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Valerie Feldmann

Leveraging Mobile Media

Cross-Media Strategy
and Innovation Policy
for Mobile Media Communication

With 17 Figures
and 13 Tables

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Preface

Mobile communications emerges as new distribution channel for media content and services. This development raises the question how media companies can use this new channel for their existing content and create cross-media and cross-network audience flows; how they can take the social use of mobile communications into account for the development of innovative mobile content and services; and how the regulatory framework should be designed to foster innovation and strengthen user innovation networks.

Three research stages have influenced the development of my thoughts and arguments on leveraging mobile media: my time as visiting doctoral fellow at the Columbia Institute for Tele-Information (CITI), Columbia Business School, New York; as a telecom policy consultant for the Strategy and Policy Unit (SPU) of the International Telecommunication Union (ITU) in Geneva; and as visiting scholar at the Free University Berlin. During these times, many mentors, colleagues and students have inspired and challenged my thinking and my hypotheses. The contents of this book have greatly benefited from their valuable contributions.

I would like to express my sincere gratitude and thanks to my academic teachers and mentors: Prof. Dr. Axel Zerdick, Prof. Dr. Eli Noam, Prof. Dr. Jo Groebel, Prof. Dr. Dres. h.c. Arnold Picot, Prof. Dr. Miriam Meckel and many other professors who took the time to discuss and challenge me in seminars, at conferences, and in joint research projects; to my colleagues at Columbia University, Prof. Dr. Jim Alleman, Bob Atkinson, Kenneth Carter, Rueben Abraham, Dr. Tracy Cohen, Laura Forlano; to my colleagues at ITU, Dr. Tim Kelly, Bob Shaw, Lara Srivastava, Dr. Tad Reynolds, Yoshi Takada, Vanessa Gray, Claudia Sarrocco; to my colleagues in Berlin, Prof. Dr. Wolfgang Muehl-Benninghaus, Norbert Herrmann, Jan Krone, Dorothea Leffek-Hubatschek, Andreas Scholz, Li Zeng, all members of the PhD colloquium; and to my students at the Free University Berlin who have taught me more than they may think.

I have received generous scholarships and grants from the German National Academic Foundation, the Fulbright Commission, and the Alcatel Foundation and met great people in these organizations who provided valuable guidance and advice: Dr. Jochen Schamp, Dr. Roland Hain, Prof. Dr. Detlef Leenen, and, last but not least, my long and dear mentor and friend Prof. Dr. Hermann Real.

The sudden and unexpected death of my PhD advisor Axel Zerdick shortly before the defense of the thesis is a great personal loss. His critical attitude, al-

ways questioning common (academic) beliefs, designing unorthodox arguments without any fear to be disputed; his strong support, challenging me internally and greatly supporting me externally with confidence and trust; and his open, curious, and warm personality have strongly influenced me. He is and will remain to be greatly missed. I cannot express in words my gratitude to the fantastic faculty of the media and communication studies department of the Free University Berlin for the support they provided in times of grief and despair, above all to Prof. Dr. Gernot Wersig who took over the role as my advisor and to Prof. Dr. Jo Groebel for the immediate willingness to render a second opinion to my thesis, to my PhD committee members Prof. Dr. Lutz Erbring, Prof. Dr. Winfried Goepfert, Dr. Michael Meissner, and to Dorothea Leffek-Hubatschek and Charlotte Jenkel from the examination office.

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Valerie Feldmann

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