

41st conference of the International Circle

Tommie Nyström
October 2009

Trends in Media Consumption in Western Europe

Tommie Nyström

Guest Lecturer at Stuttgart Media University (HdM), Germany



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Amy Weller's Profile (This is you) Manchester, NH




Amy Weller Manchester, NH Harvard '06 Share +

Sex: Female
Interested In: Men
Relationship Status: Single
Looking For: Friendship
Birthday: October 20, 1984
Hometown: Chicago

Mini-Feed
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October 30

 Amy posted a link. 10:51am Share + X

Anthropologie Hodgepodge Scarf | Outblush

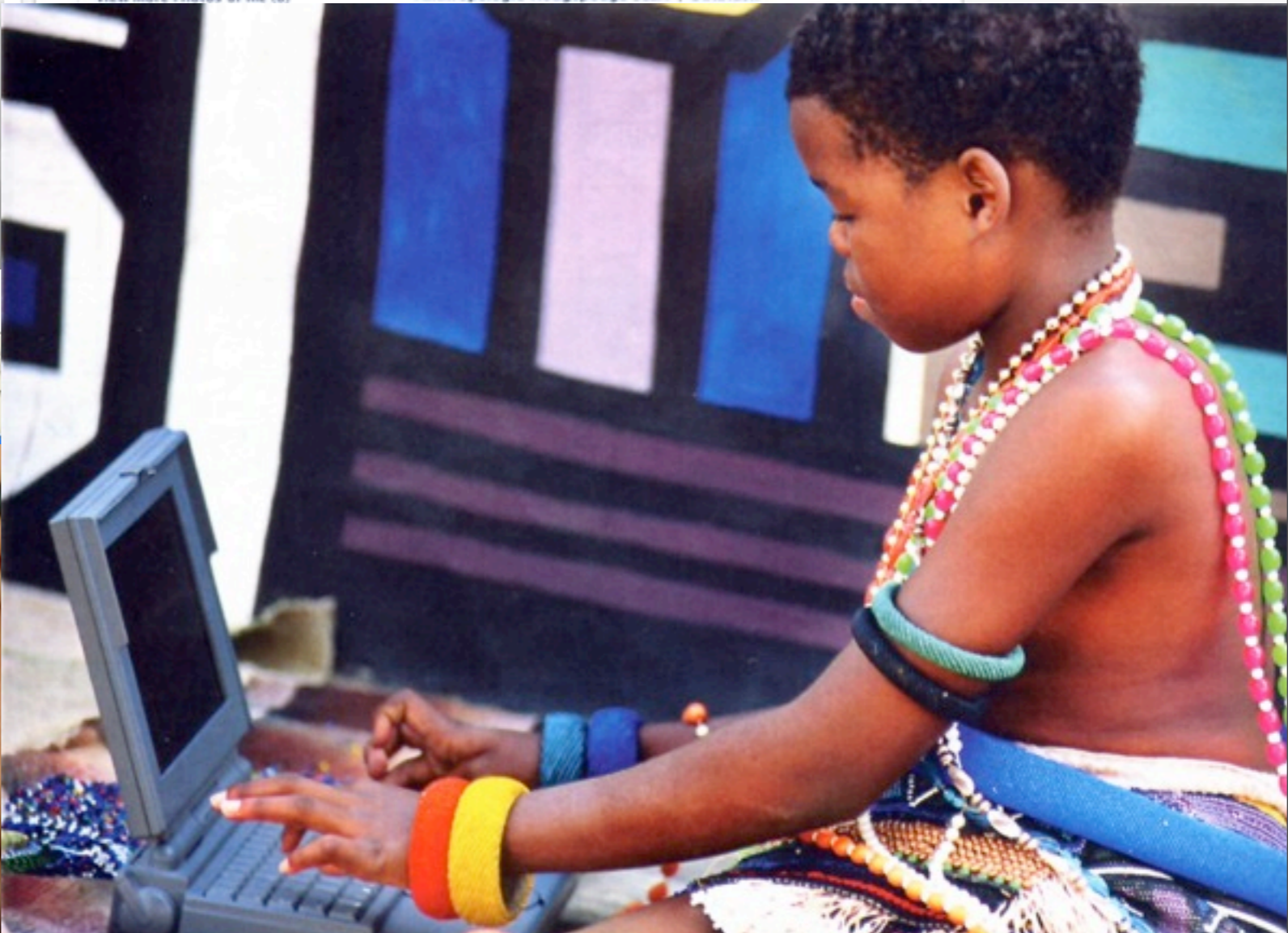
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Late 80's – reluctance to new technology



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Early 90's – reluctance to new media



Early 90's – reluctance to new media



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Early 90's – reluctance to new media

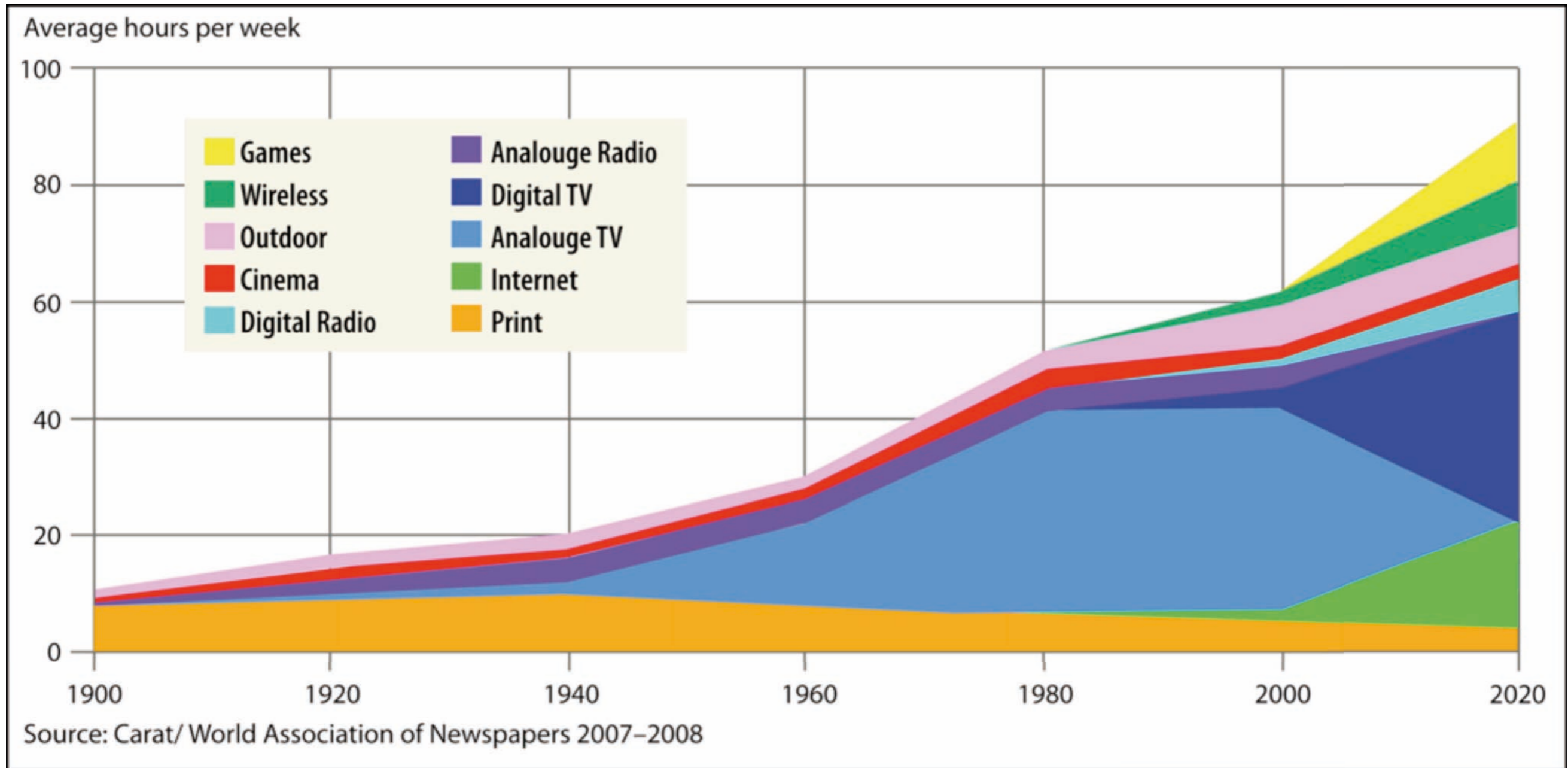


WIKIPEDIA
The Free Encyclopedia

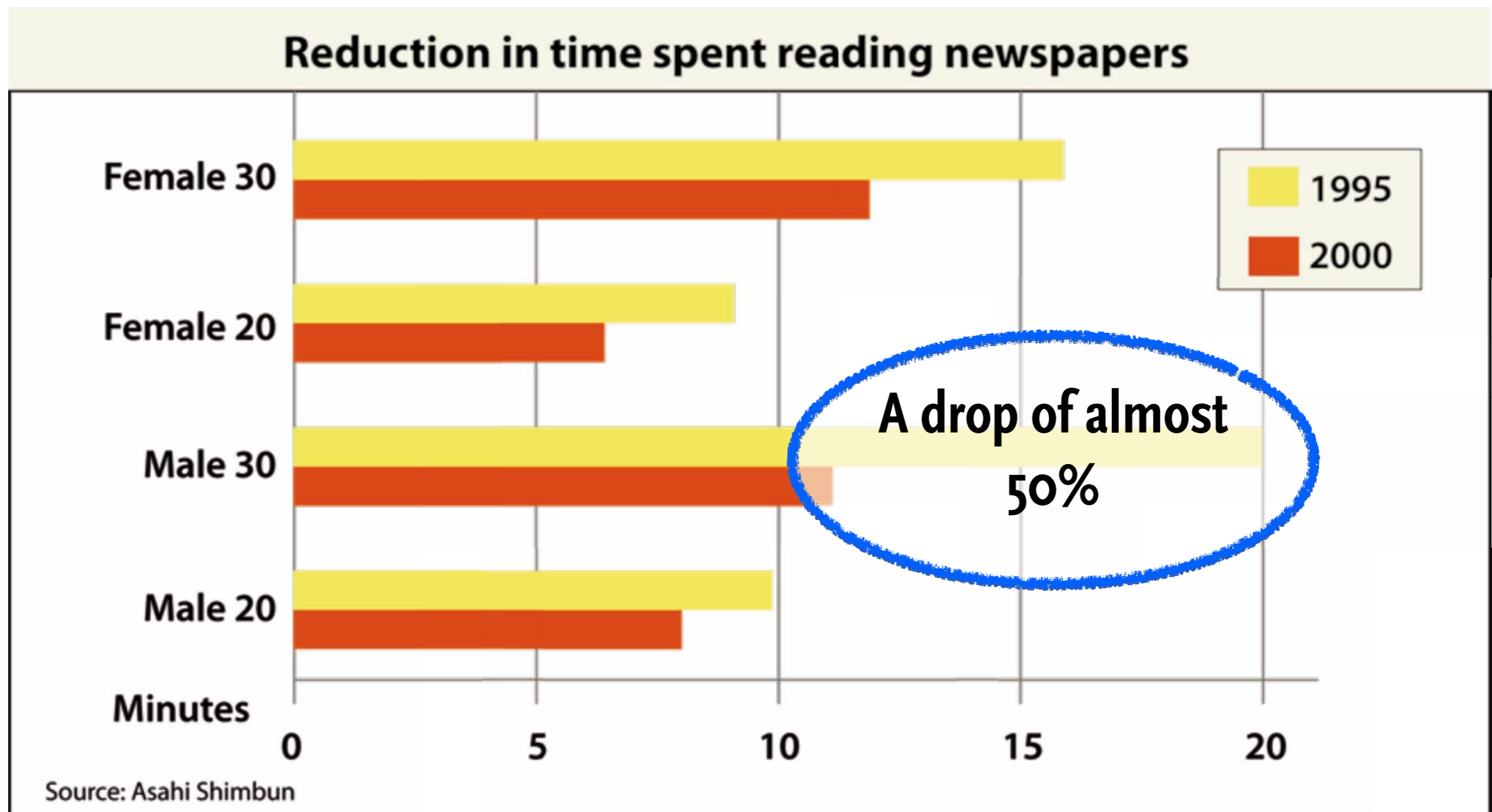
Things people cannot live without, by age, Sweden, 2006

16-25 years	26-45 years	46-65 years
Computer	TV	Fixed phone
Internet	Mobile phone	Car
Mobile phone	Fixed phone	Radio
TV	Computer	TV
Fixed phone	Internet	Newspaper
DVD	Car	Mobile phone
CD player	Radio	Computer
MP3 player	Books	Books
Radio	DVD	Internet
Car	CD player	CD player
Books	Newspaper	Magazines
Video	Magazines	DVD
Newspaper	Video	Video
Magazines	MP3 player	Free newspaper
Free newspaper	Free newspaper	MP3 player

Global Media Consumption per Week

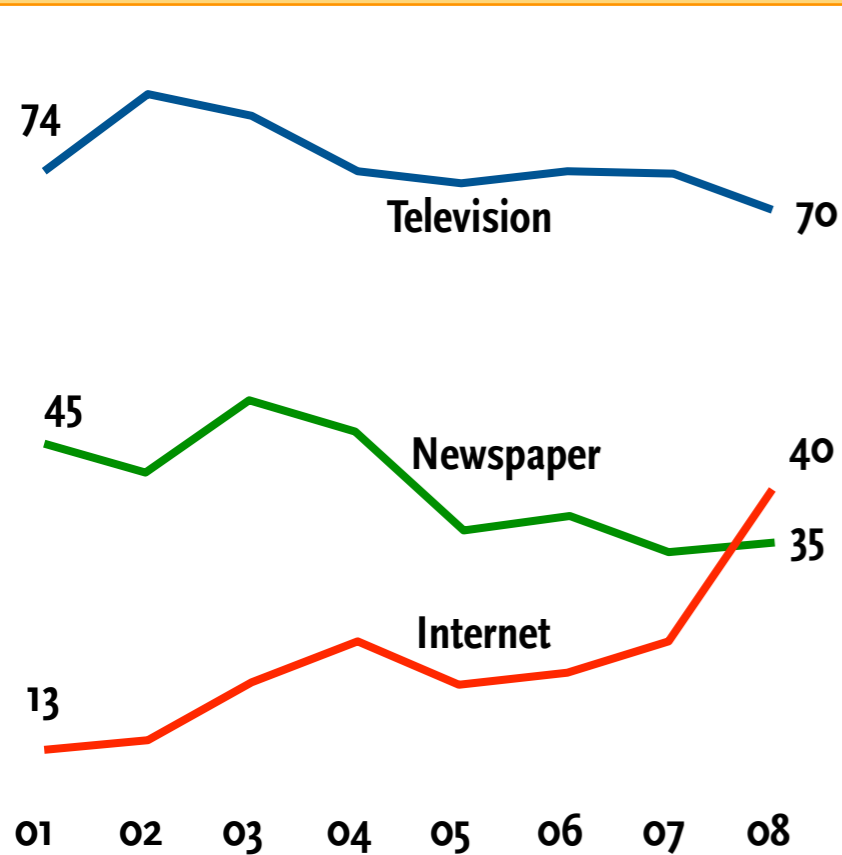


Young people reading Newspapers in Japan



Media Consumption and Credibility in USA

Where do you get most of your National and International News?



Source: Pew Research Center for the People & the Press 2008

- online video
- blogs
- online social networks
- mobile devices
- RSS
- word of mouth
- Web portals
- search engines

Online News Credibility

Do you personally consider online news from a newspaper site to be as credible as the news printed in the newspaper?

%	USA
Yes	66
No	14
Not sure	20

Source: Harris Interactive/
Innovation Media Consulting
Group, Newspaper Readership
Survey 2007

Advertising spending moves to the “net”

Norway: Aftenposten vs Finn in Car Classifieds

■ Aftenposten ■ Finn

NOK millions

100

80

85

87

90

107

117

75

50

25

0

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

Reflections

- **News papers**
 - Web edition
 - Mobile services
 - print edition
 - **Distribution and subscription methods**
 - **Periodicity**
 - **Design and content**
 - **News coverage**
- **Education**
 - For how long will present education be viable?
 - What strategic management is needed to meet tomorrow 's challenges?
 - Is this matter only of national interest, or should there be an international approach to this topic?
 - We know the consumers act on a global arena – what about the producers?

Forecasting the future can be a difficult task...

- **“Radio has no future”**
(Lord Kelvin, President of the Royal Society, 1887)
- **“Who the hell wants to hear actors talk”**
(Harry M. Warner, Warner Brothers, 1927)
- **“TV wont be able to hold on to any market it captures after the first six month. People will soon get tired of staring at a plywood box every night”**
(Daryl F Zanuck, Twentieth Century-Fox, 1947)
- **“There is no reason for any individual to have a computer in their home”**
(Kenneth Olson, President of Digital Equipment Corp., 1977)
- **“Most current media formats will die and be replaced with an integrated web medium within five to ten years.”**
(Jakob Nielsen, Bell Communications Research, IBM User Interface Institute, 1998)