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Abstract

The spectrum of channels and functional models used in media business has expanded significantly during the last decade. At the same time consumers splinter into smaller and smaller target groups, e-business flourishes, and the role of the Internet and digital media in consumers' use of media and time strengthens. Marketers will invest greater proportions of their marketing budgets to the Internet and digital media, and new players and innovations are emerging. The position of the traditional media may be strengthened by developing existing products and services and by innovating new ones. The product range demands for reform in order for the traditional media companies to even maintain the current share of market ad investments.

The scope is to identify the challenges of the changing media landscape, and to assess the measures needed to strengthen the position of the traditional media industry, and especially the printed media. Five years in the media industry is a long period of time. As such, the purpose of this research is to present the changes that have encountered the media and advertisement value chains and the possible development trends.

In addition to the literature survey, expert workshops have been held, and experts from media agencies and companies have been interviewed both in Finland and in the U.K. in the time span from January to September 2008.