



Journal of Media Economics >

Volume 18, 2005 - [Issue 3](#)

697 | 18

Views | CrossRef citations to date | Altmetric

0

Original Articles

Impacts of Media Conglomerates' Dual Diversification on Financial Performance

Jaemin Jung & Sylvia M. Chan-Olmsted

Pages 183-202 | Published online: 17 Nov 2009

🗨️ Cite this article 🔗 https://doi.org/10.1207/s15327736me1803_2

Sample our
Economics, Finance,
Business & Industry Journals
>> **Sign in here** to start your access
to the latest two volumes for 14 days



🗨️ Citations

📊 Metrics

🖨️ Reprints & Permissions

Read this article

🔗 Share

Abstract

This study examines the impact of media firms' diversification on their financial performance based on the product and geographical diversification activities and performance of the top 26 media firms from 1991 to 2002. The empirical results generally indicate that related product and international diversification contributes to better financial performance. However, excessive diversification, which leads to a high degree of unrelated diversification, might decrease performance. There also appears to be a hurdle level for diversification, prior to which expanding businesses in product and international markets may need considerable investment and produce negative cash flow. Beyond that threshold, dual diversification significantly contributes to increases in cash flow.

Related Research Data

The Competitive Advantage of Nations

Source: Unknown Repository

Assessing international diversification of West German corporations

Source: Strategic Management Journal

Distinguishing Between Related and Unrelated International Geographic

Diversification: A Comprehensive Measure of Global Diversification

Source: Journal of International Business Studies

Synergy Bias: Conglomerates and Promotion in the News

Source: Journal of Broadcasting & Electronic Media

How Magazines Covered Media Companies' Mergers: The Case of the Evolution of Time Inc.

Source: Journalism & Mass Communication Quarterly

Determinants of U.S. television fiction imports in Western Europe

Source: Journal of Broadcasting & Electronic Media

Clustering Countries on Attitudinal Dimensions: A Review and Synthesis

Related research ⓘ

People also read

Recommended articles

Cited by
18

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)

 Taylor and Francis Group

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG