

# Media industry dynamics:

Competitive and flexible company structures using concurrent sourcing

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# Background

Technological driven research and development with a focus technological “revolutions” and enhancements

Research with a focus on the media and graphic arts industry since 2003

Institutional arrangements, media technological issues and marketing

“We cannot charge  
any more for  
making this red a  
little redder...”

- CEO in the printing  
industry (2004/2005)

# The printing industry

A fragmented industry with many privately owned small and medium sized firms

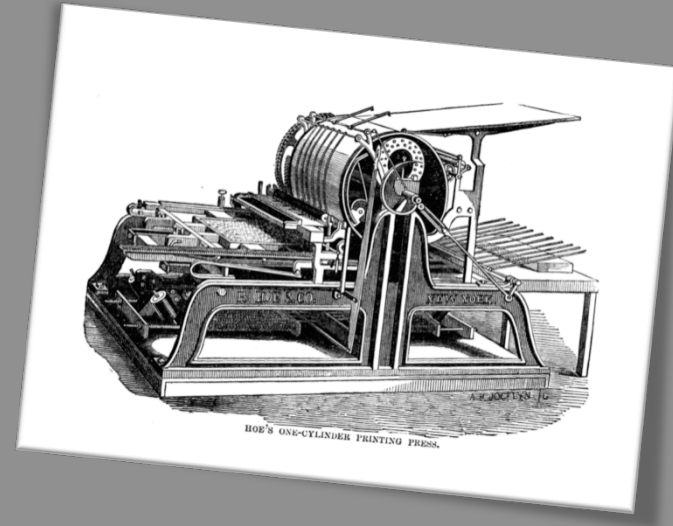
Technological development is rapid

Mature and declining industry

The printing industry has, historically, had great power within the media value system

Competition from both substitute technologies, introduced during the 1900s, e.g. audio and video and substitute platforms, e.g. radio, television and Internet

Print is (still) a relatively controlled media, as a production process, whilst new media are based on a collaborative sharing logic





























Thanks!

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