

Management implications of new business models in the written media (print&online)

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Methodology: The paper is based on empirical research on some media companies print and online in Albania. The research includes interviews, literature on the field, observations in the market by author and some media measurements companies in Tirana; time of searching: January-April 2014; media selected: broadsheet newspapers&online, Panorama, Shqiptarja.com, Shqip.

Some of the main results of the research are:

a. The business model of written media is transforming.

- Supplier model of content: content is provided free of charge through social media and other browsers aside from traditional model through purchase or creation by reporters.

-Preparation, selection and packaging of content has been improved continuously. There are ongoing preparations and publication of content, its selection is adapted for different distribution channels accessible by customers through various communication tools.

-The distribution channels are transformed. Print product still stands as one of the most important package, but there is the progressive substitution of single copy distribution market with the Internet.

b. Revenue models:

-Freemium model has failed. There are not in filed any case of profit by content selling.

-Single copy sales and subscriptions and advertising model in print are reinforced with advertising online model.

- Some of the print media have decrease printing costs as a result of increased revenue through increasing of selling online advertisings.

c. News room was adapted to accomplish the new distribution channels of content. Strength of customer access to content through comments, share and like. Open journalism is in field, also.

The above topic belongs to researches related to the forth axis of ICCMS: Albanian media between traditional and new media. It is supposed thee “The analysis through Economics of the daily newspaper industry” represents a contribution to improving

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the management methods of the written media adapted with new media business models.

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