

ON MEDIA BUSINESS MODELS

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FIVE MAIN TECHNOLOGIES ARE BEING DISCUSSED



- 1: Artificial Intelligence 23.1%
- 2: Blockchain 16.1%
- 3: Virtual Reality 16.1%
- 4: Machine Learning 13.6%
- 5: Augmented Reality 10.1%

23.1% out of 199 sample units discuss Artificial Intelligence as a main topic. Blockchain and VR are of secondary importance.

RESEARCH DESIGN & METHODOLOGY

Research question: What kind of influence do high technologies (in reference to Gartner's Hype Cycle of Emerging Technologies) have on media business models, in specific on Value Proposition Model, Value Chain Model, and Profit Model? Taking the research question into account, only technologies from the three fields of the Gartner Hype Cycle mentioned in the last diagram were considered in this study. To answer the research question, a mixture of quantitative and qualitative content analysis was conducted. As content sources, served relevant industry conferences, scientific journals and studies from research institutions. In total, 199 sample units have been analyzed.

CONFERENCES

Reason for investigation: Early identification and discussion of trends occurs mostly at conferences.
Selection: Consideration of the six largest international conferences (CES, Web Summit, SXSW) in addition to national events, as dmexco, DMR and republica - from 2017 and 2018.

Procedure:
- Choice of conferences based on the quantity of speakers, visitors as well as twitter feeds.
- Selection of entries covering the technologies mentioned in the title or abstract.
- Exclusion of all entries not available as full text, video or audio files.
- Qualitative analysis: 59 sample units.

STUDIES

Reason for investigation: Approach from entrepreneurial practice or practice-oriented research.
Selection: Examination of studies by Google, Facebook and Microsoft, the management consultancies Accenture, Deloitte and PwC and the research institutions MIT besides the Fraunhofer, Leibniz, Helmholtz and Max Planck Societies.

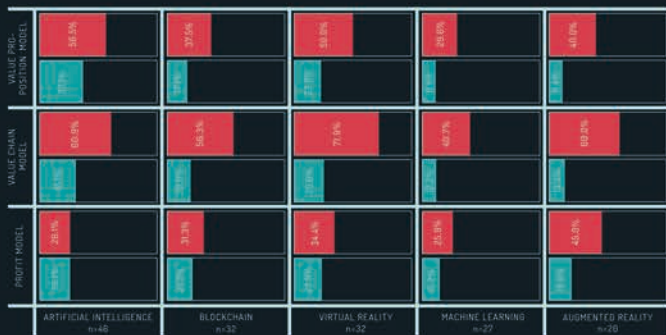
Procedure:
- Filtering by incidence of one or more pre-selected technologies and consideration of media and business model references occurring in the title or abstract.
- Exclusion of all studies unavailable as full text.
- Qualitative analysis: 67 sample units.

JOURNALS

Reason for investigation: Scientific approach to new technologies and media business models.
Selection: Research focus on Media, Business Management and Technology.

Procedure:
- Consideration of B or higher ranked Journals in the VHB-JOURNALS-Ranking (Ranking of the German Academic Association for Business Research (VHB)).
- For the media sector, database "EBSCO Host - Communication and Mass Media Complete", peer-reviewed journals only.
- Exclusion of articles unavailable as full text.
- Qualitative analysis: 73 sample units.

HIGH TECH HAS THE MOST IMPACT ON THE VALUE PROPOSITION MODEL



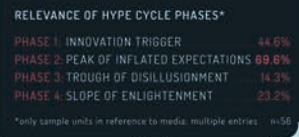
EXAMPLE: 90% OF 30 SAMPLE UNITS COVERING VIRTUAL REALITY DISCUSSING THE IMPACT OF NEW TECHNOLOGIES ON THE PROFIT MODEL. 23.9% COVER VIRTUAL REALITY.

EXAMPLE: 70% OF 48 SAMPLE UNITS DISCUSSING THE IMPACT OF NEW TECHNOLOGIES ON THE VALUE CHAIN MODEL. 23.9% COVER VIRTUAL REALITY.

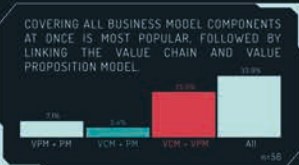
MEDIA INDUSTRY OF MINOR RELEVANCE



ONLY 28.1% OF OUR SAMPLE UNITS DEAL WITH THE BUSINESS MODEL IN REFERENCE TO THE MEDIA INDUSTRY.

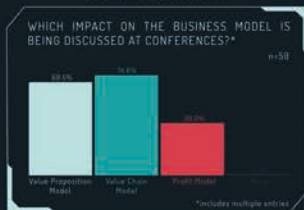


MOST SAMPLE UNITS THAT DEAL WITH A SINGLE COMPONENT DISCUSS THE VALUE CHAIN MODEL.

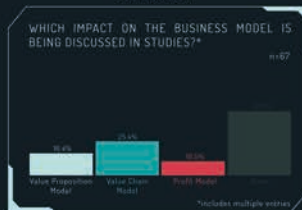


ALL THE SOURCE TYPES FOCUS ON THE VALUE CHAIN MODEL

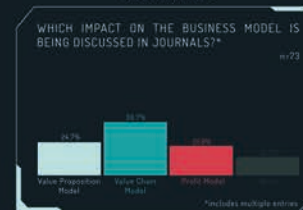
CONFERENCES



STUDIES



JOURNALS



ALL EXAMINED HIGH TECHNOLOGIES IN A SINGLE VIEW

WHAT IS THE DISPERSION OF SOURCES REGARDING TECHNOLOGIES ON GARTNER'S HYPE CYCLE?

