

# MEDIA MONOPOLIES

Less Voices

# FEWER VOICES

Only 8 giant media companies dominate U.S. :

- Disney (market value: \$72.8 billion)
- AOL-Time Warner (market value: \$90.7 billion)
- Viacom (market value: \$53.9 billion)
- General Electric (owner of NBC, market value: \$390.6 billion)
- News Corporation (market value: \$56.7 billion)
- Yahoo! (market value: \$40.1 billion)
- Microsoft (market value: \$306.8 billion)
- Google (market value: \$154.6 billion)

# FEWER VOICES WORLDWIDE

There are 9 corporations (mainly U.S.) that dominate the media world:

- Time Warner
- Disney
- Bertelsmann
- Viacom
- News Corporation
- TCI
- General Electric (owner of NBC)
- Sony (owner of Columbia and TriStar Pictures and major recording interests)
- Seagram (owner of Universal film and music interests)

# VERTICAL INTEGRATION

- The combination in one company of two or more stages of production normally operated by separate companies.
- This includes distribution networks, toys and clothing manufacture and/or retailing.
- “Vertical Integration was once looked upon with alarm by government. It was understood that corporations which have control of a total process, from raw material to fabrication to sales, also have few motives for genuine innovation and the power to seize out anyone else who tries to compete. This situation distorts the economy with monopolistic control over prices.” – Ben Bagdikian, *The Media Monopoly*

# INTERLOCKING DIRECTORATES

- Interlocking is where a director of one company may sit on a board of another company.
- Fairness and Accuracy In Reporting said media corporations share members of the board of directors with a variety of other large corporations, including banks, investment companies, oil companies, health care and pharmaceutical companies and technology companies.

# DISNEY

- Owns ABC and has massive vertical integration.
- Has been criticized for subtle cultural, racial, gender and class bias depicted in their cartoons and movies.
- Can influence major news coverage.
- Own a childcare center, a corporate airline, 18 music publishing companies, a concert company, landholding companies, four cruise ships, 30 percent of Hulu, joint ownership of A&E stations, 80 percent of ESPN, a power company, and investments in many other companies.

# WHAT DISNEY DOESN'T OWN

- Nickelodeon – owned by Viacom
- Baby Einstein (sold)
- Miramax Films (but own The Weinstein Company)
- Power Rangers (sold)
- Club Disney (closed)

# PROBLEMS

- FAIR did a study of ABC World News Tonight, CBS Evening News and NBC Nightly News in 2001 in which they found that 92 percent of all U.S. sources interviewed were white, 85 percent were male and, where party affiliation was identifiable, 75 percent were Republican.
- PBS was similar to commercial networks
- MediaChannel.org said it is cheaper for Web sites to buy someone else's news than generate their own.

# RESOURCES

- <http://archives.cjr.org/resources/index.php>
- [https://en.wikipedia.org/wiki/Concentration\\_of\\_media\\_ownership](https://en.wikipedia.org/wiki/Concentration_of_media_ownership)