

***The Global News Challenge: Market Strategies of International Broadcasting Organizations in Developing Countries*, Anne Geniets, Routledge (Series: Routledge Advances in Internationalizing Media Studies), New York (NY), 2013, 188 pp. ISBN 978-0-415-64066-4 (hbk - £85)**

Since the 1970s, the field of international communication has generated a rich body of critical research on international news dissemination, global flows of communication and the structuring patterns of power imbalances. These scholarly debates particularly tackled issues of information dependency and were hence embedded in broader (theoretical and political) discussions on media imperialism and the tense relations between the so-called developed and the developing world. While the world has changed tremendously due to tendencies of digitalization, liberalization and globalization in the last few decades, many issues dealing with media and communication imbalances and inequalities persist. *The Global News Challenge* addresses these timely topics by thoroughly exploring the challenges and strategic options that international broadcasters such as the BBC or Al Jazeera are currently facing in developing countries. In this respect, the book is a comprehensive and significant contribution to the longstanding strand of international communication research as most previous studies on developing world issues tend to be undertaken through a dominant Western perspective and hence fail to grasp the local particularities and specific practices at play.

The book volume is a collection of eight chapters that provide a profound theoretical conceptualization as well as a more data-driven exploration of selected international broadcasting enterprises in five emerging markets of Africa and South Asia. Organizing these chapters are concepts and strategies of demand, usage of and trust in news from international broadcasters. Overlooking *The Global News Challenge* in more detail, the first two chapters lay down the broad theoretical and conceptual foundations of the book's themes while also outlining the rapidly changing market environment in which international broadcasters currently operate. These chapters deal with, among others, the economic, cultural, technological and legal frameworks that shape today's evolving market contexts for international news dissemination. The subsequent third chapter takes a closer look at the five emerging markets of Kenya, Egypt, Senegal, India and Pakistan and the factors that are driving demand for international broadcasters in these environments in terms of media supply and audience structures. Drawing on rich data from various sources, chapter four identifies the main international and pan-Arab broadcasting organizations in the selected markets by exploring their funding streams, missions and strategic intentions. Passing in review are the well-known established broadcasters such as the BBC, CNN international and Deutsche Welle alongside the (relatively) 'new kids on the block' such as Al Jazeera, Russia Today (RT), France 24 and CCTV. These operators are further examined in chapter five from the perspective of the audiences and the different cultures that characterizes the selected markets. The broader notion of trust is very central to this chapter and is developed in more detail in the sixth chapter that provides the reader with a case study of Egypt's media landscape before, during and after the recent uprising as part of the Arab Spring. Although insightful in its own right, the case study approach does set this chapter slightly apart in terms of tone and range from the other chapters in the book under review. The final two chapters deepen the findings from the previous chapters and put them into a wider context by examining the (strategic) challenges and opportunities that international broadcasting organizations are confronted with, today and in the near future. Underwriting all of the chapters is the author's firm

belief in and acknowledgement of these organizations' enduring relevance for audiences worldwide.

Despite the several merits of the book, there are a few minor points of criticism that can be raised. First, it might be noted that the volume is rather limited in its scope of emerging markets under discussion as none is for instance located in Latin America. Given the region's prominent role in (scholarly) debates on the relevant and related notion of (communication) contra flow as well as hosting some of the world's rapidly developing countries, it would have been an additional asset to the book. Secondly, the author draws on rich data that was retrieved by means of impressive fieldwork (focus group and in-depth interviewing) and desk-based research. While the different chapters pay substantial attention to the relevant findings from the audience research and the reports from the international broadcasters, it feels as if key data from the six in-depth interviews with executives from the broadcasting organizations were left somehow underrepresented throughout the book. Another remark with regard to the retrieved data concerns the extensive use of internal and publicly available reports from the broadcasters and international institutions such as the World Bank, the UN, and the ITU. Although this is no shortcoming of the book as such, this particular choice however implies the risk of being outdated very quickly - despite the considerable merits of the book and its contribution to the field.

In conclusion, *The Global News Challenge* represents a relevant and in-depth exploration of several topical issues that will undoubtedly be of interest to graduate students and scholars working in the field of mass communication in general and international communication, media economics, journalism and television studies in particular. The insightful arguments of the book afford a comprehensive understanding of the challenges and opportunities that international broadcasters are currently confronted with and the market strategies they deploy in emerging markets, all discussed from both a business and a (dominant) audience research perspective. The author provides the reader with a clear and well-written analysis of the central role that these broadcasting organizations play in developing countries, hence touching upon critical themes of digital divide, power imbalances, and the tension between forces of globalization and localization.

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