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In The Marketplace of Attention, James Webster explains how audiences take shape in the digital age. Webster describes the factors that create audiences, including the preferences and habits of media users, the role of social networks, the resources and strategies of media providers, and the growing impact of media measures-from ratings to user recommendations.

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? How do media find an audience when there is an endless supply of content but a limited supply of public attention? Feature films, television shows, homemade videos, tweets, blogs, and breaking news: digital media offer an always-accessible, apparently inexhaustible supply of entertainmen...

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About the Marketplace and how to join—Digital Marketplace

A marketplace allows them to find each other and make transactions in a way that generates revenue to the marketplace platform. Examples of online marketplaces are Airbnb, Etsy, eBay, and Uber. If you have an idea for a business that works a bit like them – but don't know how to get started with building an online business – this article is for you.

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