

Image One

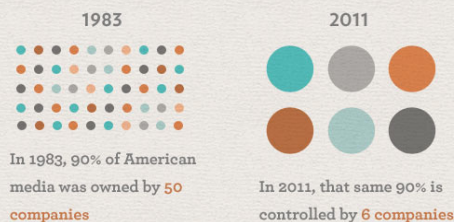
Guill, Mac. A (2011), INFOGRAPHIC: MEDIA CONSOLIDATION – THE ILLUSION OF CHOICE, Infograph by Frugal Dad, OWNI.eu, [Online], Last Accessed 20/02/015, At: <http://owni.eu/2011/11/25/infographic-media-consolidation-the-illusion-of-choice/>

Or At: <http://www.affordableschoolsonline.com/wp-content/uploads/2011/11/IllusionofChoice.jpg>

Media Consolidation: THE ILLUSION OF CHOICE

Media has never been more consolidated. **6 media giants** now control a staggering **90%** of what we read, watch, or listen to.

1 CONSOLIDATION



THESE SIX COMPANIES ARE:

GE	NEWS-CORP	DISNEY	VIACOM	TIME WARNER	CBS
Notable Properties: COMCAST NBC UNIVERSAL PICTURES FOCUS FEATURES	Notable Properties: FOX WALL STREET JOURNAL NEW YORK POST	Notable Properties: ABC ESPN PIXAR MIRAMAX MARVEL STUDIOS	Notable Properties: MTV NICK JR BET CMT PARAMOUNT PICTURES	Notable Properties: CNN HBO TIME WARNER BROS	Notable Properties: SHOWTIME SMITHSONIAN CHANNEL NFL.COM JEOPARDY 60 MINUTES

232 MEDIA EXECUTIVES CONTROL THE INFORMATION DIET OF 277 MILLION AMERICANS

That's **1 media exec** to **850,000** subscribers



An audience *the size of San Francisco*

TOTAL **2010 REVENUE** FOR THE BIG SIX WAS

\$275.9 BILLION



That's **\$36 billion** more than Finland's GDP...

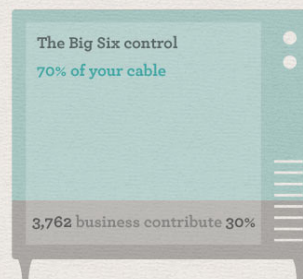


... enough to **buy every** NFL team **12 times**...



... and **5x** the government bailout of General Motors

2 TELEVISION



Comcast's NBC merger guarantees:



Control of **1 of every 5** hours of television



Monopoly of **11 U.S. markets** like NYC & Chicago



3 NEWS



178 MILLION UNIQUE USERS READ TIME WARNER NEWS EVERY MONTH



That's **2x** Digg, Tumblr and Reddit, combined...

... and also almost **3x** Google News



NEWS CORP OWNS THE TOP NEWSPAPER ON **3** CONTINENTS

In 2010, they avoided **\$875 m** in U.S. taxes



Enough to **double** FEMA's budget...



... or fund NPR for **40** years