



The Informal Media Economy

Ramon Lobato, Julian Thomas

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How are “grey market” imports changing media industries? What is the role of piracy in developing new markets for movies and TV shows? How do jailbroken iPhones drive innovation?

The Informal Media Economy provides a vivid, original, and genuinely transnational account of contemporary media, by showing how the interactions between formal and informal media systems are a feature of all nations – rich and poor, large and small.

Shifting the focus away from the formal businesses and public enterprises that have long occupied media researchers, this book charts a parallel world of cultural intermediaries driving global media production and circulation. It shows how unlicensed, untaxed, or unregulated networks, which operate across the boundaries of established media markets, have been a driving force of media industry transformation. The book opens up new insights on a range of topical issues in media studies, from the creative disruptions of digitisation to amateur production, piracy and cybercrime.

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