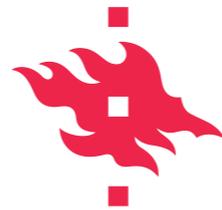


Mobile media consumption and the digital transition in Finland and Japan



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Mobile media consumption

- > Newspapers need to adjust to being *news-screens* in addition to being newspapers
- > When people add mobile devices to their digital inventory, these devices often become their primary medium of digital news consumption
- > Cross-media news consumers, "trans-readers"

Mobile media use in Finland

Table 2. Various types of online activities performed when using a smartphone (%; $N = 473$).

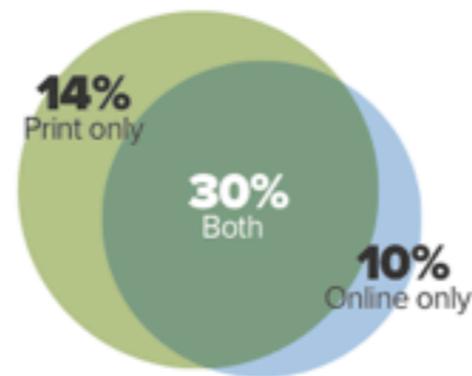
	Daily	Weekly	Monthly	Never	Total
Using email	36	15	21	28	100
Reading newspaper and magazine content	25	20	20	35	100
SNS	14	16	19	51	100
Listening to music	14	15	18	53	100
Reading online conversations	7	11	17	65	100
Listening to the radio	6	9	20	65	100
Watching videos and TV programs	6	8	19	67	100
Participating in online conversations	2	3	8	87	100
Watching TV (live)	2	2	4	92	100
Writing a blog	0	1	2	97	100

Consumption in print and online

OVERLAPS IN NEWSPAPER USAGE BETWEEN PRINT AND ONLINE – SELECTED COUNTRIES

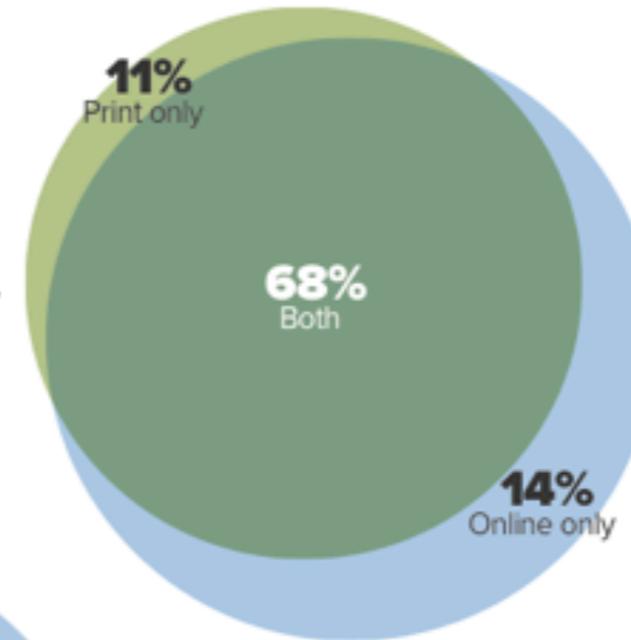
FRANCE

Combined	55%
Print	44%
Online	40%



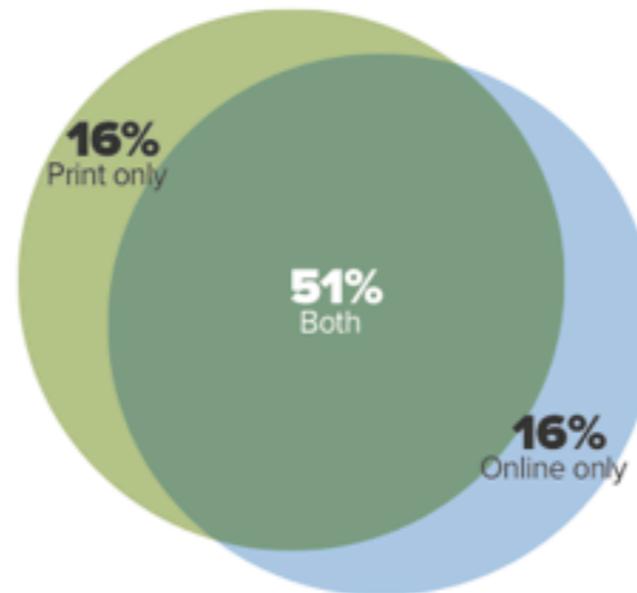
FINLAND

Combined	93%
Print	79%
Online	82%



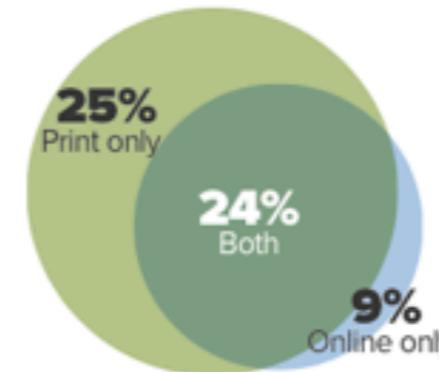
DENMARK

Combined	83%
Print	67%
Online	67%



US

Combined	58%
Print	49%
Online	33%



Newman, Nic and Levy, David (2014). *Reuters Institute digital news report 2014: Tracking the future of news*. Oxford, UK: Reuters Institute for the Study of Journalism.

Digital transition

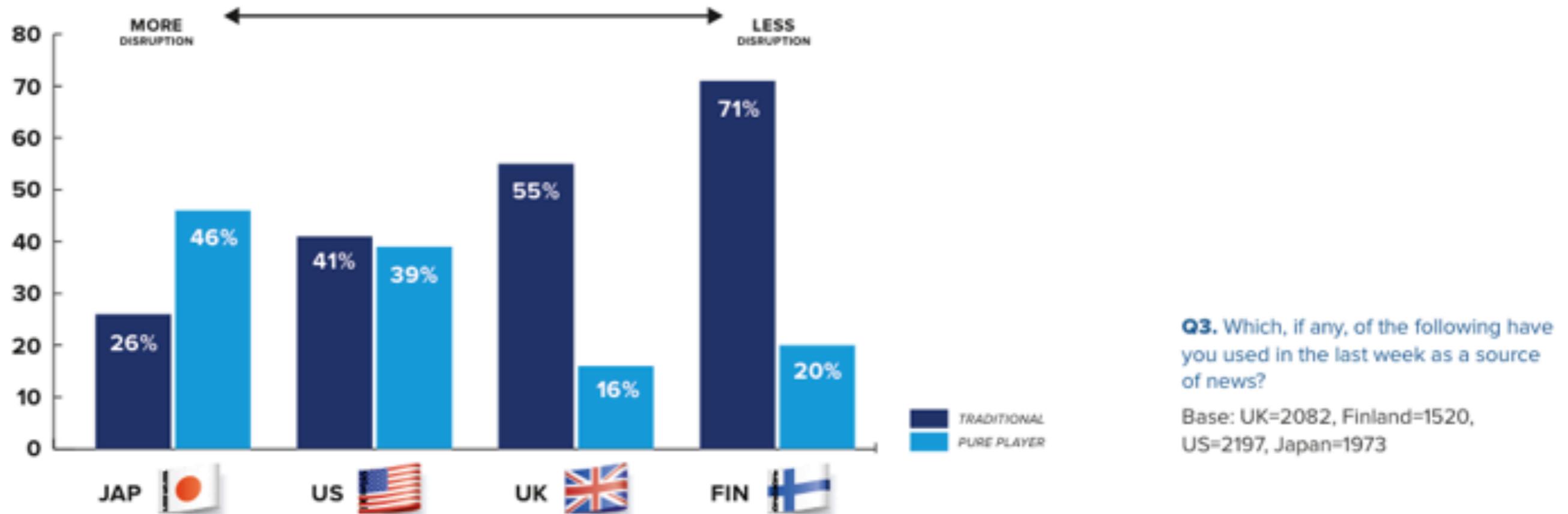
- > Digital transition: the shift to publishing content on digital platforms, for example, the shift in newspapers from print to digital media
- > The digital transition is increasingly concentrated on the mobile platforms, such as smart phones and tablet computers

The Japanese context

- > Japan is globally one of the most important media markets with the world's largest daily newspapers circulation-wise
- > The proliferation of new uses for digital technologies has not been as extensive in the Japanese media industry as has been assumed

Brand websites and pure players

TRADITIONAL BRAND WEBSITES VS PURE PLAYERS AND AGGREGATORS – SELECTED COUNTRIES



Newman, Nic and Levy, David (2014). *Reuters Institute digital news report 2014: Tracking the future of news*. Oxford, UK: Reuters Institute for the Study of Journalism.

Digital transition in Japanese newspapers

> A qualitative interview study carried out in six major Japanese newspapers: *Yomiuri Shimbun*, *Asahi Shimbun*, *Sankei Shimbun*, *Mainichi Shimbun*, *Nikkei* and *Chunichi Shimbun*

Villi, Mikko and Hayashi, Kaori (2015) 'The Mission is to Keep this Industry Intact': Digital Transition in the Japanese Newspaper Industry. *Journalism Studies*, first published online.

Conservative attitude toward the digital transition

- > “The newspaper industry is a dinosaur, how do you say, not so flexible.”
- > “Our strategy is to protect our paper first (...) we have to keep our credibility and also our printed media. And then, if situation goes worse, we have to make some effort.”

Protecting the printed paper

- > The current model in Japan concentrates on maintaining the print newspaper business as intact as possible
- > The newspapers want to lure readers by producing digital content, but at the same time they make the digital versions less attractive
- > The digital editions are considered *supplementary* and *the print reader is the premise*

Mobile service is supplementary

> In many ways, the mobile service is supplementary. It's a supplement to the print. And the basic idea is that all the readers read the printed newspaper. And then, sometimes they use also the mobile. It's not the other way around.

Senbaiten

- > The senbaiten shops have played a pivotal role in boosting the circulation of newspapers in Japan
- > The newspapers do not want to make the senbaiten feel afraid that they will become redundant, “misunderstand that the newspaper is going digital”

Senbaiten



Wrong approach?

- > For the Japanese newspapers, the most essential strategy in coping with the digital transition is protecting the printed paper and treating the digital/mobile platforms as supplementary
- > The appreciation and trust in the print platform by the top-management contradicts with the highly active mobile and digital media use of the younger generations in Japan

Social transition

- > The consumption of media content has gone from being an individual activity to one where audience members have the opportunity to interact with others
- > Legacy media companies can outsource the platform operations to commercial, "social-first" companies, such as Facebook

Fear of social media companies

”Fear. For instance, the newspaper companies, feel fear against Facebook and, something like that. I think.. until now, we compete with each media, each newspaper. We think, that our big rival is Asahi Newspaper or Yomiuri Newspaper. But recently the situation has been changed. (...) We have to think, the strategy against.. Facebook. And Google+ and Yahoo.”

The importance of the offline audience

- > Audience engagement is less about “running around on the net and in social media”
- > A common view in the Finnish interviews was that the printed newspaper can stimulate a more passionate and personal relationship with the newspaper than its digital editions