

***Media Today, 6<sup>th</sup> Edition***

**Recommended Readings**

**Chapter 3: The Business of Media**

- We know people read news on their phones. But from what sources?  
<http://www.niemanlab.org/2016/05/we-know-people-read-news-on-their-phones-but-from-what-sources/>
- Place-shifting: challenges present and future paint a rough picture for innovation  
<http://arstechnica.com/gadgets/2006/07/placeshifting/>  
  
How to Use Psychographic Data in Your Marketing  
<http://susangilbert.com/use-psychographic-data-online-marketing/>
- How Facebook's Custom Audiences Won Over Adland  
<http://adage.com/article/digital/facebook-s-custom-audiences-won-adland/297700/>
- 'Deadpool' Star Ryan Reynolds Says the Low Budget Equals More Freedom  
<http://screenrant.com/deadpool-movie-2016-ryan-reynolds-budget-test-footage/>
- Case Studies for Nielsen Segmentation  
<http://www.nielsen.com/us/en/solutions/segmentation/case-studies.html>
- Marketing a Film  
<http://www.filmeducation.org/pdf/film/TouchingTheVoid.pdf>