

IS THERE really A SUSTAINABLE BUSINESS MODEL FOR JOURNALISM ON THE NET?

SuBmoJour seminar in Helsinki, Finland on May 10, 2012

It is often said that there is no business model for journalism on the web. This is, however, a false assumption. The SuBmoJour project has gathered a database of more than 50 cases of journalistic sites from the United States, Europe and Japan that have a working business model, most often a sustainable one. Sustainability means here that they are making profit and employing people on regular basis.

- What kind of content do they produce and to whom?
- Where does the money come from?
- How did they get started?
- Do they see themselves as entrepreneurs or journalists?
- How does all this affect journalism as a profession or an institution?

To answer these and many other questions the SuBmoJour project arranges an international seminar to discuss the results of the project on May 10, 2012 at the Päivälehti Museum in Helsinki (Street address: Ludviginkatu 2-4).

The seminar is open for public, but registration is required.

The deadline for registrations is at 3 pm on May 03. Please send an email with your name and affiliation to tiina.k.tuomainen@uta.fi.

WELCOME!

PROGRAM

11.00–12.30 First session

Opening: Professor Risto Kunelius, University of Tampere

Keynote: *Web 2.0 as an environment for old and emerging business of journalism*

Professor Joseph Turow, Annenberg School for Communication at University of Pennsylvania

Comments: to be confirmed later

12.30–13.00 Refreshments

13.00–15.00 Second session

Introduction of the SuBmoJour- project:

- what we have done
- presentation of the database

Results are presented by a panel of researchers: Mikihiro Tanaka (Japan), Pekka Pekkala (USA), Clare Cook & Johanna Vehkoo (UK), Nicola Bruno (France, Italy), Esa Sirkkunen (Finland)

Discussion

14.45 Concluding statements

15.00 Ending of the seminar

Visit the SuBmoJour-database: <http://www.submojour.net/>

Mapping and Understanding Sustainable Business Models for Journalism (SuBmoJour) is a research project funded by the Helsingin Sanomat Foundation.



The visit of Professor Mikihiro Tanaka is funded by the Academy of Finland's MOTIVE program.

