KLU RESEARCH PROJECT

SEQUENTIAL DISTRIBUTION OF HEDONIC MEDIA PRODUCTS

PROJECT DURATION
March 2015 – September 2018

PROJECT LEADER
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BRIEF DESCRIPTION
Hedonic media products (HMP) are mostly published with sequential distribution strategies. For example, motion pictures are typically displayed in movie theatres first before subsequent releases on DVD/ Blue-Ray, video-on-demand and TV. In this research project we explore the interdependencies of company generated content (“paid media”), user generated content (“earned media”) and sales success, specifically in subsequent distribution channels. The project is funded by the German Research Foundation (DFG).

PROJECT FUNDERS
German Research Foundation (DFG)

PROJECT PARTNERS
University of Hamburg, University of Münster, University of Cologne, Kühne Logistics University (KLU)

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SUBJECTS
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