Financial prevalence in current economics has been largely discussed among critical and non-orthodox economists. Corporate media, the commodification of culture and information, and its consequences on journalism have been extensively dealt with in the work of critical scholars. Data on financial institutions in the ownership and boards of directors of media firms are being collected regularly by media-management researchers. At the same time, nevertheless, the picture as a whole was lacking: the connection among data and the critical theories within the underlying and ubiquitous context of financial capitalism. That is, the current scenario where the chronic crisis of journalism exacerbates.

This book aims at explaining the financialization of corporate media and its consequences upon journalism. The story starts by tracing back the roots of the links between finance and information and goes on until the collapse of the current media conglomerates of 21st Century under the global 2008-2009 crisis. Media history, theoretical approach, and empirical data are provided as evidence of how news media producers have added financialization to corporate subordination. The goal is to denounce the weakness of the foundations on which the media industry has been building its empires, and the profound impact that this preeminence of finance over real economy has on a key column of democracy.