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# **Emerging Trends within the Media Industries**

The Media-Trends Team:

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Paulo Faustino/Tara S. Nair/Uwe Eisenbeis

# The media trends survey

- primary focus: emerging trends of the media industry within the next five years
- online survey delivered and filled out by 157 people from 11 countries
- perspectives of researchers, consultants, consumers and advanced students



## About IMMAA and about the PROJECT MEDIA TRENDS

IMMAA (International Media Management Academic Association) is a yearly conference which brings together about 30 media management professors and professionals from all over the world, working together on research projects with an impact for media managers, researchers, teachers and other professionals (read more: [www.IMMAA.org](http://www.IMMAA.org)).

The primary focus of this study will be the emerging trends of the media industry within the next five years. We would like to build up a world wide data pool which will provide a view of the future of the media industry. Therefore we would like to include the perspectives of researchers, consultants, consumers and advanced students. The data should lead into consolidated finding about the "what 's next" for the media industry.

All data will be kept strictly confidential and will only be used in an aggregated way. It will not be able to draw conclusions on individuals.

To pass the whole questionnaire, it will take about 15 minutes. Please answer spontaneously. Some questions are mandatory to go on; others can be skipped (although the ideal case is that you will answer all of them).

**We would like to thank you very much for contributing to our project!**  
The complete results will be presented at IMMAA 2007 (July 2-4) and will be provided via [www.IMMAA.org](http://www.IMMAA.org)

[To start the questionnaire click here](#)

### If you have any questions, don't hesitate to contact the people below:

- for China: **Li-Chuan Evelyn Mai**
- for India: **Tara S. Nair**
- for Norway: **Erik Wilberg**
- for Portugal: **Paulo Faustino**
- for South Africa: **Johanna Mavhungu**
- for Spain: **Francisco J. Pérez-Latre**
- for the US: **Mary Alice Shaver ,  
Lousia Ha ,  
David Nelson**



I know that the questionnaire is very lengthy. Nevertheless, I'm still hoping for your participation.  
([scholz@orga.uni-sb.de](mailto:scholz@orga.uni-sb.de))

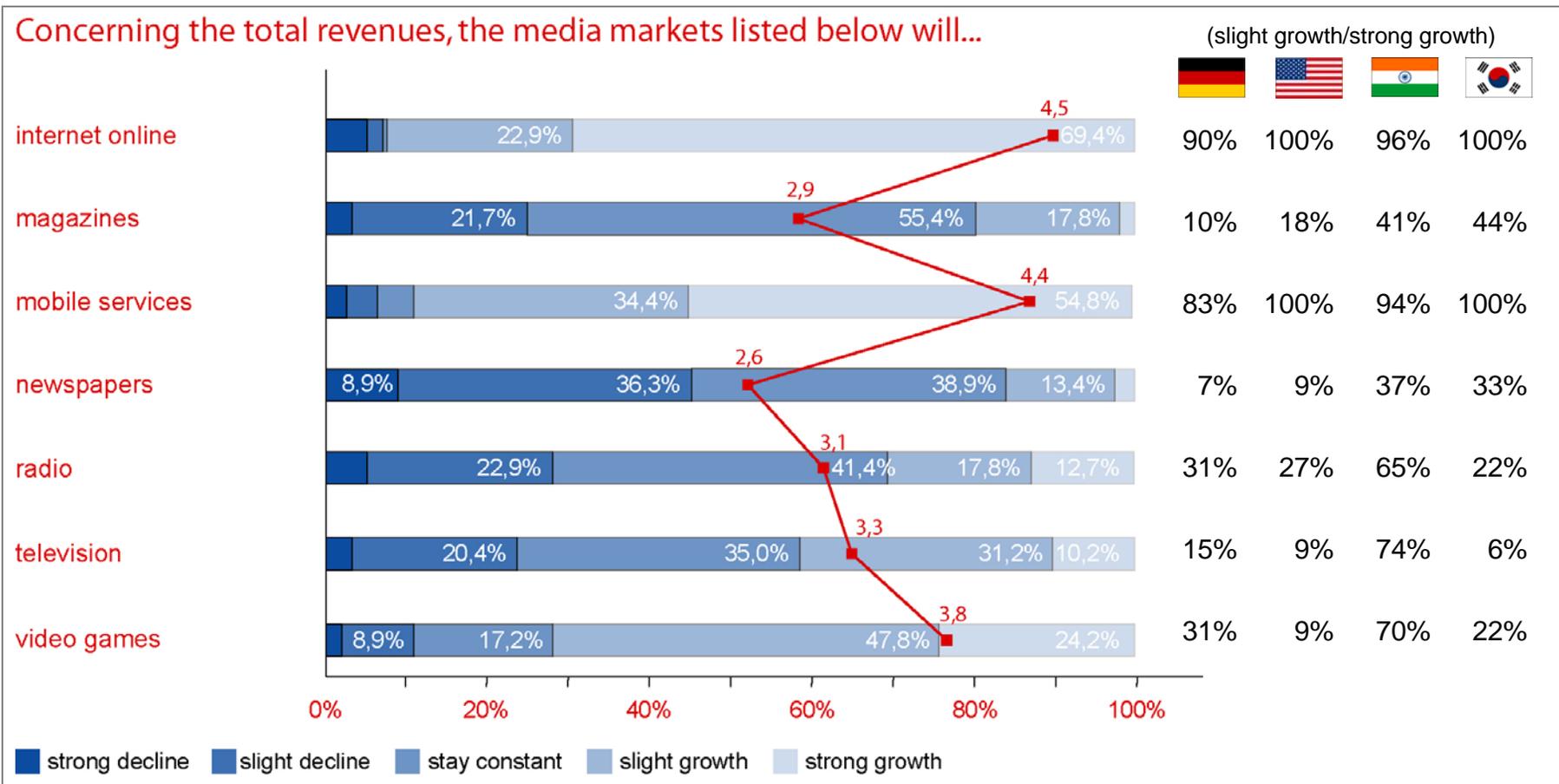


any general questions? Please contact Uwe Eisenbeis  
([ue@orga.uni-sb.de](mailto:ue@orga.uni-sb.de))

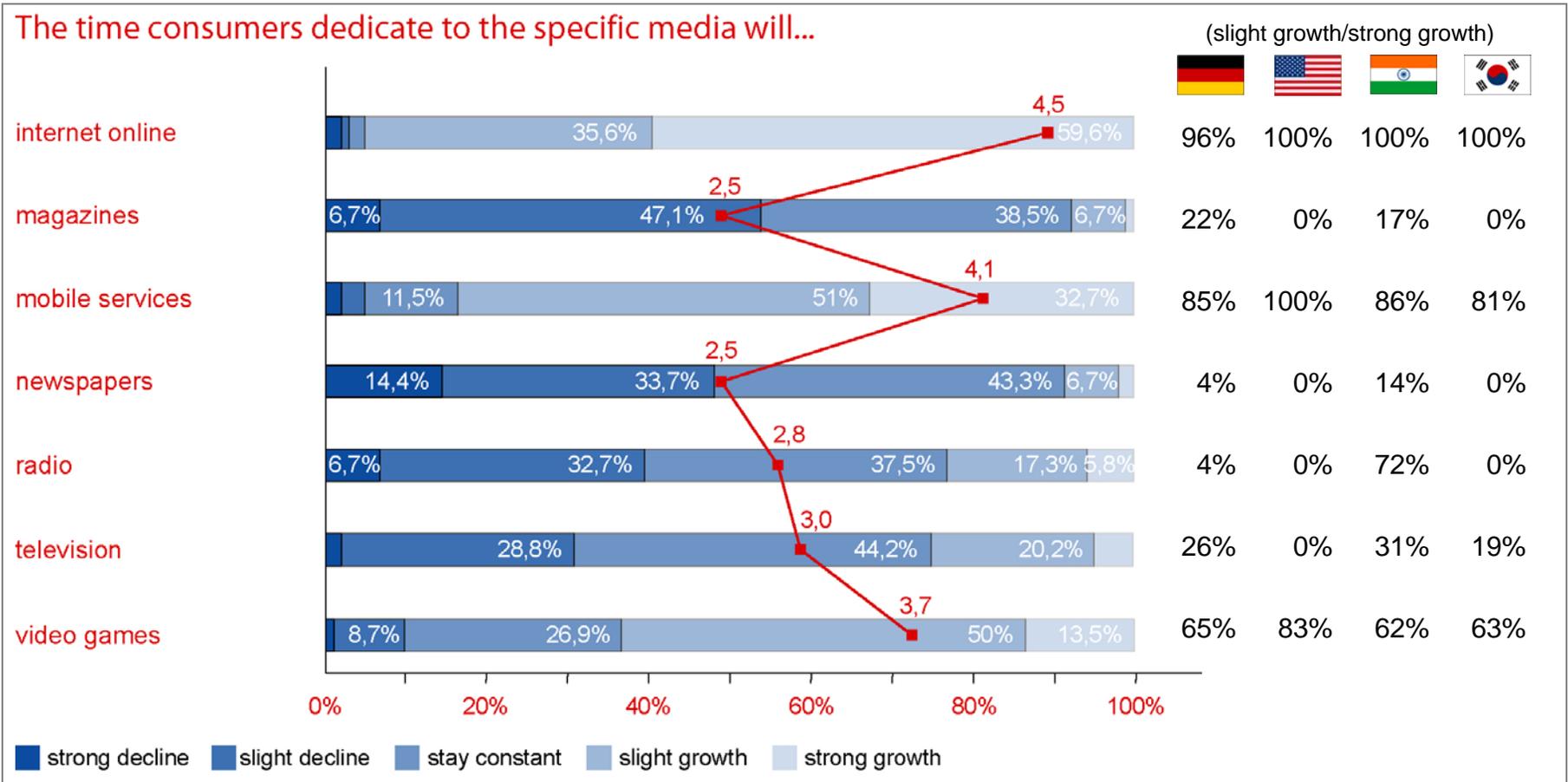


any technical questions?  
Please contact Matthias Baechle  
([mb@orga.uni-sb.de](mailto:mb@orga.uni-sb.de))

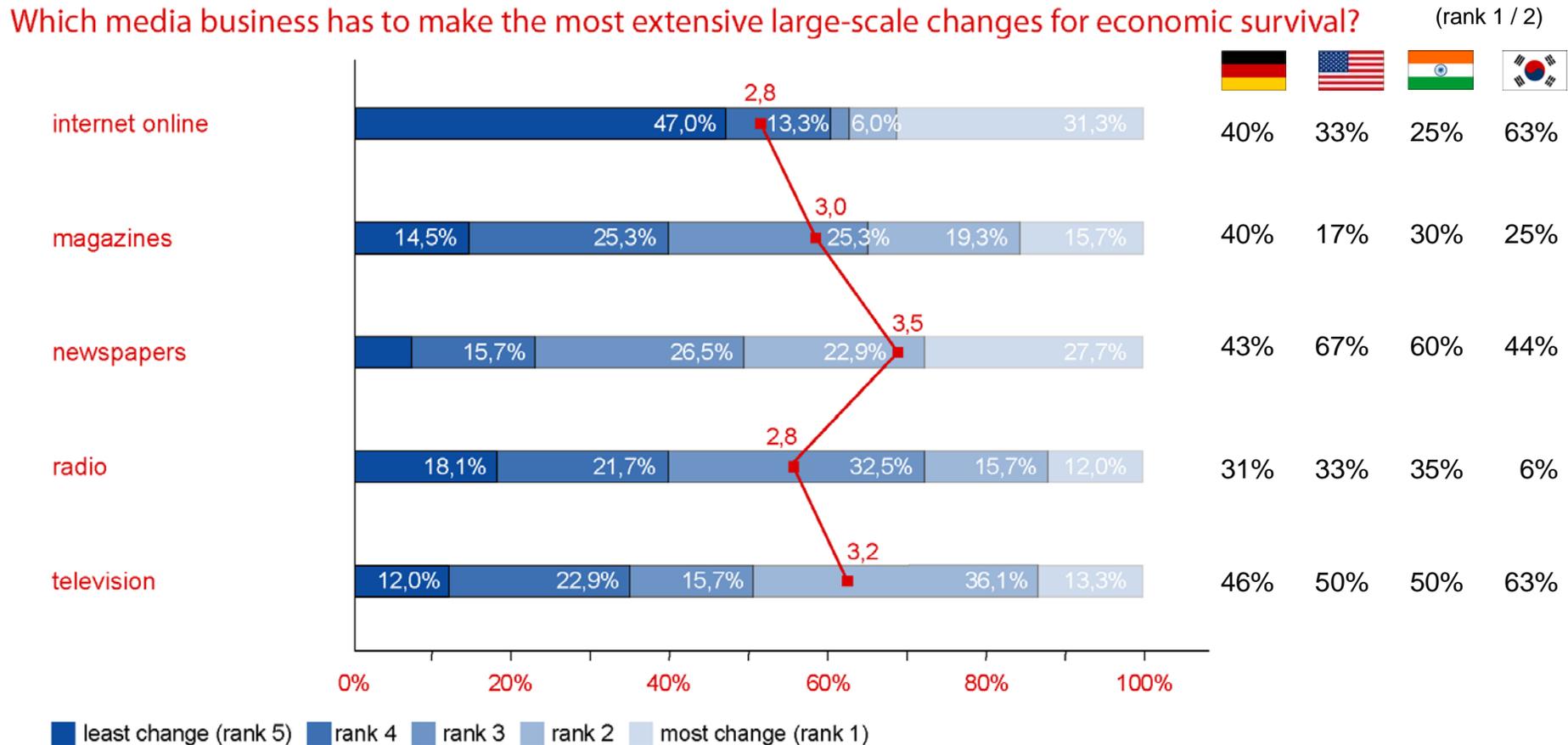
# Expected developments of the media markets: Total revenues



# Expected developments of the media markets: Consumers time



# Estimated challenges for the media corporations: Most extensive changes for survival



# Estimated challenges for the media corporations:

## Specific challenges

What about the challenges for media managers in the media business?

The challenges will be...

development of new business models

online activities

technological innovations

convergence of technologies

international investments

reduction of the dependence of the advertising markets

reduction in staff

effort for standardization

(rather important/absolutely important)



76% 100% 88% 100%

86% 100% 87% 63%

79% 100% 73% 87%

59% 83% 87% 81%

39% 0% 43% 44%

43% 50% 50% 56%

29% 17% 27% 7%

20% 0% 47% 38%

4,2

4,1

4,1

4,0

3,4

3,4

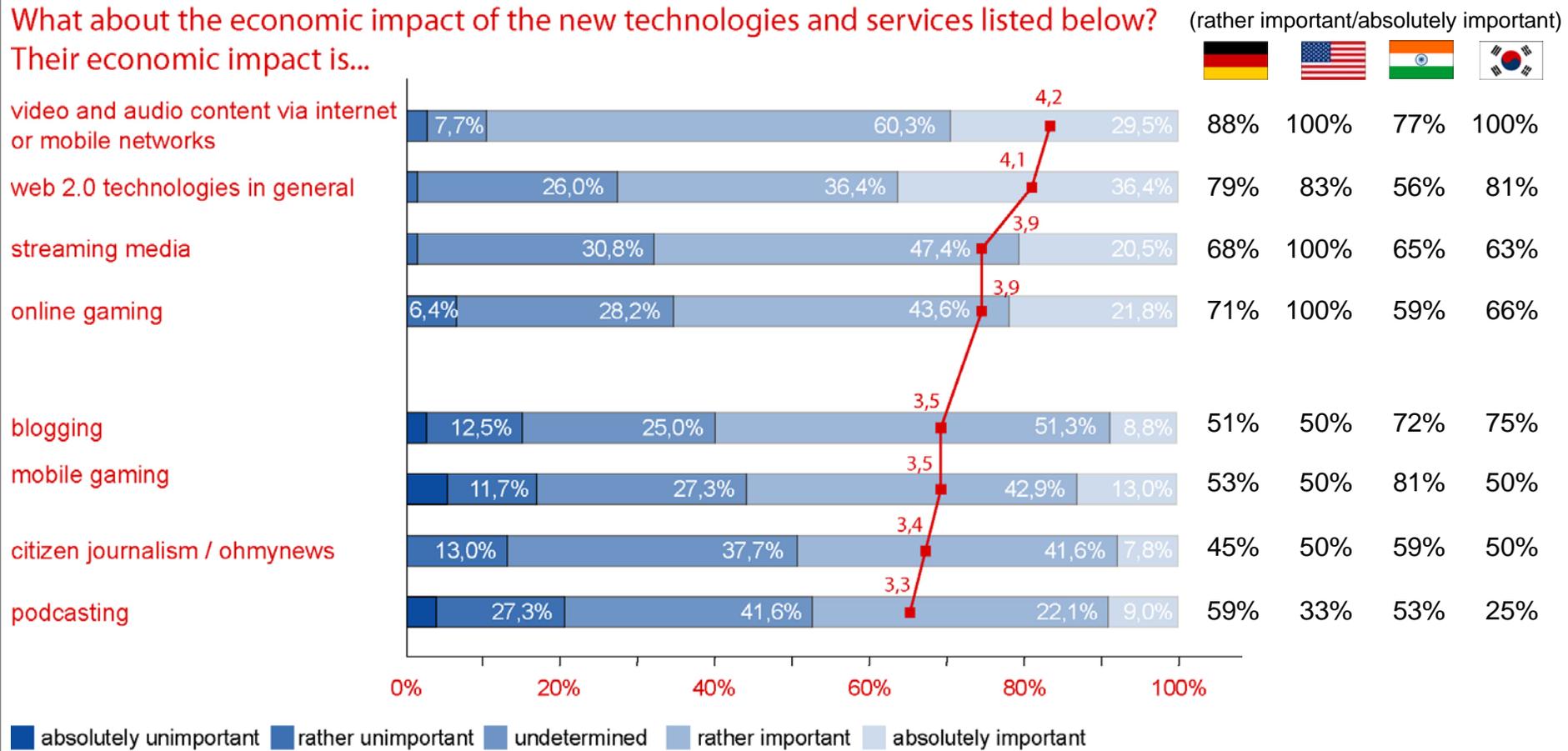
3,0

3,0

0% 20% 40% 60% 80% 100%

absolutely unimportant rather unimportant undetermined rather important absolutely important

# Estimated challenges for the media corporations: Economic impact



# Anticipated strategies to meet the challenges: Skills for media managers

