



Proposal for a Skype-presented for the conference “New media: changing media landscapes”,
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Media convergence and business models: Responses of Finnish Daily Newspapers

Since the 1990s the media industry has experienced a major upheaval, brought about by digitalization. The convergence of different media forms and the rise of the Internet have challenged the business models of almost all traditional news media.

In this paper the results of comparing the differences in the strategies and innovations adopted by the daily newspapers in Finland will be presented. The presentation focuses to question, where do the newspaper publishers seek innovations for converged platforms, what are the elements of new business models of newspapers, and how does this affect newspaper production chain and contact with readers as well as economic and financial performance of major, regional and local dailies. The paper will identify common challenges that news media organizations face everywhere, while also taking into account differences in audience demand, market structure and business practices between national, regional and local media. By comparing the strategies and experiences of daily newspapers, the paper will offer a better understanding of the dynamics and implications of current technological, social and economic transformations associated with media convergence.

The proposed paper is written in the framework of the research project “Convergence and business models: Future-oriented investments and innovations in Finnish newspapers”. In the project, the aim is to create a new theoretical and methodological view to the future of Finnish newspapers. Focus is on the question how the newspapers see the nature of future-oriented investments and innovations and what their definition of convergence is. Multidisciplinary team includes Communication Research Centre CRC (University of Helsinki), VTT Technical Research Centre of Finland, and Business and Innovation Development unit BID (University of Turku). The network includes international partners that form the research network “Convergence and Business Models: Innovations in Daily Newspaper Economy. Cases of Russia, Finland, Germany and Austria.”