Contents

Gabriele Siegert, Kati Förster, Sylvia M. Chan-Olmsted, and Mart Ots

Part I Media Branding: Locating an Emerging Research Area

Media Branding 3.0: From Media Brands to Branded Entertainment and Information ............................................. 11
Sylvia M. Chan-Olmsted and Ronen Shay

20 Years of Research on Media Brands and Media Branding ............ 33
Isabelle Krebs and Gabriele Siegert

Part II The Management Perspective: Media Brands as Management Task

Brands in International and Multi-Platform Expansion Strategies: Economic and Management Issues .......................... 53
Gillian Doyle

Media Branding from an Organizational and Management-Centered Perspective ......................................................... 65
Sabine Baumann

International Media Branding ......................................................... 81
Ulrike Röhn

Christoph Sommer

Add Some Glam? An Essay on the Aestheticization of Media Brands ........................................................................... 111
Christian Bluemelhuber

Research Note: Audience Perspectives on the Perceived Quality of Pure Play Distribution: A Cross-Platform Analysis ........ 129
Ronen Shay
# Contents

## Part III The Product Perspective: Media Brands as Branded Content

Emerging Industry Issues and Trends Influencing the Branding of Media Content ................................................. 145  
Walter S. McDowell

**Branding Media Content: From Storytelling to Distribution** ............................................................... 157  
M. Björn von Rimscha

Native Advertising, or How to Stretch Editorial to Sponsored Content Within a Transmedia Branding Era .................. 169  
Stéphane Matteo and Cinzia Dal Zotto

**Innovating and Trading TV Formats Through Brand Management Practices** ............................................... 187  
Sukhpreet Singh and John Oliver

Research Note: Nostalgia as the Future for Branding Entertainment Media? The Consumption of Personal and Historical Nostalgic Films and Its Effects ............................................ 199  
Kathrin Natterer (née Greuling)

## Part IV The Communication Perspective: Media Brands as Marketing Communication and Co-creation

Media Brand Cultures: Researching and Theorizing How Consumers Engage in the Social Construction of Media Brands .......................................................... 217  
Mart Ots and Benjamin J. Hartmann

Marketing Communication of Media Brands: A Literature Review ............................................................ 231  
Stefan Weinacht

Research Note: News Magazines' Social Media Communication and Their Effect on User Engagement .................. 251  
Verena Friedl and Kati Förster

## Part V The Consumer Perspective: Media Brands as an Audience Construct

The Groucho Marx Dilemma in Media Branding: Audience as Part and Signal of Media Brands ........................... 269  
Helmut Scherer

An Audience-Centered Perspective on Media Brands: Theoretical Considerations, Empirical Results and ‘White Spaces’ ..................................................... 281  
Kati Förster

Media Brands in Children's Everyday Lives .................................................. 295  
Ingrid Paus-Hasebrink and Uwe Hasebrink