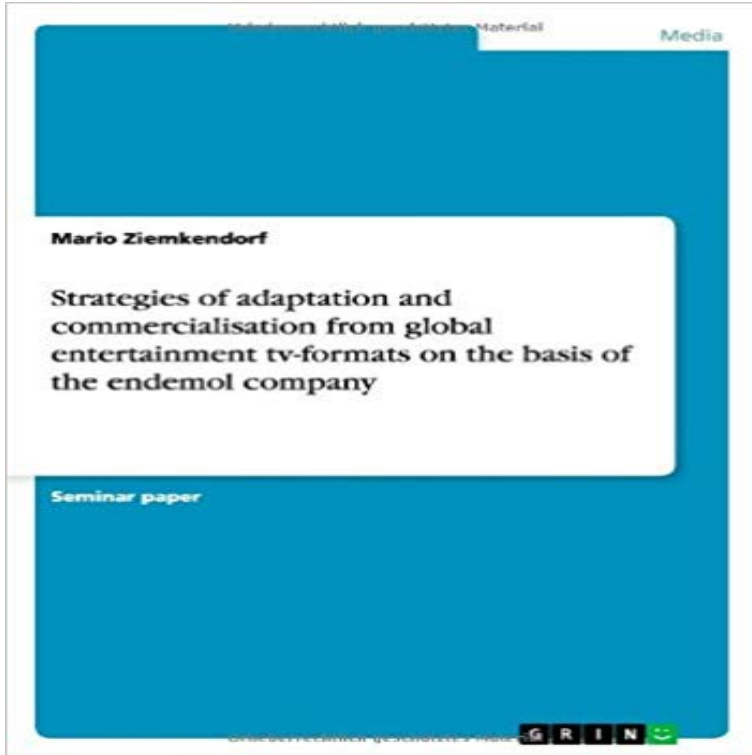


Strategies of Adaptation and Commercialisation from Global Entertainment TV-Formats on the Basis of the Endemol Company



Seminar paper from the year 2008 in the subject Communications - Media Economics, Media Management, grade: 2,0, Technical University of Ilmenau (Institute of Media and Communication Science), course: Organisational Communication, 36 entries in the bibliography, language: English, abstract: Globalisation can be recognized in different areas of the society. In the course of globalisation the national television markets will cumulatively be linked with each other. According to this the world is also getting close in the television-area. Different companies are following different strategies with different success. In the discourse of globalisation the dominance of western culture and his consumer society are often criticized. Another point are the tendencies of homogeneity of civilisations. These occur as a result of processes of standardization and lead to an affiliation of cultures. According to this, local traditions could be substituted step by step if the behaviour of consumers and other fields of everyday occurrences adapt one another. The entertainment industry plays a special role in that context. It helps to develop and distribute the products in a commercial way especially in the fields of television, film, music, books and pc-games. The entertainment industry applies as mediator from different kinds and different worlds of living (cf. Bundeszentrale für politische Bildung 2006, website). Entertainment programmes are meanwhile seen to be effective in popularity and attractiveness. They regularly achieve high viewing figures. Within the entertainment section the international trading with specific broadcasting programmes has risen a lot. Since the meaning of the international format trading has risen, a well known reality format is Big Brother (distributed in 23 countries) (cf. Bundeszentrale für politische Bildung 2006, p. 9 and Hamilton/ Stevenson 2005, website). The

Inventor is the endemol company which plays an important role in connection to the format

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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