

---

## NEWS MEDIA BRAND EQUITY IN A NEW MEDIA ENVIRONMENT

Linda SAULITE

*Riga Technical University, Riga, Latvia*

*Corresponding author's e-mail: linda.saulite@gmail.com*

---

**Abstract.** Digitalisation has profoundly altered how media are distributed and audiences consume media information, reshaping the media environment and introducing new competitors to media brands. This new media environment deludes media brand associations, contributing to an environment where audiences care less about content sources or brands of media. The younger audience, Generation Z, is an even more platform-on-demand and experience-driven audience. They favour social media and global media and care less about national media brands. Media consumption trends among youthful audiences have become crucial as the sector recognises this audience as a significant portion of the market today and signalling media consumption trends after coming generations. This study examines the impact of news media attributes and perceived uniqueness on news media brand equity in the new media environment. The study emphasises media brand distinctiveness and its effect on news media brand equity. The decision tree method is applied to predict the most significant news media attributes contributing to news media brand equity and the perceived uniqueness of the news media brand. Research results demonstrate the influence of content-consumption-related brand attributes and uniqueness on media brand equity.

**Keywords:** *Media digitalisation, media brand attributes, media brand uniqueness, news media brand equity.*

**JEL Classification:** M30

---

### INTRODUCTION

Digitalisation has significantly transformed news media. It is not that the need for news is diminishing, but how news is financed and how news and information are distributed and consumed have transformed fundamentally (Picard, 2014). In addition, the increasing digitisation of news is fundamentally reshaping the news industry (Kalogeropoulos et al., 2018).

One of the most significant effects of technological progress and digitisation on media is how content is distributed and consumed. In the same way, digital technologies are altering the nature of news production and distribution; they are also changing how consumers consume news. As a result, there has been a fundamental shift in media consumption: most media and information consumption has gone online (Newman et al., 2019). Generation Z, the younger audience, prefers and consumes more global and social media platforms than national news media. Generation Z is a more platform, on-demand, experience-oriented media audience

(Newman et al., 2019). Generation Z is unique since they are the first to have grown up exclusively in the digital world. This generation's consumption habits and global platform preference today strongly question the future of national news media brands – will the news media be essential for this audience in future, and will national news brands have the audience in future?

The literature review confirms that brand equity is widely recognised as a definition and structure of brand strength (Keller, 1993). Numerous scholars state that news media brand equity is the basis for news brand credibility, audience loyalty, and preference (Oyedemi, 2007). According to the literature, strong, favourable, and unique brand associations are the foundation of brand equity. Brand associations are customers' emotions, thoughts, experiences, and beliefs about a brand (Keller, 1993). Therefore, positive and powerful brand associations and uniqueness are essential for media brand equity. However, academic studies lack research focusing on news media brand uniqueness in a new, digitalized media environment and its impact on news media brand equity. The need for brand uniqueness and strong brand associations has been validated. Yet, the effect of brand uniqueness on brand equity is an exceedingly intriguing area of research. These aspects provide the decisive and actual research goal – how news media brand attributes, including uniqueness, contribute to news media brand equity as perceived by Generation Z. The structure of this paper is as follows: In Section 1, the author presents the digitalisation influence on the media, the news media brand equity notion, brand associations and uniqueness, and the theoretical framework for the media brand. Then, in Section 2, the research methodology is described. Finally, the author responds to the research question in Section 3: What is the impact of news media brand attributes and uniqueness on news media brand equity as perceived by Generation Z? The conclusion section examines news media branding changes. It concludes with a discussion of the scholarly importance of the research results.

## **1. LITERATURE REVIEW**

The following two primary technological factors have changed the media environment (Kaul, 2012). First, initially, the internet evolved as a means of communication. Second, the inherent interactivity and immediacy of digital technology have changed all media production and financial structures. As a result, the incorporation of digital technology into media production and distribution has become widely spread and fundamentally changed how audiences consume media content.

The scholars' interest in the changing media environment and its effect on operational media models expands in this research field. Yet, the author regards that the academic focus has not made efforts to define the term "media environment". Instead, the expanding studies focus on describing the changing media environment without a consensus on the definition of the current media environment. Scholars named the media environment a convergent media market (Jenkins, 2006; Singer, 2009), the new media market (Napoli, 2008; Livingstone, 2002; Jensen, 2008; Singer, 2006; Kalbfleisch, 2003), high-choice media environment, multi-platform,

multi-channel, multi-media and cross-platform media market (Doyle, 2013; 2015). The author concludes that scholars have diversified and comprehensive approaches to studying the media environment of this century. Broad aspects such as changes in audience perspectives (Napoli, 2008), media operational models and journalism (Jenkins, 2006; Doyle, 2013), as well as political and social level studies (Picard, 2018; Newman et al., 2019) were an interest of prominent media field scholars in the last ten decades, yet news media from branding perspective received less attention from academics.

### **1.1. News Media and New Media Environment**

News media deliver daily news and event reports to society (Doyle, 2015). The news media have a dual function: informing the public and pursuing financial success (Siegert et al., 2011). With the development of platforms, such as Google in 1998, Facebook in 2004 and Twitter in 2006, debates regarding the function and importance of the news have become increasingly prevalent (Wilding et al., 2018). According to Reuter's research (2019), the most significant change has been the growth of news accessed via social media platforms like Facebook and Twitter (Galan et al., 2019). The platforms provide a diverse array of other innovative utilities to news users (Nguyen et al., 2006). Those platforms became significant channels for news media content distribution and consumption. However, they also increased competition for media and news media. Fierce competition from different platforms lets news media compete for audience choice and preference, ensuring firm brand attribution. This especially concerns the younger audience, Generation Z. They prefer social media platforms and global media over news media and national news media (Consumer Connection System, 2021). Various news access points and platforms increase the significance of the news consumption experience, especially for Generation Z. Before digitalisation, it is evident that media consumption was limited to the moment an audience turned on the television, radio, or newspaper (Galan et al., 2019). This generation's content consumption now is pulsating and consistent; this consistency, not the content, defines young people's media consumption (Rožukalne, 2012). Generation Z has little interest in news and national news media, preferring social media platforms (Galan et al., 2019). According to Reuters' (2019) research, most young people passively receive news on social media platforms and mobile devices, where they spend most of their time. This shift from traditional news sources to social media affects how people consume news and their overall level of engagement – combining multiple media consumption. This led to the conclusion that digitalisation and content consumption via platforms brought new ways of content consumption, especially for younger audiences. This raises the question of how those changes impact news media and brands. Numerous scholars agree that new media environment has created a situation in which the brand of news media is less significant than the content and platform on which it is consumed.

## **1.2. News Media Brand Attribution in a New Media Environment**

Digitalisation has led to the availability of new access and consumption points and platforms across the internet. However, it raises the question of whether media brand or content source is still significant to the audience and how these fundamental changes have impacted media brand. Media convergence has diminished the differentiation between various communication channels (Malmelin & Moisander, 2014). This requires media brands to ensure that their delivery and content are cohesive across various media and platforms, make the most of each medium unique characteristics and provide brand attribution or associations (Chan-Olmsted, 2011). As social media platforms become increasingly central to media consumption and experience, the significant implication for media brands prevail in the new media environment:

- Decreasing media brand associations and decreasing point of media brand differentiation in a new media environment.

One of the fundamental shifts that changed the media environment is that multi-platform consumption dilutes media brand associations (Chan-Olmsted, 2011; Siegert et al., 2015). Multi-platform content delivery can diminish brand associations with media. According to Jenkins (2006), the increasing number of content distributors available to consumers has increased the proportion of media brand users who do not care where their media content originates. Kalogeropoulos et al. (2018) introduced the concept of news brand attribution to test whether news consumers accurately attribute stories they got via various platforms to the correct media brand that created them. Given the findings of other researchers, the low degree of news brand attributions in a distributed or multi-platform environment is not surprising.

On the other hand, strong brand associations are crucial source cues and heuristics for how individuals receive information regarding public affairs (Shanto et al., 2008), influencing information selection, processing and effects. Brand associations are the ones that help the audience to distinguish a brand from competitors' brands (Chan-Olmsted, 2005). High media brand awareness is becoming vital in a multi-platform, content-saturated environment. In high-choice, where media, particularly news media, are under more significant pressure to differentiate their output from their competitors, brands play an even more important role in product differentiation (Vogel, 2011). However, the challenges are apparent with poor brand associations and brand awareness across multi-platforms. As news media brands on platforms compete even more for space and audience attention with several other types of information, the audience cannot distinguish between individual, news brand, and platform content sources (Kalogeropoulos, 2019). This provides vital research on how media environment changes influence media brands and how brand associations develop and contribute to news media brand uniqueness and strength.

## **1.3. News Media Brand Equity and Uniqueness**

Different brand attributes create associations of the brand and determine brand strength. According to the literature, brand equity is founded by strong, favourable,

and unique brand associations (Keller, 1993). Brand equity has been recognised as a brand strength concept. Consumer-based brand equity has been examined in various industries, including consumer goods, financial services, and retail (Netemeyer et al., 2004). Thus, marketing scholars have contributed to conceptualising, measuring, and validating consumer-based brand equity instruments (Keller, 1993; Aaker, 1991). However, the concept is not widely explored from a media branding perspective (Mas et al., 2018). News companies historically focused on content, not so much on marketing and brand building via different attributes. In their studies, many scholars highlight the advantages of media brand equity on different brand outcomes. For example, McDowell (2011) and McDowell & Sutherland (2006) have studied brand loyalty, brand trust, brand affect, and brand equity in the context of newspapers and news organisations. Researchers highlight the market benefits news media businesses enjoy with customer-based solid brand equity (Bakshi & Mishra, 2016). Audience satisfaction and consumption positively correlate with news media companies' customer-based brand equity, media credibility, news quality, and audience loyalty (Oyedeji, 2007; Ha & Chan-Olmsted, 2004). Numerous researchers concur that news media branding is a significant differentiation technique (Chan-Olmsted, 2005; Doyle, 2015). Credibility, quality, uniqueness, brand trust and loyalty and audience satisfaction and increased consumption of the news media brand are highlighted in scholars' work researching the importance of news media brands and brand equity. Anderson (1983) asserts that identifying and utilizing knowledge essential to a choice is a crucial aspect of human intelligence. He describes many knowledge structures in the brain that contain specific data or associations (Anderson, 1983). Aaker (1991) defines brand associations as "...anything linked in memory to a brand" (Aaker, 1991). Keller (1993) proposes a conceptual model of brand associations that includes brand attributes, advantages, and attitudes. The brand attributes, or association type, are tangible and intangible characteristics and physical traits (Keller, 1993). According to the existing literature, brand associations' number, valence, and uniqueness influence consumer response to the brand (Spears et al., 2006). Importance of unique associations in various brand outcomes, including brand equity, is strongly supported by numerous scholars and practitioners across different sectors. Brand uniqueness is defined as "the degree to which customers feel the brand differs from competing brands – how distinct it is relative to competitors" (Netemeyer et al., 2004). While essential, it seems that brand uniqueness can only happen in comparison. The level of uniqueness of brands within a market decreases as the number of brands increases. This is likely owing to the increasing number of competitors, which increases the likelihood that a brand may share most attributes with another brand. Therefore, as markets increase in the number of brands, the perceived level of uniqueness between brands will decline. That is why brand uniqueness becomes even more significant and challenging to achieve in highly competitive markets such as the media environment. This study aims at determining how media brand uniqueness and attributes contribute to news media brand equity. With an emphasis on the more experienced and platform-driven younger generation, the author intends to investigate the significance of brand attributes and uniqueness, and how those attributes contribute to brand equity.

The *research question* is as follows: What is the impact of news media brand attributes and uniqueness on news media brand equity as perceived by Generation Z?

## 2. METHODS

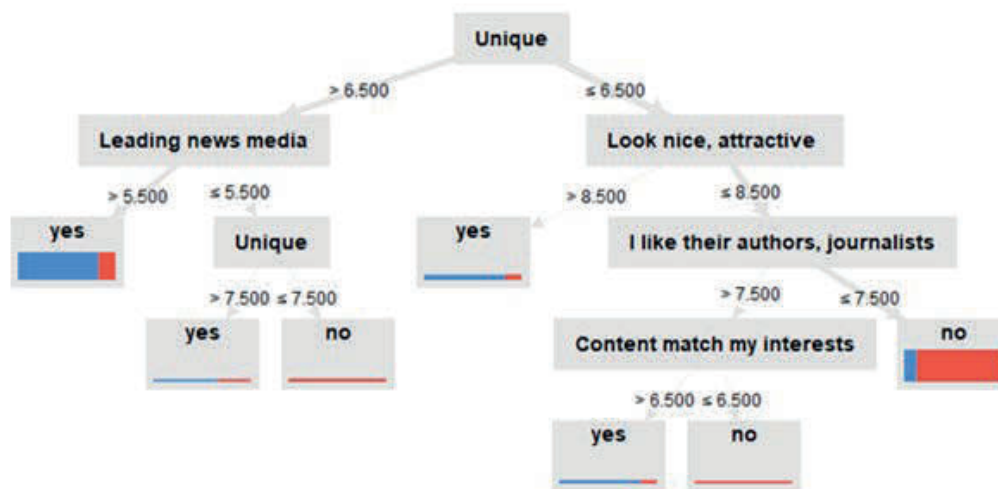
Decision tree statistical test analyses will determine news media brand attribute significance on brand equity development and the impact of brand uniqueness on brand equity as perceived by respondents, Generation Z. The suggested study design would survey customers aged 15 to 24 to determine the significance of 14 news media brand attribute-based associations and brand perceived uniqueness and their importance with regard to brand equity. In this study, the criteria for participants were a specific age group and nationality, i.e., Latvian residents. Quantitative research was conducted by defining the research sample to answer the research question and achieve the research aim. The research sample was determined to be  $n = 400$ , with a margin of error of 4.9 % based on the formula and statistical procedures (Qiu et al., 2014). Skewness and kurtosis tests were executed to investigate data distribution for dependent variables and measurable factors. Both test coefficients vary between  $-1.0$  and  $+1.0$ , indicating that the data distribution is suitable for more research. The first responder criterion was if the respondent used news media in the Latvian language at least once per week; this criterion was to identify respondents who were frequent users of Latvian news media. Respondents were required to answer 10 close-ended and multiple-choice questions about their experience with news media brands. 16 variables were examined for each media brand: 14 brand attributes, brand equity, and perceived uniqueness. The selected fourteen media brand attributes represent content-related and non-content-related media brand associations, such as consumption-related associations. The eight news media brands in the Latvian language with the most significant number of real users among all assessed 7–74-year-old population between 1 January 2022 and 31 December 2022 were selected for this questionnaire (Gemius Latvia, 2022). SPSS and RapidMiner were utilised to conduct the tests successfully. The author used Cronbach's alpha to validate the data (Cronbach, 1946).

## 3. RESULTS

The decision tree was performed to find the relationship between media uniqueness and attributes to brand equity. The dependent variable is brand equity, the factor respondents answered in question A5 according to a 10-point scale, where 1 means "*I just know them by the name*", and 10 means "*This medium is very important for me*". This dependent variable was remodelled in the binominal form where valuations 8–10 in the mentioned scale assign a value of "very important for me". On the other hand, independent variables are evaluated in 14 brand attributes, including the uniqueness of particular news media. The significance of news media attributes is determined based on weights. For statistical test strength, the accuracy coefficients were applied. The choice of attributes was based on weighted means; the higher ones were chosen.

### 3.1. Delfi.lv Brand Uniqueness and its Impact on Brand Equity as Perceived by Generation Z

Delfi.lv received the audience's highest brand equity evaluation scores from the given audience. The attributes with the highest significance rates were calculated. *Uniqueness, content, journalists and authors, attractive look, and leading news media associations* are significant in building media brand equity (see Fig. 1).



**Fig. 1.** Delfi.lv brand uniqueness impact on delfi.lv brand equity, decision tree test, Rapid Miner software.

Delfi.lv brand uniqueness has the greatest impact on brand equity. If the audience perceives delfi.lv unique, and these associations are strong and favourable; the strong and favourable associations of delfi.lv as *leading news media* are significant. If these associations are strong, substantial brand equity is built. If leading news media associations are weak, uniqueness again is significant. Even with weak leading media associations, strong uniqueness leads to brand equity. If uniqueness is weak, substantial brand equity or importance is not built. As the model is developed with a high accuracy rate of 71.4 %, the author can confidently state that strong brand equity for delfi.lv highly contributed to brand uniqueness. Brand leadership associations are essential, but uniqueness can positively influence brand equity, even if leadership associations are weak if the audience has weak unique associations with delfi.lv brand, the *look nice, attractive* attribute is significant. If these associations are strong, brand equity is formed. If the associations of nice and attractive look associations are weak, the authors and journalists are very significant. If these associations are weak, no substantial brand equity is formed. No other associations can influence this. If *authors' and journalists' associations* are strong and favourable, *the content matches my interests* is evaluated and significant. If *content matches my interest* is strong, solid brand equity is formed. Again, content is crucial for brand equity strength. No substantial

brand equity is formed if the content attribute is weak and no other associations can influence it. Uniqueness and content, authors, and attractive look are essential to Delfi.lv media brand builders. When these associations are weak, no substantial brand equity can be formed.

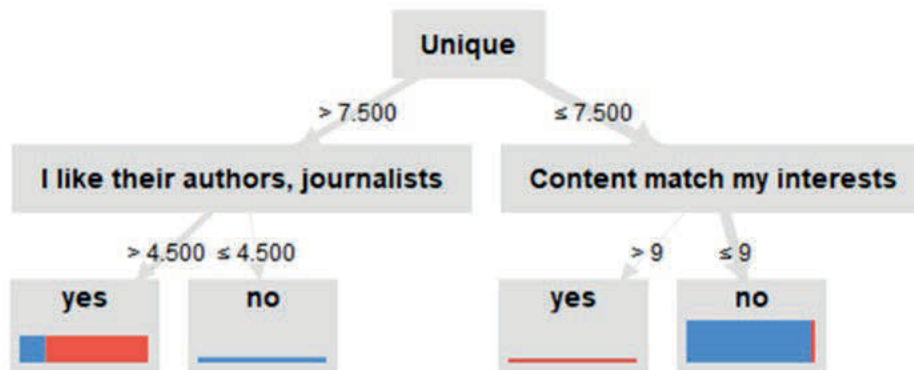
### 3.2. Tv3.lv Brand Uniqueness and its Impact on Brand Equity as Perceived by Generation Z

Similar to delfi.lv analyses, the Decision Tree test was used to find the impact of tv3.lv media brand uniqueness on brand equity. Identically as in delfi.lv brand equity test, the dependent variable is brand equity, the factor respondents answered according to a 10-point scale, where 1 means “*I just know them by the name*”, and 10 means “*This medium is very important for me*”. This dependent variable was remodelled in a binominal form to the valuations 8–10 in the mentioned scale, assigning a value of “very important for me”. Similar data accuracy of model strengths coefficients was applied. The significance of media attributes was based on weight coefficients. For model strength, the accuracy coefficients were applied. The choice of attributes was based on weighted means, the higher ones were chosen. Model accuracy reaches a high of 76.99 %, which means that 76.99 % out of 100 % of tv3.lv brand equity correlates with these three brand attributes: *content matches my interest*, *unique*, and *I like their authors, journalists*.

The brand attribute – *content matches my interest* – received higher weight in building tv3.lv brand equity for the audience. If the audience associates tv3.lv with the unique media, then the attribute – *I like their authors and journalists* – is significant. If audience associations of this attribute are strong, tv3.lv brand equity is built. On the other hand, even if the audience associates the tv3.lv brand as unique but attributes – *I like their authors, journalists* – are not strong, the brand equity is not built. Therefore, even though tv3.lv is recognised as a unique news media brand by the audience; the strength of the likeness of authors and journalists determines whether strong brand equity will be formed. This gives solid bases for tv3.lv brand attribute strength strategies from a brand management perspective. As data showed how tv3.lv brand uniqueness formed, additionally to these attributes, the *authors and journalists* should be part of strong and favourable association-building tactics. On the other hand, if the audience does not have enough strong associations with the tv3.lv brand as unique, the attribute – *content matches my interest* – becomes significant. The strong and favourable associations of the audience about the tv3.lv brand that the content is in line with my interests will strengthen the tv3.lv brand equity. If these associations are not strong and favourable enough, neither *uniqueness* nor *content matches my interest* – brand equity is not built (see Fig. 2).

The tv3.lv brand equity model demonstrates that even brand uniqueness can be built through consumption experience-based attributes, strong content-related or category fundamental attributes needed to build strong brand equity.





**Fig. 2.** Tv3.lv brand uniqueness impact on tv3.lv brand equity, decision tree test, RapidMiner software.

Both models confirm the significance of uniqueness for substantial brand equity. Similar to delfi.lv, tests confirmed that strong and favourable content-related attributes are essential for brand equity.

## CONCLUSION

The research has demonstrated high significance between brand uniqueness and brand equity, *leading media* associations' role, and significance of content-related attributes. *Credibility* is the strong driver of brand equity. The research shows that content consumption experience is crucial for developing a strong and unique news media brand in a new media environment. Social media presence, employment of relevant formats, and user engagement are vital for brand differentiation. Content-related associations are unquestionably significant for media brand choice. The form in which content is presented and distributed to the audience plays an essential role in Generation Z. Analysing the news media brand with the highest audience-reported brand equity, the author has determined how brand uniqueness and other attributes affect brand equity. These findings confirm the importance of the perceived uniqueness of media brands and how these unique associations form through newly created brand associations, such as content engagement, formats, and accessibility developed by digitalisation. A new media environment has brought new media brand attributes that should be explored and applied with the same diligence as editors polish content. Analysing uniqueness and other attributes that contribute to brand equity, the attributes with the most significant weight to brand equity are *uniqueness* (the highest weight), *content matches my interests* (second), *I like authors, journalists* and associations of *leading news media*. The influence of uniqueness on brand equity has been confirmed and explained. Unique experience-related attributes are significant, but brand equity also requires solid category or shared fundamentals. Few scholars have investigated the media through the lens of brand theory and consumer-centric brand equity. However, growing technical opportunities, digitisation, changes in consumer behaviour, and a media

brand environment have made media branding research a fascinating and challenging field. Consequently, these findings may add to the expanding theories of media branding in the new media environment, which necessitates new features for how news media brands speak with younger generations.

## REFERENCES

- Aaker, D. (1991). *Managing brand equity: Capitalising on the value of a brand name*. The Free Press: New York, NY, USA.
- Anderson, J. R. (1983). A spreading activation theory of memory. *Journal of Verbal Learning and Verbal Behavior*, 22(3), 261–295. [https://doi.org/10.1016/S0022-5371\(83\)90201-3](https://doi.org/10.1016/S0022-5371(83)90201-3)
- Booth, P. (2010). *Digital fandom: New media studies*. Peter Lang. <https://doi.org/10.3726/978-1-4539-1654-4>
- Bakshi, M., & Mishra, P. (2016). Structural equations modelling of determinants of consumer-based brand equity of newspapers. *Journal of Media Business Studies*, 13(2), 73–94. <https://doi.org/10.1080/16522354.2016.1145912>
- Chan-Olmsted, S. M. (2005). *Competitive strategy for media firms: Strategic and brand management in changing media markets* (1<sup>st</sup> ed.). Routledge. <https://doi.org/10.4324/9781410617408>
- Chan-Olmsted, S. M. (2011). Media branding in a changing world: Challenges and opportunities 2.0. *Int. J. Media Manag.*, 13, 3–19. <https://doi.org/10.1080/14241277.2011.568305>
- Choi, L., & Huddleston, P. (2014). The effect of retailer private brands on consumer-based retailer equity: comparison of named private brands and generic private brands. *Int. Rev. Retail Distrib. Consum. Res.*, 24(1), 59–78. <https://doi.org/10.1080/09593969.2013.821417>
- Christodoulides, G., & Chernatony, L. (2010). Consumer-based brand equity conceptualization and measurement: A literature review. *International Journal of Market Research*, 52(1), 43–66. <https://doi.org/10.2501/S1470785310201053>
- Consumer Connection System Latvia. (2021). *Dentsu Aegis Network Latvia, consumer media usage proprietary research, 2012-2021*.
- Cronbach, L. J. (1946). Response sets and test validity. *Educ. Psychol. Meas.*, 6(4), 475–494. <https://doi.org/10.1177/001316444600600405>
- Doyle, G. (2013). Re-invention and survival: Newspapers in the era of digital multi-platform delivery. *Journal of Media Business Studies*, 10(4), 1–20. <https://doi.org/10.1080/16522354.2013.11073569>
- Doyle, G. (2015). Multi-platform media and the miracle of the loaves and fishes. *Journal of Media Business Studies*, 12(1), 49–65. <https://doi.org/10.1080/16522354.2015.1027113>
- Galan, L., Osserman, J., Parker, T., & Taylor, M. (2019). *How young people consume news and the implications for main-stream media*. Reuters Institute for the Study of Journalism, Oxford University: Oxford, UK.
- Gemius Latvia. (2022, May 5). *Latvia, Gemius S.A.: gemiusAudience, 2022-04-01–2022-04-30 (7-74 y.o.)*. <https://rating.gemius.com/lv/>
- Ha, L., & Chan-Olmsted, S. M. (2004). Cross-media use in electronic media: The role of cable television websites in cable television network branding and viewership. *Journal of Broadcasting & Electronic Media*, 48(4), 620–645. [https://doi.org/10.1207/s15506878jobem4804\\_6](https://doi.org/10.1207/s15506878jobem4804_6)
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- Jensen, J. F. (2008). The concept of interactivity – revisited: four new typologies for a new media landscape. *Proceedings of the 1<sup>st</sup> International Conference on Designing Interactive User Experiences for TV and Video*, 129–132. <https://doi.org/10.1145/1453805.1453831>
- Kalbfleisch, P. J. (2003) Credibility for the 21<sup>st</sup> century: Integrating perspectives on source, message, and media credibility in the contemporary media environment. In *Communication yearbook 27* (pp. 307–350). Routledge. <https://doi.org/10.4324/9781410607737-14>

- Kalogeropoulos, A., Fletcher, R., & Nielsen, R. (2019) News brand attribution in distributed environments: Do people know where they get their news? *New Media & Society*, 21(3), 583–601. <https://doi.org/10.1177/1461444818801313>
- Karlsen, R., Beyer, A., & Steen-Johnsen, K. (2020). Do high-choice media environments facilitate news avoidance? A longitudinal study 1997–2016. *Journal of Broadcasting & Electronic Media*, 64(5), 794–814. <https://doi.org/10.1080/08838151.2020.1835428>
- Kaul, V. (2012) Changing paradigms of media landscape in the digital age. *J Mass Communicat Journalism*, 2(2), Article 110. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.hilarispublisher.com/open-access/changing-paradigms-of-media-landscape-in-the-digital-age-2165-7912.1000110.pdf
- Keller., K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *J. Mark.*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Livingstone, S. (2002). *Young people and new media: Childhood and the changing media environment*. SAGE Publications. <https://dx.doi.org/10.4135/9781446219522>
- Malmelin, N., & Moisander, J. (2014). Brands and branding in media management – Toward a research agenda. *The International Journal on Media Management*, 16(1), 9–25. <https://doi.org/10.1080/14241277.2014.898149>
- Mas, V. M., Mas, I. L., & Marimon, F. (2018). Assessing the consumer-based brand equity of news media firms: a new validated scale. *Journal of Media Business Studies*, 15(3), 214–235. <https://doi.org/10.1080/16522354.2018.1522199>
- McDowell, W. S., & Sutherland, J. (2000). Choice versus chance: Using brand equity theory to explore TV audience lead-in effects, a case study. *Journal of Media Economics*, 13(4), 233–247. [https://doi.org/10.1207/S15327736ME1304\\_3](https://doi.org/10.1207/S15327736ME1304_3)
- McDowell, W. S. (2006). Issues in marketing and branding. In A. B. Albarran, S. M. Chan-Olmsted, & M. O. Wirth (Eds.), *Handbook of media management and economics* (pp. 229–250). Lawrence Erlbaum Associates: Mahwah, NJ, USA. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dl.icdst.org/pdfs/files/65ecc870f8e2dd89d0430aecfe45c907.pdf
- McDowell, W.S. (2011). The brand management crisis facing the business of journalism. *The International Journal on Media Management*, 13(1), 37–51. <https://doi.org/10.1080/14241277.2010.545364>
- Napoli, P. M. (2008). Toward a model of audience evolution: New technologies and the transformation of media audiences. *McGannon Center Working Paper Series*, 15. [https://research.library.fordham.edu/mcgannon\\_working\\_papers/15](https://research.library.fordham.edu/mcgannon_working_papers/15)
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Newman, N., Fletcher, R., Kalogeropoulos, A., & Nielsen, R.J. (2019). *Reuters digital news report 2019*. Oxford: Reuters Institute for the Study of Journalism, University of Oxford. <https://reutersinstitute.politics.ox.ac.uk/our-research/digital-news-report-2019>
- Nguyen, A. & Western, M. (2006). The complementary relationship between the internet and traditional mass media: the case of online news and information. *Information Research*, 11(3), Article 259. <http://informationr.net/ir/11-3/paper259.html>
- Ohme, J., Albaek, E., & de Vreese, C. H. (2016). Exposure research going mobile: A smartphone-based measurement of media exposure to political information in a convergent media environment. *Communication Methods and Measures*, 10, 135–148. <https://doi.org/10.1080/19312458.2016.1150972>
- Qiu, S.-F. & Zou, G. (2014) Tang, M.-L. Sample size determination for estimating prevalence and a difference between two prevalences of sensitive attributes using the non-randomized triangular design. *Comput. Stat. Data Anal.*, 77, 157–169.
- Oyediji, T. A. (2007) The relation between the customer-based brand equity of media outlets and their media channel credibility: An exploratory study. *Int. J. Media Manag.*, 9(3), 116–125. <https://doi.org/10.1080/14241270701521725>
- Picard, R. G. (2018). The rise and expansion of research in media economics. *Communication & Society*, 31(4), 113–119. <https://doi.org/10.15581/003.31.35674>

- Picard, R. G. (2014). Twilight or the new dawn of journalism? Evidence from the changing news ecosystem. *Journalism Practice*, 8(5), 488–498. <https://doi.org/10.1080/17512786.2014.905338>
- Rožukalne, A. (2012). Young people as a media audience: From content to usage processes. *Central European Journal of Communication*, 51(8), 105–120. <https://cejc.ptks.pl/Volume-5-No-1-8-Spring-2012/Youngpeople-as-a-media-audienceFrom-content-to-usage-processes>
- Sattelberger, F. (2015). Optimising media marketing strategies in a multi-platform world: an inter-relational approach to pre-release social media communication and online searching. *Journal of Media Business Studies*, 12(1), 66–88. <https://doi.org/10.1080/16522354.2015.1027117>
- Shanto, I., & Kyu, S. H. (2008). Red media, blue media: Evidence of ideological selectivity in media use. *Journal of Communication*, 59(1), 19–39. <https://doi.org/10.1111/j.1460-2466.2008.01402.x>
- Siegert, G., Gerth, M. A., & Rademacher, P. (2011). Brand Identity-Driven Decision Making by Journalists and Media Managers – The MBAC Model as a Theoretical Framework. *International Journal on Media Management*, 13(1), 53–70.
- Siegert, G., Förster, K., Chan-Olmsted, S. M., & Ots, M. (Eds.). (2015). *Handbook of media branding*. Springer: Berlin/Heidelberg, Germany. <https://doi.org/10.1007/978-3-319-18236-0>
- Singer, J. B. (2009). Convergence and divergence. *Journalism*, 10(3), 375–377. <https://doi.org/10.1177/1464884909102579>
- Singer, J. B. (2006). The socially responsible existentialist: A normative emphasis for journalists in a new media environment. *Journalism Studies*, 7(1), 2–18. <https://doi.org/10.1080/14616700500450277>
- Spears, N., Brown, T. J., & Dacin, P. A. (2006). Assessing the corporate brand: The unique corporate association valence (UCAV) approach. *Journal of Brand Management*, 14(1/2), 5–19. <https://doi.org/10.1057/palgrave.bm.2550051>
- Vogel, H. (2011). *Entertainment industry economics, a guide for financial analysis* (8th ed.). New York: Cambridge University Press. <https://doi.org/10.1017/CBO9780511976803>
- Wilding, D., Fray, P., Molitorisz, S., & McKewon, E. (2018). *The impact of digital platforms on news and journalistic content*. Centre for Media Transition, University of Technology Sydney, NSW. [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.accc.gov.au/system/files/ACCC+commissioned+report+-+The+impact+of+digital+platforms+on+news+and+journalistic+content,+Centre+for+Media+Transition+\(2\).pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.accc.gov.au/system/files/ACCC+commissioned+report+-+The+impact+of+digital+platforms+on+news+and+journalistic+content,+Centre+for+Media+Transition+(2).pdf)

## AUTHOR'S SHORT BIOGRAPHY



**Linda Saulite** received a Master's degree in Economics from the Stockholm School of Economics. Linda works as Research Assistant at Riga Technical University and is a PhD student at Riga Technical University. Her research interests are media branding and brand uniqueness, particularly in the digital environment. The author is the Managing Director and Member of the Board of the communication and media agency Dentsu Aegis Network Latvia. E-mail: [Linda.Saulite\\_1@edu.rtu.lv](mailto:Linda.Saulite_1@edu.rtu.lv) ORCID iD: <https://orcid.org/0000-0002-3644-2850>