

**Capturing the flow of Audience Attention from the Media Economy into the Advertising
Economy: Introducing the I2MAC Framework**

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ABSTRACT

The media economy and the advertising economy are linked—yet they are not the same. The advertising economy is contingent upon whether media companies embrace an ad-supported economic model and whether audiences select ad-supported models when offered the choice. Historically, media economics was established at an institutional level and nearly all media were ad-supported. Today, these models are breaking down. For example, television can be 100% ad supported, a subscription/advertising hybrid, or ad-free. More importantly, audiences are empowered to choose the model that suits them. This shift from institutional structures to individual decisions impacts the supply of attention that remains in the advertising economy. This paper provides an overview of shifts in media economic models and introduces the Inter/Intra Media Attention Curve (I2MAC) framework for measuring audience attention across various media economic models. The framework points out that there are broadly four different various ways in which an individual's time across ad-supported, hybrid and ad-free media can be captured. In sum, the study raises important questions regarding the ideal distribution of audience attention across economic models from the perspective of three key stakeholders: audiences, the media, and advertisers and has important implications for scholars and practitioners working in this domain.

KEYWORDS

Media Economy, Attention, Media Audiences, Advertising Strategy, Media Consumption