



## Strategies of adaptation and commercialisation from global entertainment tv-formats on the basis of the endemol company

By Mario Ziemkendorf

GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 212x146x15 mm. This item is printed on demand - Print on Demand Neuware - 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 commerical way especially in...



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