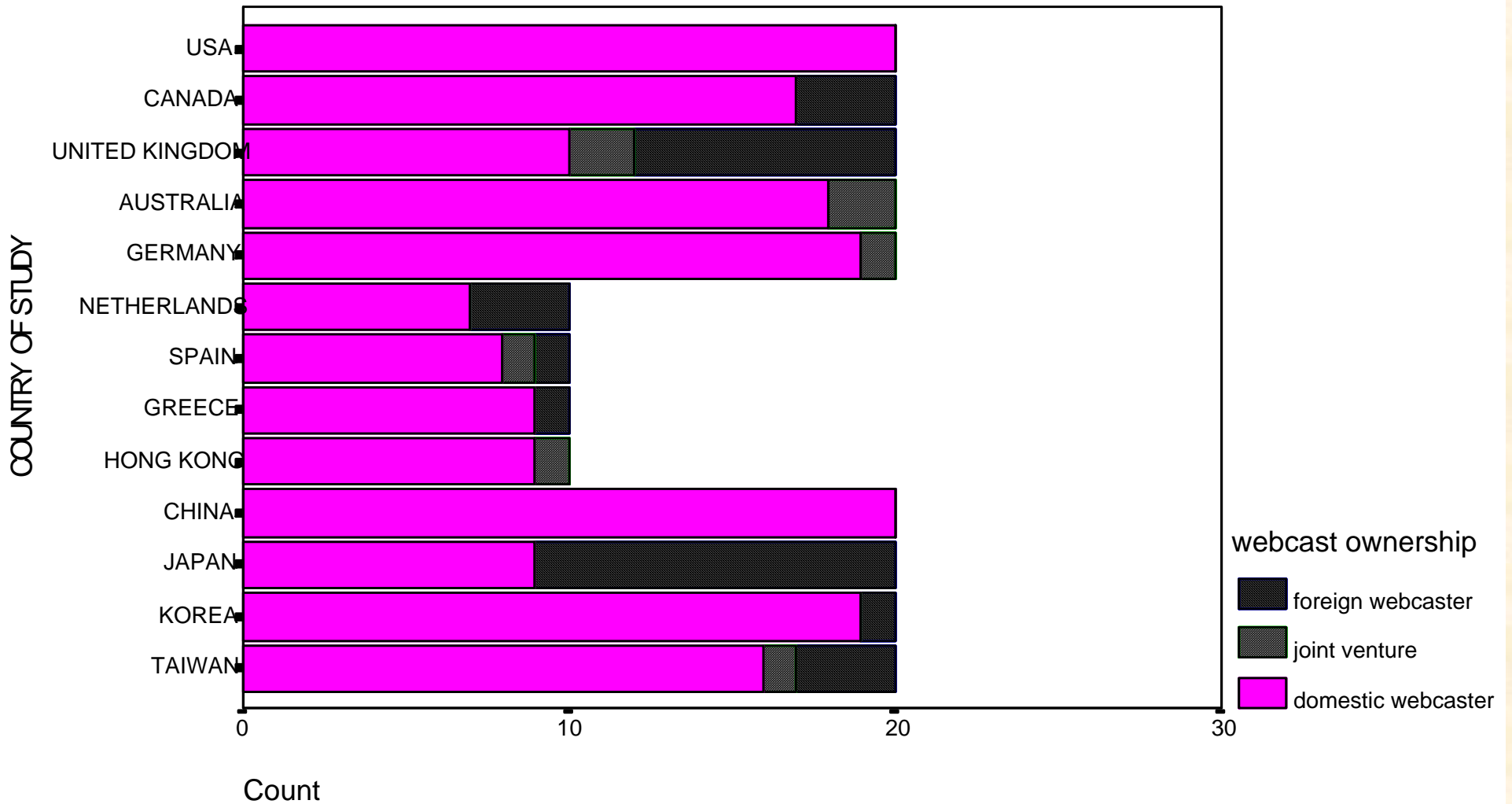
- **Show Robustness of Ha and Ganahl (2004)'s Webcasting Business Models Framework.**
- **Non-profit Webcasters and public broadcast traditions reflected in Webcasting**
- **Clear diversification of revenue sources**
- **Participatory content distinct feature of Webcasting**
- **Different popularity of branded content and content aggregators in different countries**
- **Limitations of Webcasting as a Global Medium**



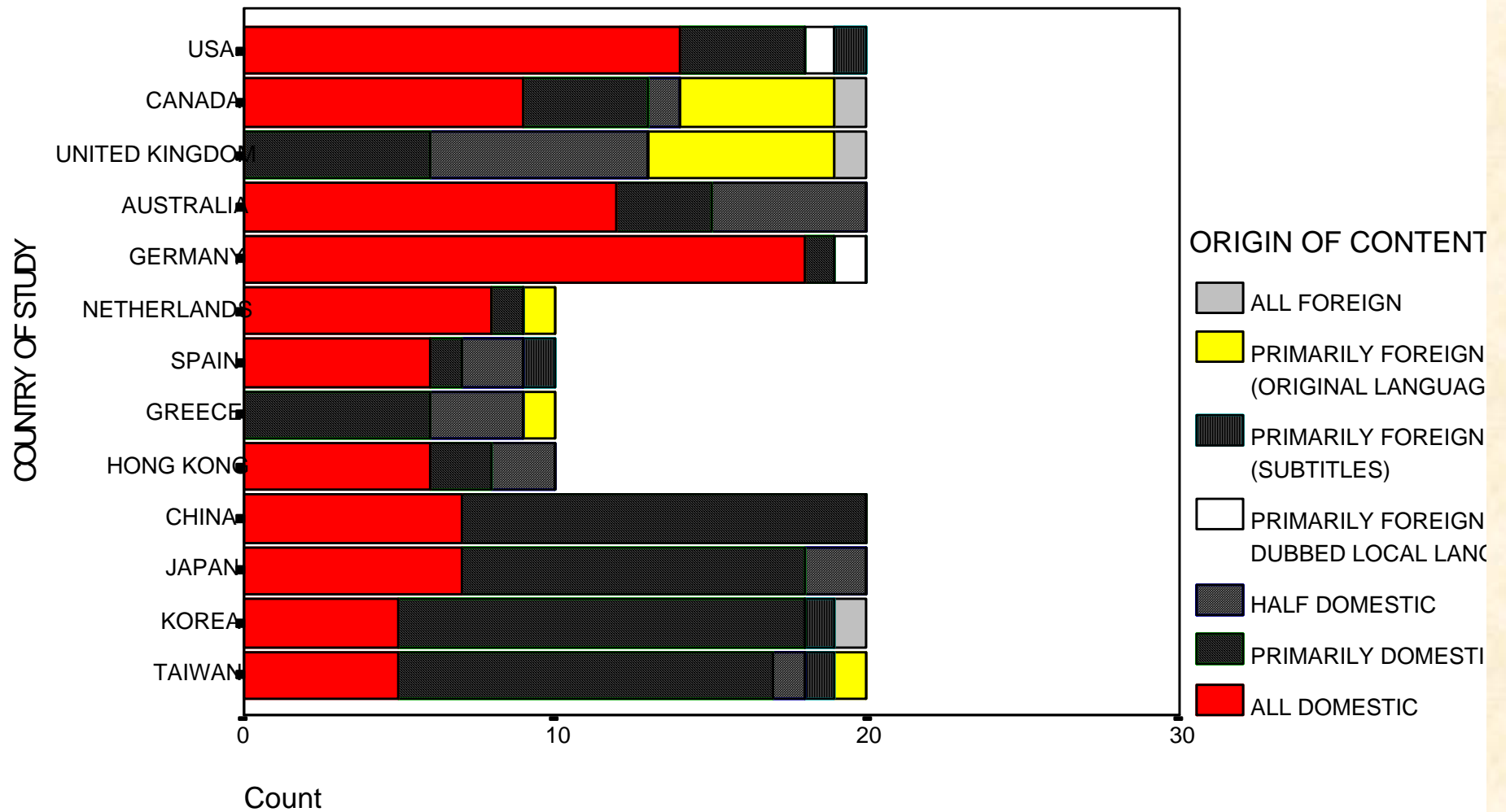
# Profile of Leading Webcasters



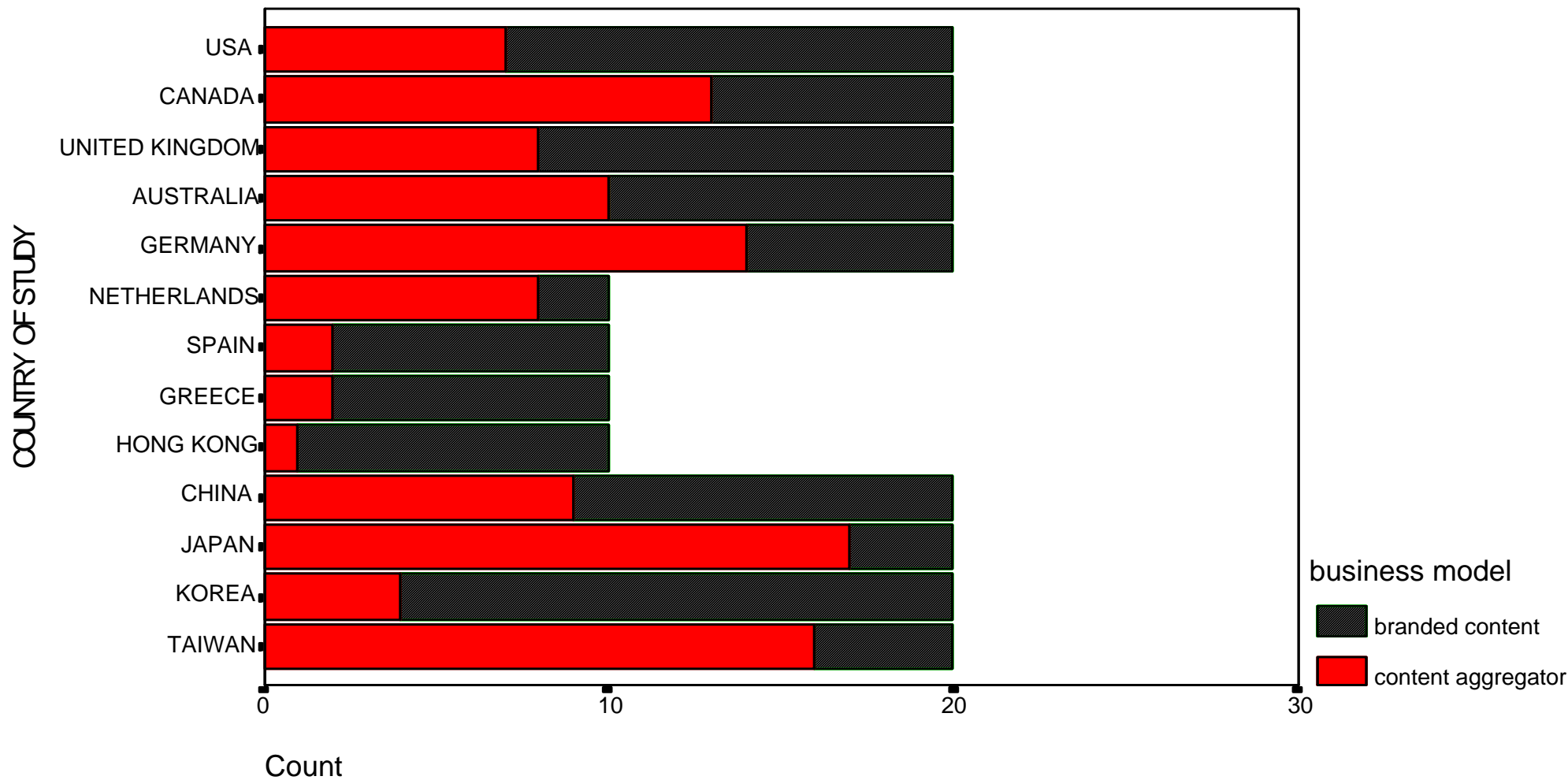
# Webcast Ownership by Country



# Webcast Content by Origin



# Business Model by Country



# Business Models by Webcaster Type

**Content  
Aggregator**  
N=111

**Branded  
Content**  
N=109

Clicks-and-  
Bricks

29.7%

**72.4%**

Pure-Plays

**50.5%**

23.8%

ISPs

19.8%

3.8%

# Revenue Sources by Business Models

	<b>Content Aggregator</b>	<b>Branded Content</b>	<b>Total</b>
	N= 111	N=109	N=220
Advertising	67.6%	72.4%	69.9%
E-Commerce	40.5%	38.1%	39.4%
Subscription	37.8%	28.6%	33.3%
Pay-per-view	25.2%	14.3%	19.9%
Content syndication	12.6%	22.9%	17.6%
Tip-Jar/	1.8%	3.8%	2.8%
Voluntary Contribution			
Other	12.6%	25.7%	19%