KLU RESEARCH PROJECT

DISTRIBUTION OF HEDONIC MEDIA PRODUCTS, PHASE 2: IMPACT OF SOCIAL MEDIA AND USAGE FREQUENCY OF MEDIA CONTENT ON ITS MARKETING BY PLATFORM PROVIDERS

PROJECT DURATION
July 2018 – June 2021

PROJECT LEADER
Prof. Dr. Dr. h.c. Sönke Albers (Kühne Logistics University - KLU)

BRIEF DESCRIPTION
Hedonic media products (HMP) are increasingly marketed via platforms such as Netflix (movies), Spotify (music), and Skoobe (books) that offer large assortments for streaming as flat fee subscriptions. Among other subjects in funding phase two, this project will analyze whether music labels or artists should rather sell their physical CDs or downloads of songs exclusively for a while or whether they should offer their songs on Spotify either at the same time, delayed or never. The question extends to whether the offering via these platforms is profitable at all.

PROJECT FUNDERS
German Research Foundation (DFG)

PROJECT PARTNERS
University of Hamburg, University of Cologne, University of Münster

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WEB LINKS

SUBJECTS
Creating Value