A project in Research for Innovation
– the overarching strategic research programme of Halmstad University, supported by The 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

Contact Information
maria.akesson@hh.se
http://www.media-it.se