



Liberty Media Corporation (German Edition)

Daniel Grehn

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Medienökonomie, -management, Note: 1,7, Fachhochschule Wedel , 24 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die „Liberty Media Corporation“ ist eine Holdinggesellschaft, die über ihre Tochterunternehmen in vielfältigen Bereichen der Medienindustrie engagiert ist. Sie investiert derzeit besonders stark in den elektronischen Handel, in Fernsehsender, die Technologie der Breitbandübertragungen, sowie in interaktive Technologien, die Telekommunikations- und Unterhaltungsbranche. Im folgenden wird darauf eingegangen, wie die „Liberty Media Corporation“ von einer Tochtergesellschaft mit dem vorrangigen Zweck die Muttergesellschaft „Tele-Communications, Inc.“ (TCI) von den Fesseln der Regulierungsbehörde zu befreien, zu einem bedeutenden Medienkonglomerat geworden ist. Es wird erläutert, welche Philosophien und Grundsätze auf dem Weg dorthin unverändert beibehalten wurden und welche Kurskorrekturen notwendig gewesen sind, um in der wirtschaftlich schweren Zeit nach dem Jahrtausendwechsel konkurrenzfähig zu bleiben. Darüber hinaus werden die Geschäftsfelder und Geschäftseinheiten, wie sie in der derzeitigen Momentaufnahme, im Frühling des Jahres 2006, zusammengestellt sind, dargestellt und ihre Funktion im Unternehmensumfeld, sowie ihr Aufgabengebiet beschrieben. Zum Abschluss wird näher auf die wirtschaftliche Entwicklung in der interessanten Phase vor, während und nach dem Boom in der Medienbranche, der durch die Einführung des Internets ermöglicht wurde, eingegangen.

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