Multi-platform media and the digital challenge:
Strategy, Distribution and Policy

Project Outcomes

Journal Articles:

Gillian Doyle (2015 – Early online publication), 'Resistance of channels: Television distribution in the multiplatform era', *Informatics and Telematics.*
www.sciencedirect.com/science/article/pii/S0736585315000751

Gillian Doyle (2015), 'Guest Editor's Introductory Essay', *Journal of Media Business Studies*, Special Issue on Multi-platform strategies, 12 (1): 3-6.
http://eprints.gla.ac.uk/106844/

Gillian Doyle (2015), '*Multi-platform Media and the Miracle of the Loaves and Fishes*', *Journal of Media Business Studies,* Special Issue on Multi-platform strategies, 12 (1): 49-56.
www.tandfonline.com/doi/full/10.1080/16522354.2015.1027113

Katherine Champion (2015 - in press), 'Measuring Content Diversity in a Multi-Platform Context', *The Political Economy of Communication*, 3(1): 39-56.
http://polecom.org/index.php/polecom/article/view/51/241

Philip Schlesinger and Alex Benchimol (2015) Crosscurrents Special Issue Editorial, '*Small nations, the press and the digital challenge*', *Media, Culture and Society*, 37(1): 101-106.
http://eprints.gla.ac.uk/99875/1/99875.pdf

Katherine Champion. (2015) *'Experimentation and Imitation: The Journey to Elle 360'*, Journal of Media Innovations, 2 (1), pp.23-40.
https://www.journals.uio.no/index.php/TJMI/article/view/880

Philip Schlesinger and Gillian Doyle (2014), '*From organizational crisis to multi-platform salvation*? Creative destruction and the recomposition of news media', Journalism: *Theory, Practice and Criticism*, 16(3) 305-323.
http://eprints.gla.ac.uk/93643/

Gillian Doyle (2014), *'Re-invention and survival': Newspapers in the Era of Digital Multiplatform Distribution'*, Journal of Media Business Studies, 10 (4): 1-20.
http://eprints.gla.ac.uk/89757/

Book Chapters:

Gillian Doyle (2015), 'Brands in International and Multi-Platform Expansion Strategies: Economic and Management Issues', Siegert, G., Förster, K., Chan-Olmsted, S., and Ots, M (Eds.), *Handbook of Media Branding*, Berlin: Springer, pp 51-62.

Gillian Doyle (2015), 'Why ownership pluralism still matters in a multi-platform world' in Valcke, P., Picard, R and Sükösd, M (Eds), *Media Pluralism: Concepts, Risks and Global Trends*, Basingstoke (UK); New York: Palgrave MacMillan, pp 297-309.

Gillian Doyle (2015), 'Multi-platform media: How newspapers are adapting to the digital era' in Oakley, K and O' Connor, J (Eds), *Routledge Companion to the Cultural Industries*, London: Routledge: 109-119.

Philip Schlesinger (2015 – in press), 'On the vagaries of production research' in Chris Paterson, David Lee, Anamik Saha and Anna Zoellner (Eds) *Advancing Media Production Research: Shifting Sites, Methods, and Politics* London: Palgrave Macmillan.

Other Publications:

Philip Schlesinger and Alex Benchimol (2014), *'Future of the Scottish Press'* http://policyscotland.gla.ac.uk/futurescottishpress/ January 27 Cross- posted by the Advice to Ofcom, LSE Media Policy and MediaPlurality websites.

Gillian Doyle (2013) *'The Multi-Platform Media Challenge':* article published in, *Britain in 2014: your essential guide to the issues that matter*, ESRC.

Conference Papers and Seminars:

Philip Schlesinger, 'Public Service Media in the Age of Digital Networks', *7th Panamerican Conference in Communication Studies*, Université de Québec à Montreal, Montreal, 16-17 July 2015.

Gillian Doyle, 'Development and Sustainability in the Television Industry: the Role of Channels', *European Media Management Association (EMMA) annual conference* at University of Hamburg Business School, Hamburg, May 27-29 2015.

Katherine Champion, *'Print is dead. Long live print: adapting to survive within the magazine publishing sector' MeCCSA Annual Conference*, University of Northumbria, Newcastle upon Tyne, 7-9th January 2015.

Philip Schlesinger, invited respondent, session on Desafios para la diversidad audiovisual en internet, *International Seminar El sector audiovisual en la era digital: politicas y estrategias para la diversidad*, Universidad Carlos III de Madrid, 6 November 2014.

Katherine Champion and Gillian Doyle, 'Content Diversity in the Age of Multi-platform Delivery', *International Seminar El sector audiovisual en la era digital: politicas y estrategias para la diversidad*, Universidad Carlos III de Madrid, 6 November 2014.

Philip Schlesinger, Opening keynote lecture, 'Creative nexus: understanding and strengthening the relation between cultural research and practice', *Social Theory, Politics and the Arts 40th anniversary conference*, University of Ottawa, Canada, 10 October 2014.

Gillian Doyle, 'Multi-platform Media and the Miracle of the Loaves and Fishes', Conference Keynote Address, *European Media Management Education Association Conference 2014 'Media convergence and multi-platform strategies'*, Tallinn, June 12-13 2014.

Katherine Champion, 'Experimentation and Imitation: The Journey to Elle 360', *3rd International Symposium on Media Innovations (ISMI'14)*, University of Oslo, Oslo, April 24-25 2014.

Gillian Doyle, 'Brands in International and Multi-platform Expansion' at The Evolution of Media Branding International Workshop at University of Zurich, IPMZ, Zurich, February 6-7 2014.

Katherine Champion, 'Content Diversity in a Multi-platform Context', *MeCCSA Annual Conference*, University of Bournemouth, Bournemouth, January 8, 2014.

Philip Schlesinger and Gillian Doyle, 'From Organisational Crisis to Multiplatform Salvation?' opening panel presentation in Communication Policy and Technology Strand, Session on 'Creative Destruction and Journalism', *IAMCR 2013*, Dublin City University, Dublin, June 26, 2013.

Philip Schlesinger, Invited plenary speaker and roundtable chair, 'Advancing Media Production Research', *Post-ICA and Pre-IAMCR Conference*, University of Leeds, Leeds, June 24, 2013.

Gillian Doyle, Plenary presentation on 'Newspapers and Digital Multiplatform Delivery' at the *European Media Management Association (EMMA) Annual Conference*, University of Bournemouth, Bournemouth June 14, 2013.

Katherine Champion, Gillian Doyle, and Philip Schlesinger, 'Researching Diversity of Content in a Multi-Platform Context' *Innovation and Diversity in the Media Economy, Creative Media Days*, Vrije Universiteit Brussels, Brussels, November 13, 2012.

Events:

Gillian Doyle, Organiser, *Multi-platform media and the digital challenge: Strategy, Distribution and Policy*, End-of-project Symposium , RSA, London, 12 June 2015.

Gillian Doyle, Organiser, *Researching Media at a Time of Transition*, Workshop for PhDs and early career researchers, University of Glasgow, Glasgow, 10 June 2015.

Philip Schlesinger, Co-Organiser, *'Political participation, media and citizenship'*, Basque fellowship seminar, University of Glasgow, Glasgow, June 6, 2014.

Gillian Doyle and Philip Schlesinger, Co-Organisers, *Media Plurality in Scotland,* University of Glasgow, Glasgow, March 5 2014.

Philip Schlesinger, Co-Chair/ Co-Organiser, *Stateless Nations and Independent Nation States: Digital Press Ecologies in Catalonia, the Basque Country, Norway, Denmark and Quebec,* RSE Workshops Award-Supported CCPR Seminar, University of Glasgow, Glasgow, October 14, 2013.

Philip Schlesinger, Co-Chair/ Co-Organiser, *Securing Scotland's Voice: Strategic Responses to the Digital Media Revolution in the National Press,* RSE Workshops Award-Supported CCPR Seminar, University of Glasgow, Glasgow, June 4, 2013.

Engagement:

Gillian Doyle, 'Windowing and Content Exploitation in a competitive Multi-platform Environment', invited address at the *Private Television Conference, SMIT/VUB*, Brussels on June 3rd, 2015.

Gillian Doyle, Invited presentation on 'Internet markets, advertising, news publishing and pluralism' to journalists and media practitioners from across Europe at the *EU-funded Centre for Media Pluralism and Media Freedom (CMPF)* based at the European University Institute in Florence on May 26th, 2015.

Philip Schlesinger appointed to Ofcom's Content Board from 1 December 2014.

Gillian Doyle, Invited participant in 'Measuring Online News Consumption and Supply', a closed roundtable event to discuss emerging methods of online and multi-platform audience measurement with policy-makers, industry experts and academics organised by Reuters Institute and Ofcom in London on 9th December 2014.

Gillian Doyle, Invited participant in 'Pilot implementation of the Media Pluralism Monitor (MPM2014): Conclusions and recommendations for future implementation', *Workshop held at the Centre for Media Pluralism and Media Freedom (CMPF)*, EUI, Florence, September 30 2014.

Philip Schlesinger, 'Opportunities in a digital age', *Scottish Newspaper Society Conference 2014, Glasgow, April 24 2014,* presentation available at: http://www.scotns.org.uk/

Gillian Doyle, Invited address at *EPP Hearing on Converged Media: opportunities and challenges for the European audiovisual media sector at the European Parliament* on October 16 2013.

Philip Schlesinger, Invited panel member, *Can we trust the media?* Public event at the *Edinburgh International Book Festival*, Edinburgh, August 17, 2013 https://www.edbookfest.co.uk/the-festival/whats-on/can-we-trust-the-media

Gillian Doyle, Invited speaker on 'UK Press: Current Challenges and Business Models', at *Securing Scotland's Voice: Strategic Responses to the Digital Media Revolution in the National Press,* RSE Workshops Award-Supported CCPR Seminar, University of Glasgow, Glasgow, June 4, 2013.

Philip Schlesinger (2013), Invited panel member, *The Future of the Printed Media,* public event at the University of Glasgow, chaired by Andrew Neil, University of Glasgow, Glasgow, March 4 2013.