

MSM vs Independent (Alternative) Media

Mainstream Media

(From Wikipedia, the free encyclopedia https://en.wikipedia.org/wiki/Mainstream_media)

Mainstream media (MSM) is a term and abbreviation used to refer collectively to the various large mass news media that influence a large number of people, and both reflect and shape prevailing currents of thought. The term is used to contrast with alternative media which may contain content with more dissenting thought at variance with the prevailing views of mainstream sources.

The term is often used for large news conglomerates, including newspapers and broadcast media, that underwent successive mergers in many countries. The concentration of media ownership has raised concerns of a homogenization of viewpoints presented to news consumers. Consequently, the term *mainstream media* has been widely used in conversation and the blogosphere, sometimes in oppositional, pejorative, or dismissive senses, in discussion of the mass media and media bias.

The Big Six	Media Outlets	2018 Revenues
Comcast	NBCUniversal (a joint venture with General Electric from 2011 to 2013): NBC and Telemundo, Universal Pictures, Focus Features, 26 television stations in the United States and cable networks USA Network, Bravo, CNBC, The Weather Channel, MSNBC, Syfy, NBCSN, Golf Channel, E!, Chiller, Olympic Channel, and the NBC Sports Regional Networks. Comcast also owns the Philadelphia Flyers through a separate subsidiary.	\$94.5 billion
The Walt Disney Company	Holdings include: ABC Television Network, cable networks ESPN, the Disney Channel, A&E and Lifetime, approximately 30 radio stations, music, video game, and book publishing companies, production companies Touchstone, Marvel Entertainment, Lucasfilm, Walt Disney Pictures, Pixar Animation Studios, the cellular service Disney Mobile, Disney Consumer Products and Interactive Media, and theme parks in several countries. Also has a longstanding partnership with Hearst Corporation, which owns additional TV stations, newspapers, magazines, and stakes in several Disney television ventures.	\$59.4 billion
News Corporation*	Holdings include: the Fox Broadcasting Company; cable networks Fox News Channel, Fox Business Network, Fox Sports 1, Fox Sports 2,	\$39.4 billion (\$9 billion)

	National Geographic, Nat Geo Wild, FX, FXX, FX Movie Channel, and the regional Fox Sports Networks; print publications including the Wall Street Journal and the New York Post; the magazines Barron's and SmartMoney; book publisher HarperCollins; film production companies 20th Century Fox, Fox Searchlight Pictures and Blue Sky Studios.	News Corp & \$30.4 billion 21st Century Fox)
	(*) As of July 2013, News Corporation was split into two separate companies, with publishing assets and Australian media assets going to News Corp, and broadcasting and media assets going to 21st Century Fox.	
WarnerMedia	Formerly the largest media conglomerate in the world, with holdings including: CNN, the CW (a joint venture with CBS), HBO, Cinemax, Cartoon Network/Adult Swim, HLN, NBA TV, TBS, TNT, truTV, Turner Classic Movies, Warner Bros. Pictures, Castle Rock, DC Comics, Warner Bros. Interactive Entertainment, and New Line Cinema.	\$28.9 billion
CBS Corporation	Holdings include: CBS Television Network and the CW (a joint venture with Time Warner), cable networks CBS Sports Network, Showtime, Pop; 30 television stations; CBS Radio, Inc., which has 130 stations; CBS Television Studios; book publisher Simon & Schuster.	\$14.5 billion
Viacom	Holdings include: MTV, Nickelodeon/Nick at Nite, VH1, BET, Comedy Central, Paramount Pictures, and Paramount Home Entertainment.	\$12.9 billion

Independent (Alternative) Media

Independent media refers to any form of media, such as radio, television, newspapers or the Internet, that is free of influence by government or corporate interests. The term has varied applications. Within the United States and other developed countries, it is often used synonymously with alternative media to refer to media that specifically distinguish themselves in relation to the mainstream media. In international development, the term independent media is used in relation to the development of new media outlets, particularly in areas where there is little to no existing media presence.

(https://en.wikipedia.org/wiki/Independent_media)

Alternative media are media that differ from established or dominant types of media in terms of their content, production, or distribution. Alternative media take many forms including print, audio, video, Internet and street art. Some examples include the counter-culture zines of the 1960s, ethnic and indigenous media such as the First People's television network in Canada (later rebranded Aboriginal Peoples Television Network), and more recently online open publishing journalism sites such as Indymedia.

While mainstream mass media, on the whole, "represent government and corporate interests", alternative media tend to be "non-commercial projects that advocate the interests of those

excluded from the mainstream", for example, the poor, political and ethnic minorities, labor groups, and LGBT identities. These media disseminate marginalized viewpoints, such as those heard in the progressive news program Democracy Now!, and create communities of identity, as seen for example in the It Gets Better Project that was created on YouTube in response to a rise in gay teen suicides at the time it was created.

Alternative media challenge the dominant beliefs and values of a culture and have been described as "counter-hegemonic" by adherents of Antonio Gramsci's theory of cultural hegemony. However, since the definition of alternative media as merely counter to the mainstream is limiting, some approaches to the study of alternative media also address the question of how and where these media are created, as well as the dynamic relationship between the media and the participants that create and use them.

(https://en.wikipedia.org/wiki/Alternative_media)