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The sharing economy: How sharing activities influence value creation in the TV audience market

ABSTRACT

Based on the current keyword 'sharing economy', this article applies the notion of sharing to on-going changes in the TV audience market. Through in-depth interviews with TV providers and the analysis of previous research, it points to sharing activities by TV audiences as well as TV providers that represent forms of collaborative production and collaborative consumption. In detail, the article distinguishes three types of sharing activities in the audience market: distribution, interaction and audience circulation. The article emphasizes the value creation in the TV audience market through sharing activities by audiences and proposes an 'activity net of value creation' in the TV audience market to illustrate such dynamics.

KEYWORDS

sharing economy
value creation
audience
social media
collaborative
production
collaborative
consumption