

New(s) Media Ecosystem

A project in Research for Innovation

– the overarching strategic research programme of Halmstad University, supported by The Knowledge Foundation

Knowledge Foundation 

Partners:

Aftonbladet, Expressen, Helsingborgs Dagblad, MittMedia, Stampen Local Media and Västerbottens-Kuriren.

Background and Motivation

The business landscape of news media is in the midst of radical change. Constant introduction of new digital technology, increased mobility, changing media consumption and advertising pattern are radically changing the newspaper industry. The confluence of these shifts drives newspaper organizations to engage with diverse actors thus bringing newspapers into a new ecosystem with implications for strategies and business models. This project focuses on future media-house ecosystems, business models and digital innovation.



Research Problem and Approach

- How does changing media experiences/habits influence media house ecosystems?
- What are the frames and building blocks that are adaptable to business modeling for digital new(s) media, and how can new business models be designed?

These questions are addressed in a collaborative research approach.

Goals

- Generate a comprehensive view of the changing news media ecosystem and to link core values of newspaper firms to the digital media market.

Results so Far

Future scenarios, Descriptions of today's digital news Ecosystem, Business model canvases, patterns of innovation approaches etc.

Publications

- Ebbesson, E. & Ihlström Eriksson, C. (2013). Co-creating UGC Services with the Media Industry. In Proceedings of HICSS'46, Maui, Hawaii, January 7-10 2013.
- Ebbesson, E. & Ihlström Eriksson, C. (2013). A User Driven Design Approach to Creating UGC Services – Challenging the Newspaper Industry. In Proceedings of HCI International, Las Vegas, Nevada, July 21-26 2013.
- Ihlström Eriksson, C. & Åkesson, M. (2013). Managing Digital Innovation in Newspaper Organizations. Accepted to the 6th ISPIM Innovation Symposium. Melbourne, Australia, December 8-11.
- Ihlström Eriksson, C. & Åkesson, M. (2013). User Generated Content in News Media - a Comparison of Reader and Newspaper Views. In Proceedings of emma Conference on Digital Transformations and Transactions in Media Industries, Bournemouth, The UK, June 13-14.
- Ebbesson, E. & Bergquist, M. (2014) Changing Boundaries in Virtual (Open) Innovation Work. In Proceedings of AMCIS 2014, Savannah, Georgia, August 7-9 2014.
- Lund, J. (2014). Activities to Address Challenges in Digital Innovation. To be presented at IFIP WG 8.2, Auckland, New Zealand, December 11-12, 2014.

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