

The Nordic Newspaper Management Study 2006 Overview

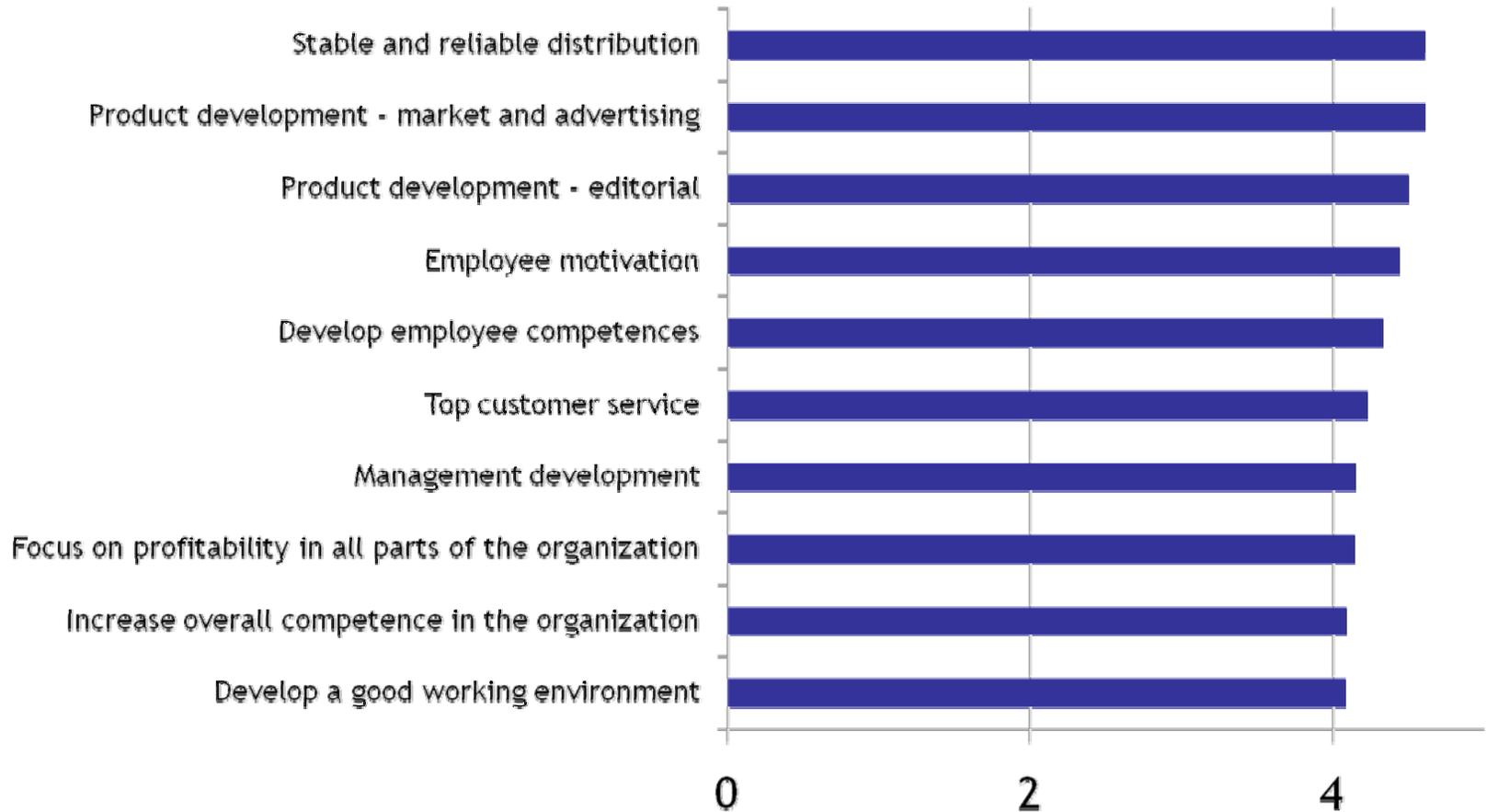
Dr Erik Wilberg

IMMAA Conference,
Saarbrücken, July 2007

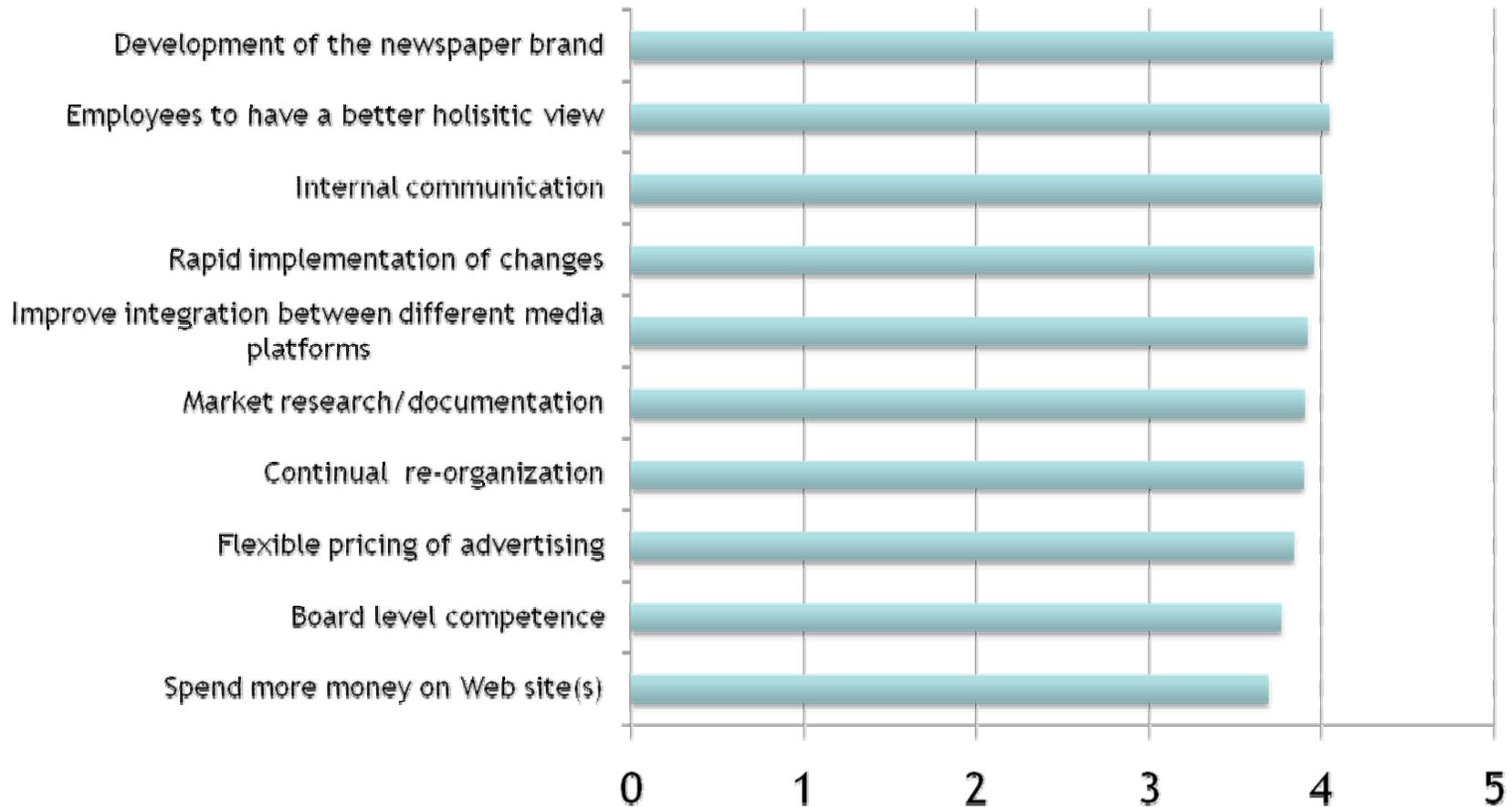
The Nordic Study

- 131 respondents (DK=16, FI=23, NO=45, SE=46)
- Response rate = 23%

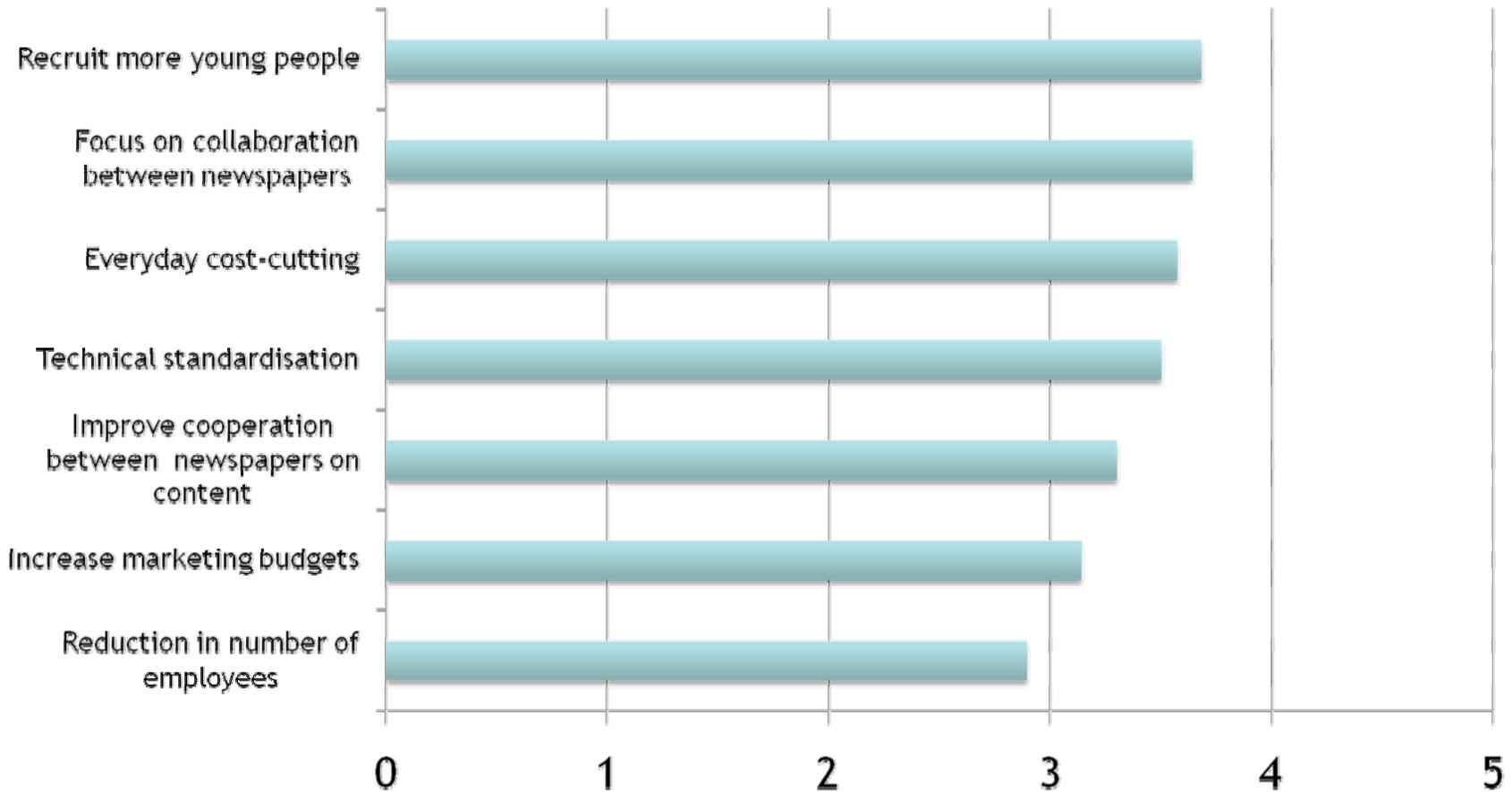
The following is a list of potential areas for improvement. How important do you think each of these is for the health of YOUR newspaper over the next five years, Please rate on a scale of 1-5 where 1=not at all important and 5=extremely important



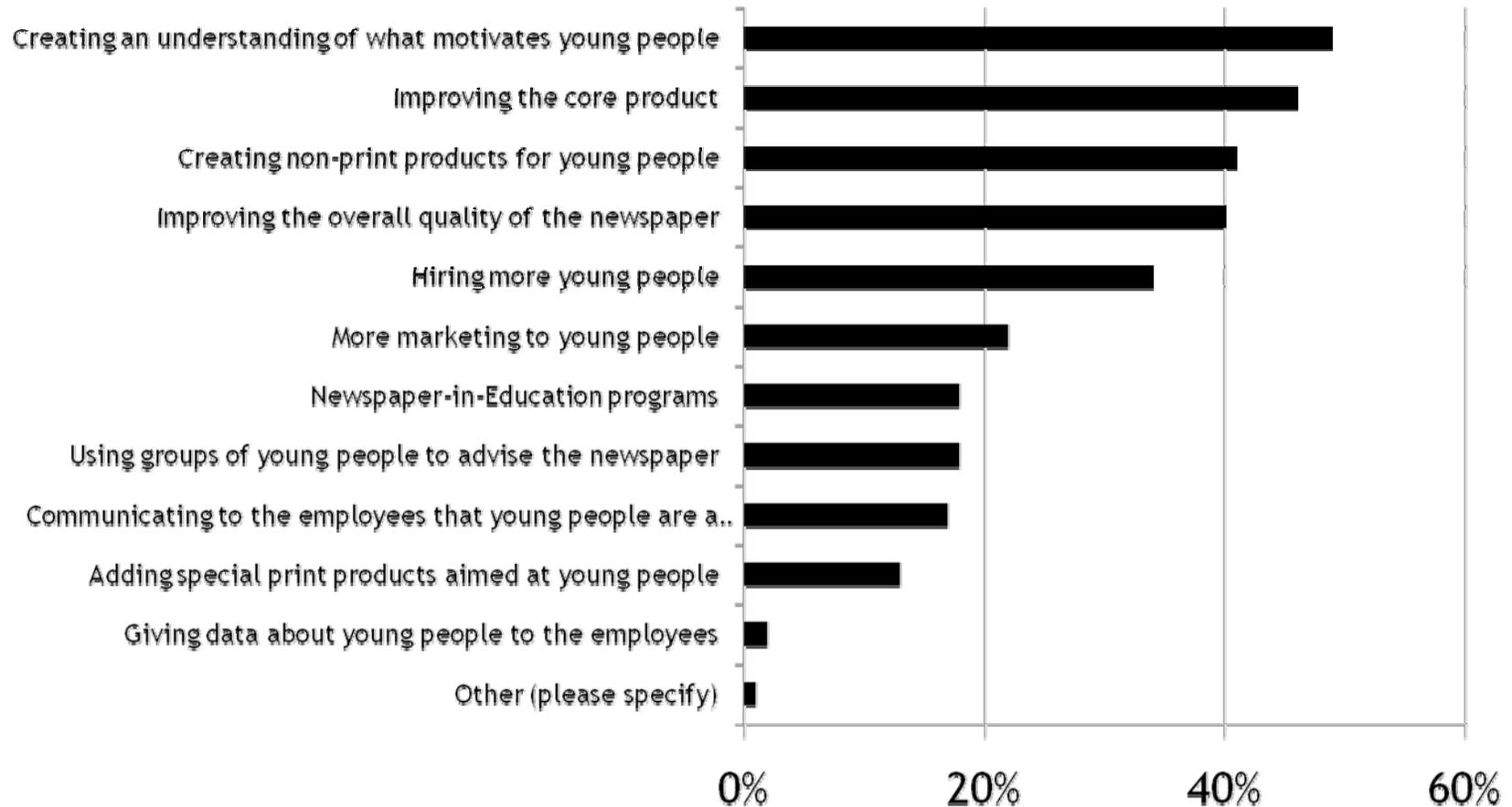
The next 10 priorities



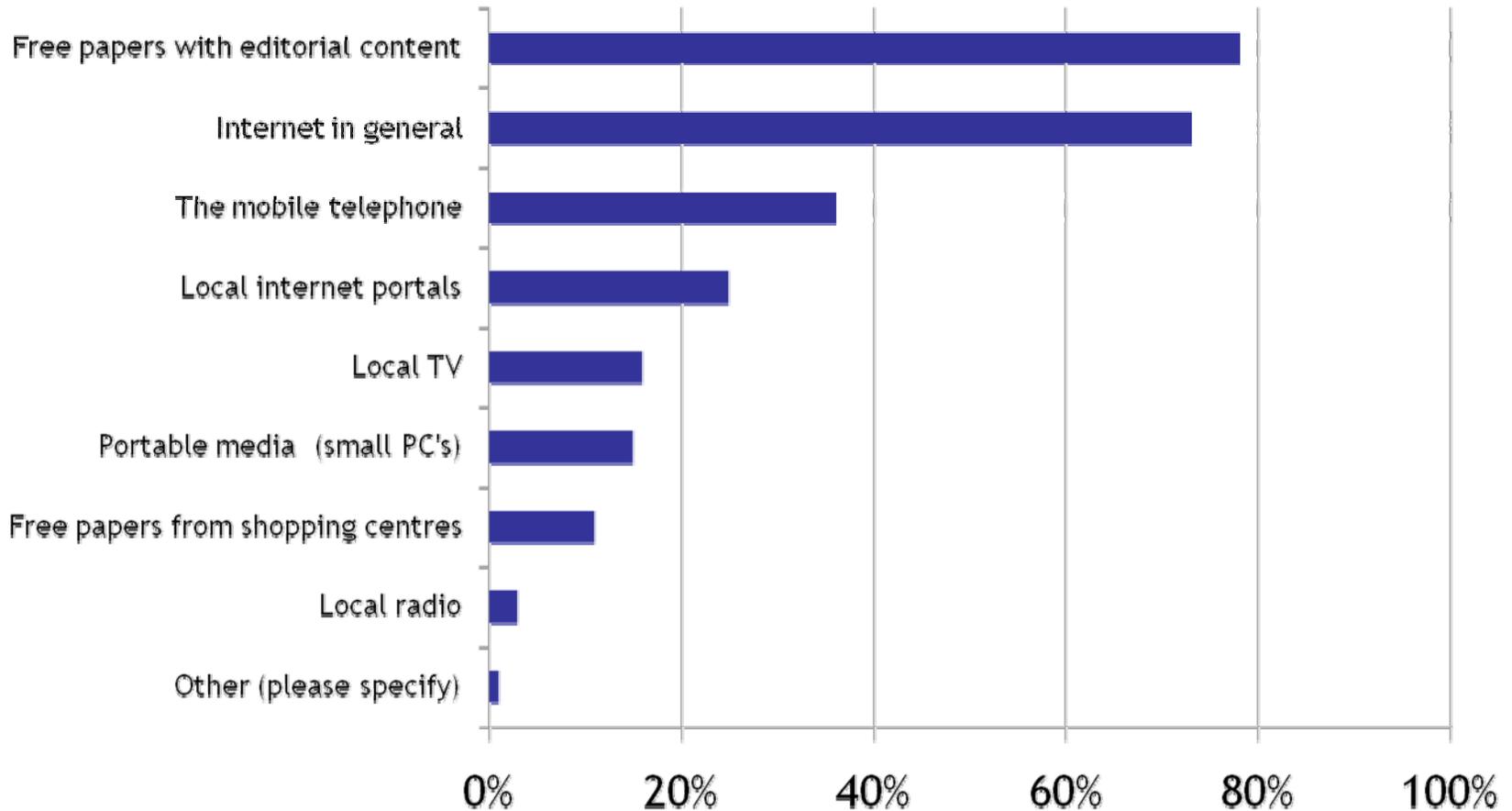
The last 7 priorities



How to deal with declining readership among young people

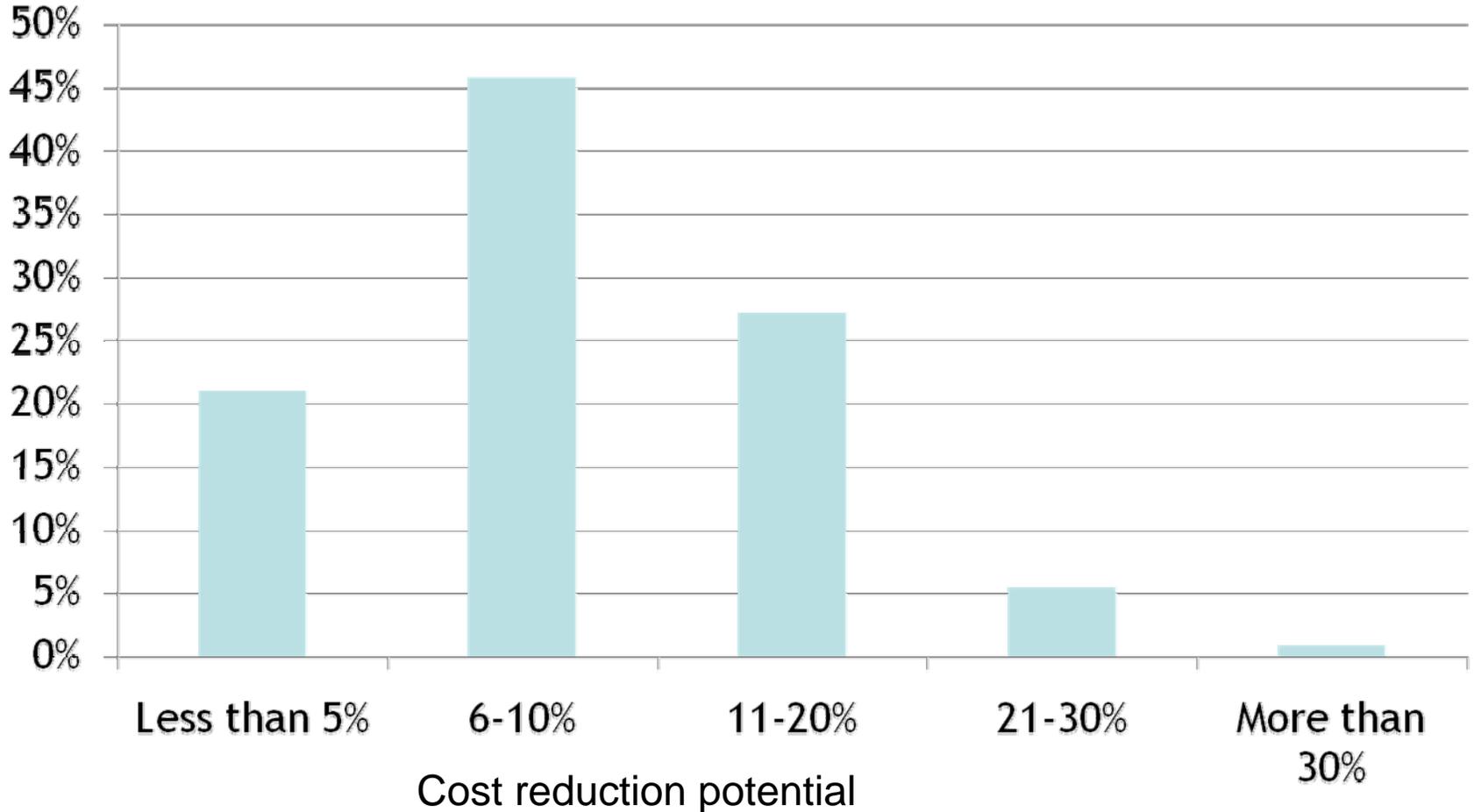


The challenges of competition



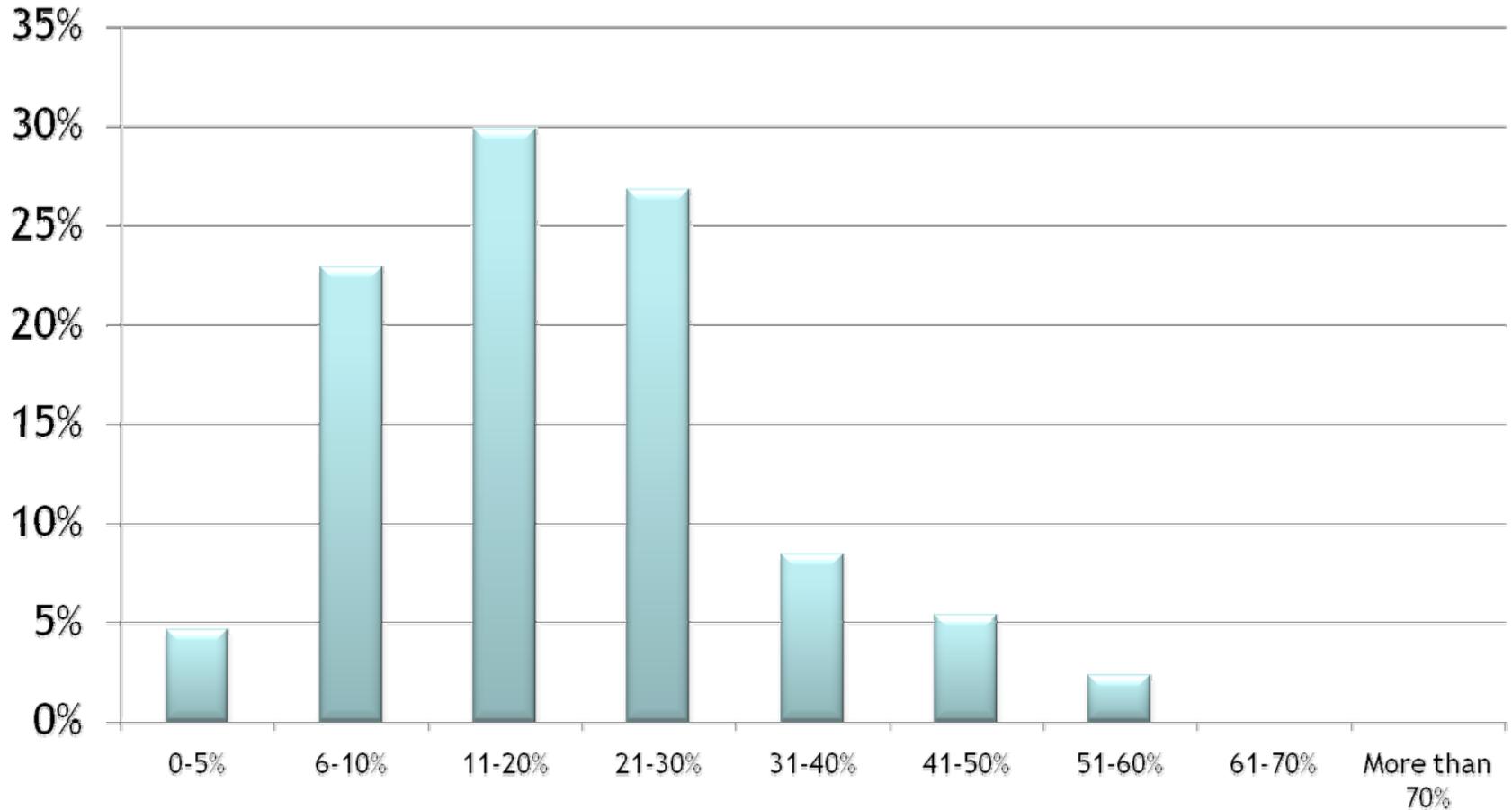
Potential for cost reductions

% of answers

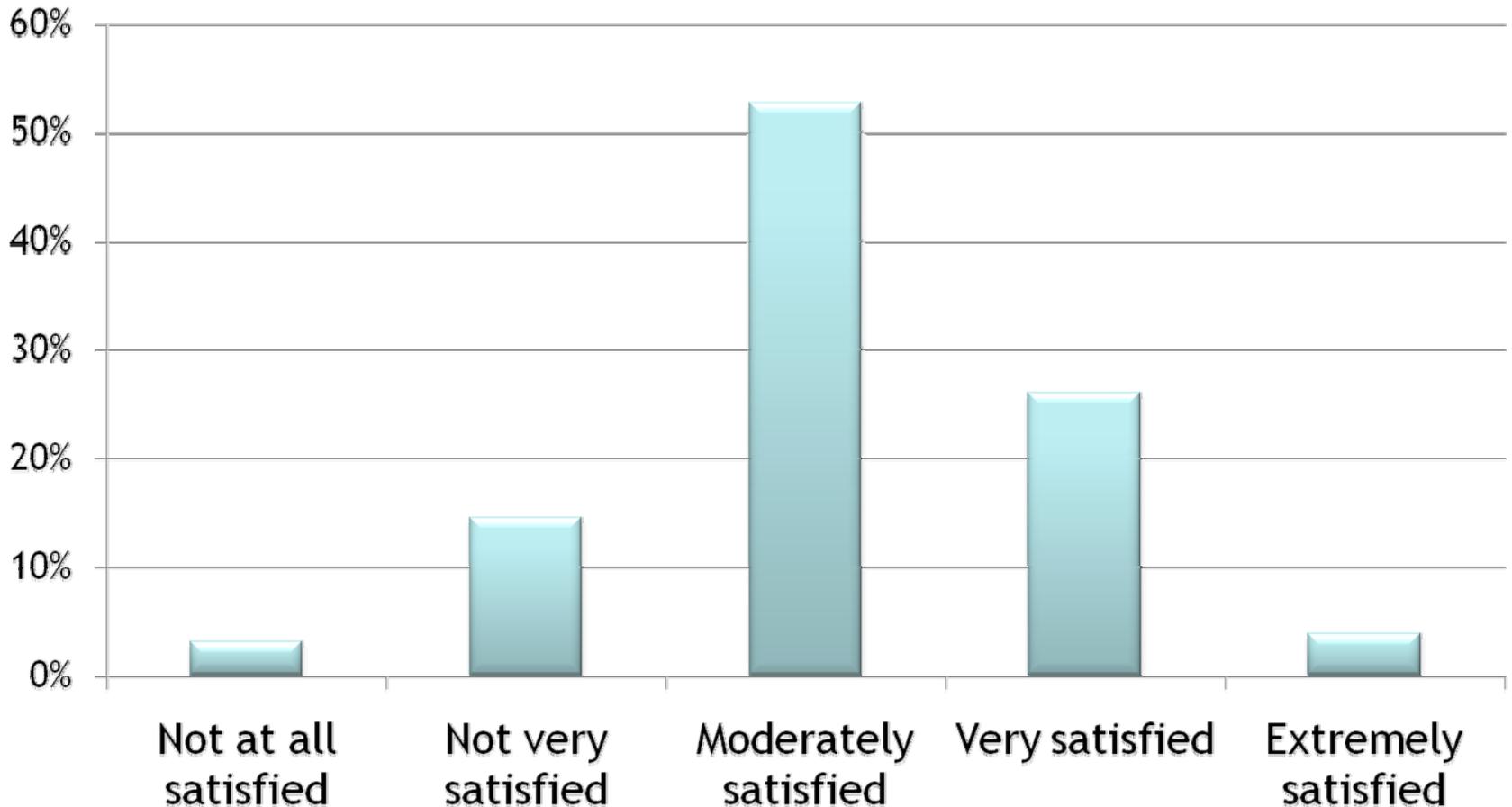


What part of the total income/revenue of the newspaper will have to come from sources other than the traditional printed newspaper over the next five years - to secure survival?

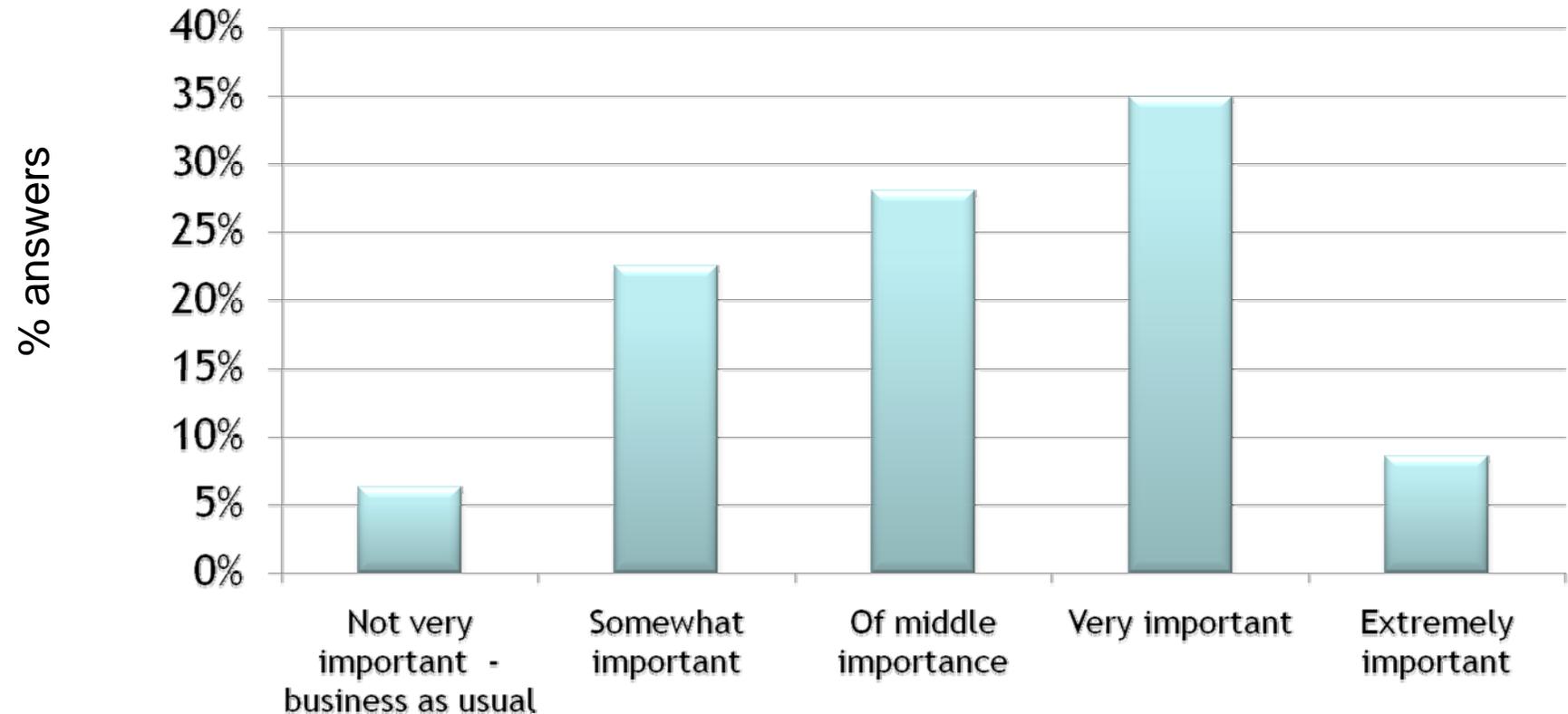
% of answers



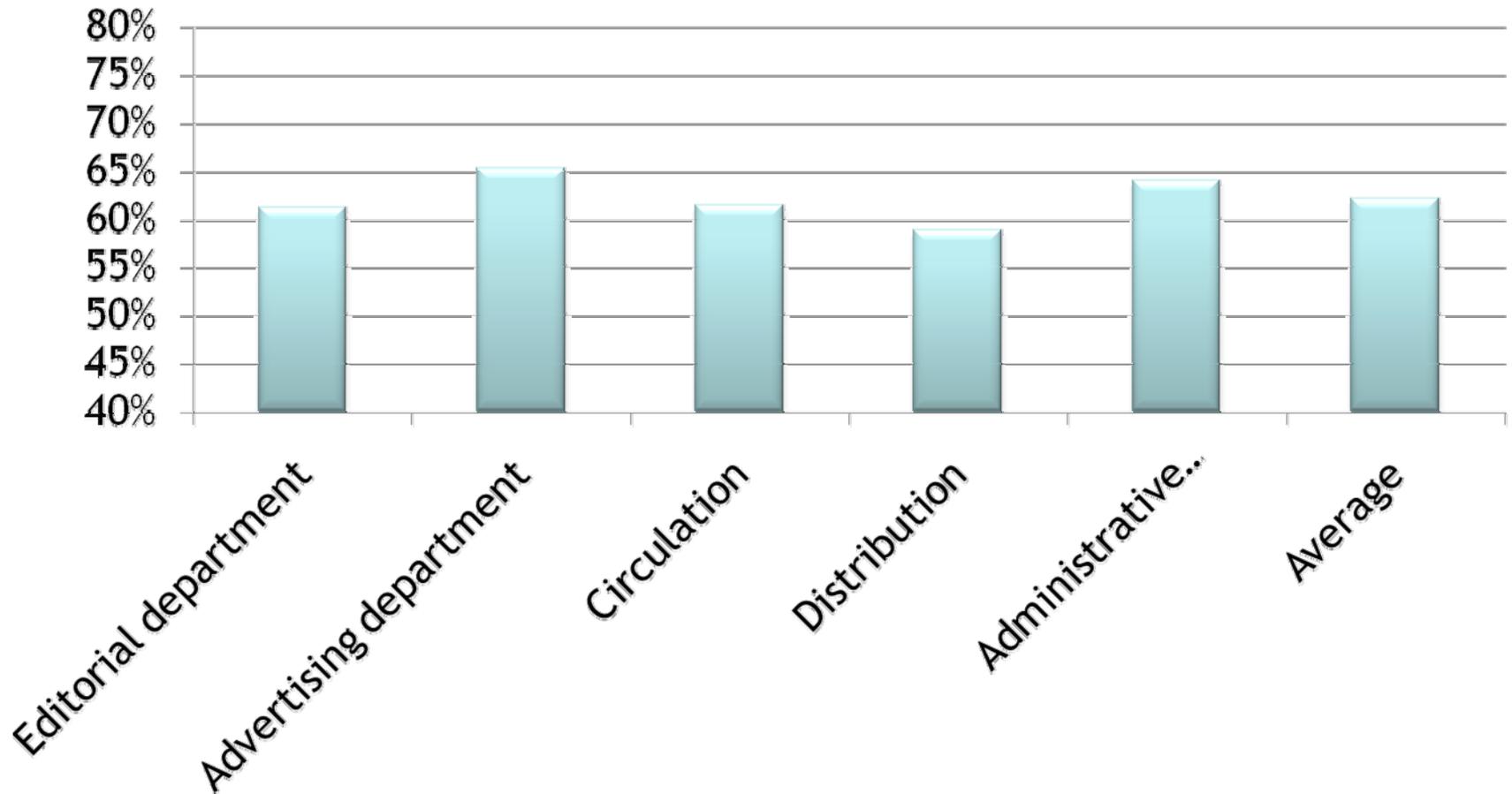
How satisfied are you with the way things are going?



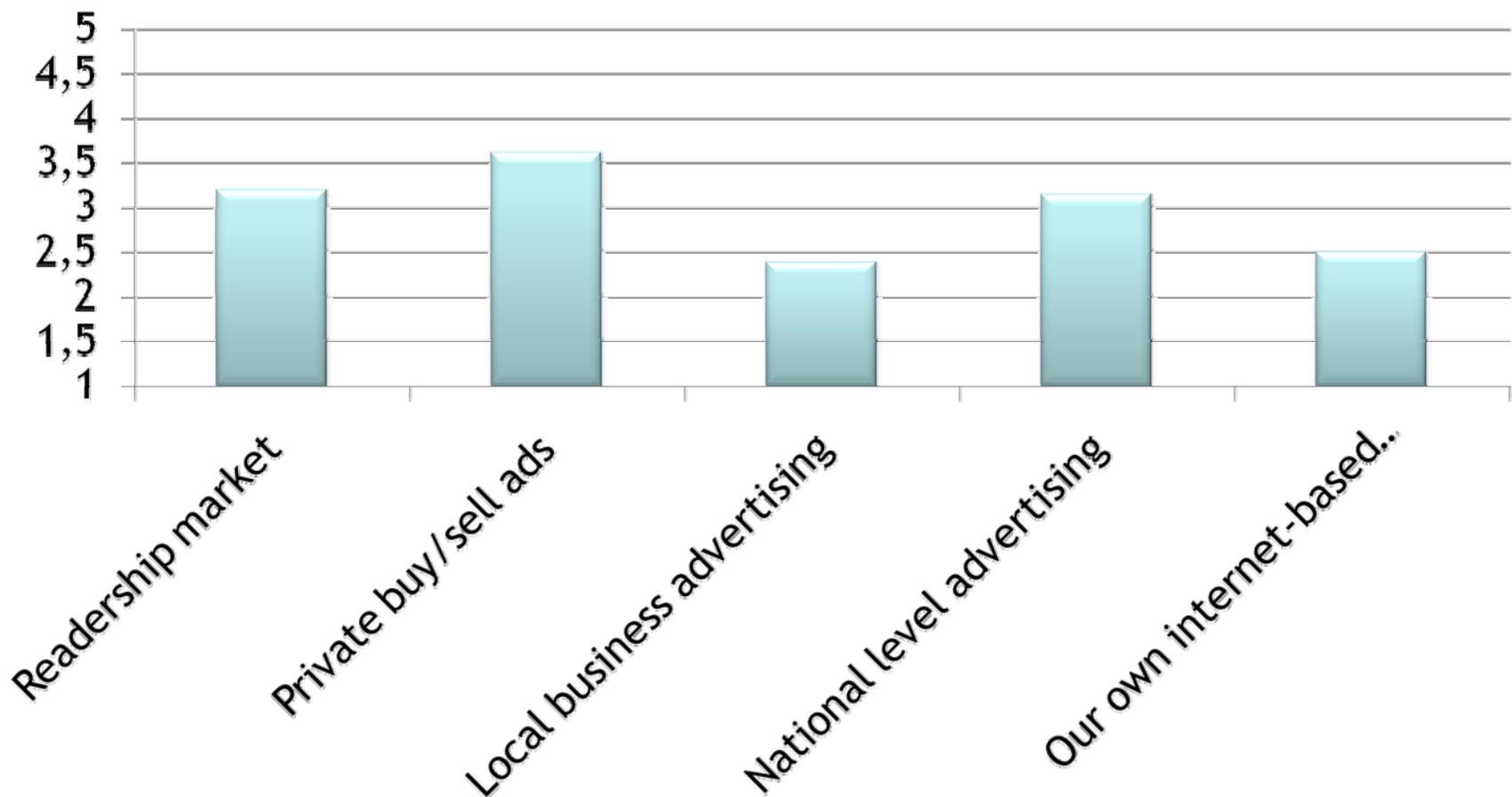
A Norwegian executive once said that if you do not change your company by 10% every year you will have to change it by 100% every 10th year.
How important is it to do large scale changes (something that will make changes everywhere) in your newspaper organisation over the next year?



Let us say that an organization that is fully prepared for change is at the 100%-level, How well will you say that your organization is prepared for the changes ahead?



The internet enters more and more business processes.
To what extent does other internet businesses pose a competitive threat to your newspaper markets today?



To what extent is middle management development important in your newspaper today?

