

Abstract

Jenni Mäenpää and Anssi Männistö: *When All Video All, Web Video for Newspapers*, University of Tampere, Department of Journalism and Mass Communication, Finland. Julkaisu / Publications Sarja / Series B 53 / 2009. ISBN 978-951-44-7750-8 (PDF).

Newspaper videos are a new form of journalistic expression. On a large scale, they have been produced and made available since 2006; inspired by the phenomenal success of the YouTube video portal and the mushrooming of camera phone.

The following questions, among others, are now being discussed in media houses: How and to whom web videos are made? How is the division of labor organized and what kind of strategic choices it involves? What kind of content is conveyed with the web video? Does its arrival affect news criteria?

The research project *Web Video for Newspapers*, conducted by the University of Tampere Journalism Research and Development Centre and funded by Helsingin Sanomat Foundation, will answer these and many other questions based on focus interviews carried out in several Finnish newspapers in the summer of 2008 and the spring of 2009.

During the course of the study, it became evident that the newspaper web video has come to stay; is not a transient phenomenon. News photographers, along with their other duties, are still mostly the ones responsible for the video production. Newspapers are not sure whether they should employ more video professionals in the future or will the development steer towards more multi-skill job descriptions. One of the biggest future challenges for newspapers is developing fresh, web-like narrative forms through which every story can be conveyed in the best possible way.

The year 2008 seems to have been in many ways the watershed for newspaper videos. At the time, the technology facilitating the accessibility and the making of videos, as well as the factors relating to supply and demand of videos, were at a point where producing videos for newspaper websites became feasible. The study's background research stage already revealed that ambitious projects on how to integrate web publications with other publishing activities or adjust entire business strategies around the internet were underway in almost every major media house.

Journalism's interest in web videos was first aroused by accident videos posted by readers. Since then, many newspaper houses have step by step, within a span of two, three years, broadened their web video coverage. In the summer of 2008 and the spring of 2009, as the study was underway, Finnish newspapers were at a point where the approaches to video production still varied quite a lot. This will become clear both in the part concerning website comparisons (chapter 3.2.) and the focus interview analysis (Part 2). Some newspapers were well disposed towards making web videos and posting readers' own material, while others were still feeling out the situation. There were also those who remained somewhat indifferent and waiting.

The study also outlines a model which seeks to explain the rise and breakthrough of the newspaper video in the latter part of the 2000s. In addition, international development trends that can be used to assess the direction in which newspaper video production is heading are introduced.