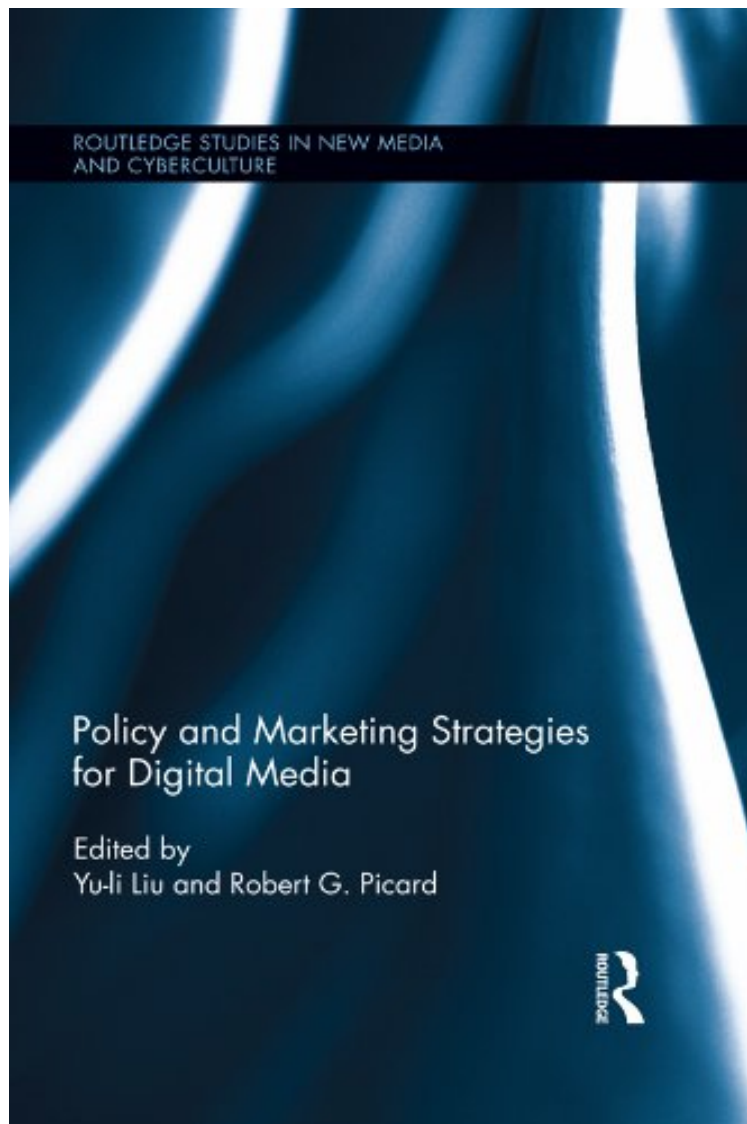


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## Policy and Marketing Strategies for Digital Media (Routledge Studies in New Media and Cyberculture)

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With digital media becoming ever more prevalent, it is essential to study policy and marketing strategies tailored to this new development. In this volume, contributors examine government policy for a range of media, including digital television, IPTV, mobile TV, and OTT TV. They also address marketing strategies that can harness the unique nature of digital media's innovation, production design, and accessibility. They draw on case studies in Asia, North America, and Europe to offer best practices for both policy and marketing strategies.

"The essays in this book provide valuable insights for both professionals and academics on the impact of changes in digital media on public policy and the marketplace." --David Ackerman, California State University, Northridge, USA  
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About the Author Yu-li Liu is Professor of the Department of Radio and TV at National Chengchi University in Taiwan. She has published numerous books, including *Multi-channel TV and Audience*, *Cable TV Management and Programming Strategy*, *Cable TV Programming and Policy in China*, and *Radio and TV, Telecommunications*. Robert G. Picard is Director of Research at the Reuters Institute, Department of Politics and International Relations, University of Oxford. He is the author and editor of 27 books and an academic expert on media economics and management and government communications policies.