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Research Questions

Funded by the ESRC, this research, which is an associate project of CREATE, examines how digital convergence and growth of the internet are affecting media companies and content.

Our research aims to find out:

- How has growth in digital and multi-platform impacted on resource allocation?
- Which economic opportunities have encouraged a multi-platform outlook?
- How are content decisions altered by multi-platform?
- What are the implications for diversity of content?
- How do public policies need to change in response to multi-platform?

Challenges Encountered & Overcome

Challenges:

- complexities associated with trying to measure and compare the diversity of content across sector and platform;
- carrying out the study within a rapidly changing landscape of technology and consumption patterns;
- a wider context of political change with the reporting of the Leveson Enquiry and the establishment of IPSO.

Mitigated by:

- robust methodological approach;
- staying informed regarding technological, economic and political change via academic research as well as media and industry reporting;
- engaging with key industry representatives.

Value Added & Unexpected Outcomes

Value added provided by dissemination opportunities which were beyond original expectations:

- Presentation at European Parliament at session on Convergence and future regulation of Audiovisual in 2013;
- Conference papers at European Media Management Association Conferences 2013 and 2014, MeCCSA Annual Conference 2014, and IAMCR 2013;
- Workshop contributions including at The University of Zurich, University of Oslo, University of Leeds, Vrije Universiteit Brussels;
- Industry engagement and knowledge exchange;
- Event organisation incl: Basque fellowship seminar, RSE Workshops on Future of Press, and Media Plurality in Scotland event.

Progress to Date

Extensive research focusing on organisations (and related media brands) that include the following: in newspapers, Telegraph Media Group (Telegraph), News Corporation (Times) and Pearson (Financial Times); in magazines, Hearst UK (Elle) and Future (Total Film); in television, the BBC (BBC1/3) and UKTV and ITV.

Deliverables Completed:

- Philip Schlesinger and Gillian Doyle (2014), 'From organizational crisis to multi-platform salvation? Creative destruction and the recomposition of news media', *Journalism*;
- Gillian Doyle (2014), 'Re-invention and survival': Newspapers in the Era of Digital Multiplatform Distribution', *Journal of Media Business Studies*, 10 (4): 1-20



Next Steps

- Completion of fieldwork with media organisations;
- Completion of longitudinal content analysis;
- Analysis of implications of research for policy provision;
- Further writing up of publications;
- Wider dissemination of findings;
- End of Project Symposium.