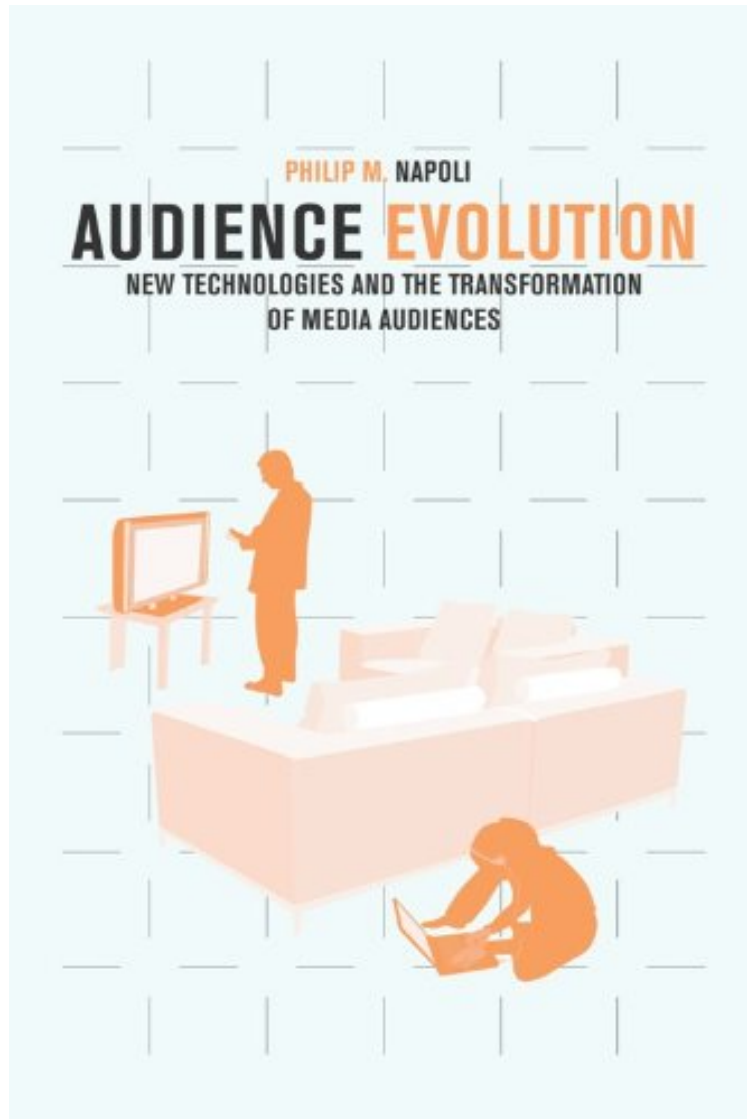


# Audience Evolution: New Technologies and the Transformation of Media Audiences

*Philip M. Napoli*

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**Philip M. Napoli : Audience Evolution: New Technologies and the Transformation of Media Audiences** before purchasing it in order to gage whether or not it would be worth my time, and all praised Audience Evolution: New Technologies and the Transformation of Media Audiences:

2 of 2 people found the following review helpful. A book that had the potential to be amazingBy IsabelThis is a book that had the potential to be amazing, but it wasnrsquo;t. The topic of the book is so interesting but unfortunately it is written in academic jargon that ruins the entire experience. A book like this, written in non-academic language would

have been more successful than *Made to Stick: Why Some Ideas Survive and Others Die*... Nothing of this book is sticky and it is very hard to read. 1 of 1 people found the following review helpful. Interesting but tough. By Mr A J Page I actually got the book as my son was using it as a reference for University work. It helped him a lot but for me, it was a tough read. To be fair it's probably not designed to be read like a novel and is indeed very academic. It has a good deal of very reliable information for those who want it with many, many academic references. 1 of 1 people found the following review helpful. Well structured, well argued, well informed. As ... By Scott McDonald Well structured, well argued, well informed. As someone who works within that media research ecosystem, I can vouch for the accuracy of many of Napoli's accounts. Perceptive.

No longer beholden to the programming or publication schedules of media producers, today's consumers access media content through a number of unprecedented and increasingly prevalent platforms, and the development and overlap of television, the internet, and other outlets have fragmented media audiences more than ever, making the effort to reach them more complex. Building on his award-winning book, *Audience Economics*, Philip M. Napoli maps the landscape of our current media environment and describes its challenge to traditional conceptions of the audience. He also considers the changes that new approaches to audience measurement have produced, both politically and culturally. Napoli examines the ongoing redefinition of the industry-audience relationship by technologies that have moved the audience marketplace beyond traditional metrics. Today, media providers and audience measurement firms deploy new, more sophisticated tools to gather audience information, focusing on factors rarely considered before, such as appreciation, recall, engagement, and behavior. In doing so, the industry has tried to take advantage of new platforms as thoroughly as the consumers they hope to attract. Napoli traces the interplay between political and economic interests and their effect on audience evolution. He recounts battles between stakeholders over the assessment of media audiences and their efforts to restrict the functionality of new technologies, as well as their push to influence new measurements for television, radio, and the internet.

Philip M. Napoli offers a rich and original synthesis of the many factors that help construct the audience, as well as the social, economic, and legal consequences of that process, and he has a real talent for creating a cohesive, interesting, and important story. Expansive and important, *Audience Evolution* is grounded in the relevant bodies of theory and ultimately enlightening. Anyone with a serious interest in the operation of the media industries or popular culture should read this book. (James G. Webster, Northwestern University, author of *Ratings Analysis: The Theory and Practice of Audience Research*)...very concise, tightly argued and very timely volume... (Communications and Strategies)...its clarity, simplicity, and systematic narrative make it appealing and useful... (Giacomo Poderi Teachers College Record)...provides new entries into understanding how socially constructed definitions of audiences are changing. (Grace Jackson-Brown Journalism and Mass Communication Education)The book provides an excellent overview of how new media technologies have changed the patterns of audience behavior. *Journal of Communication* (Journal of Communication)a good combination of a critical approach to audience measurement as well as a thorough review of the development of audience information systems. (Louisa Ha AEJMC)This is an important book one of the first scholarly analyses of both commercial and academic audience research trends amidst change (Chris Sterling Communication Booknotes Quarterly)No college-level media or sociology collection should be without this. (Midwest Book )About the Author Philip M. Napoli is a professor in the Graduate School of Business at Fordham University and director of the Donald McGannon Communication Research Center. He is the author of *Audience Economics: Media Institutions and the Audience Marketplace*, which won the Robert Picard Award for Best Book in Media Management and Economics, and *Foundations of Communication Policy: Principles and Process in the Regulation of Electronic Media*.