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Paper Title:

Convergent Divergence - Cross-Disciplinary Viewpoint on Media Convergence

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ABSTRACT

The aim of this paper is to introduce the key-findings of the book entitled “Convergent Divergence – Cross-Disciplinary Viewpoint on Media Convergence” during the EMMA 2013 conference [1]. Each of the submitted book chapters will be examined on the key-issues of convergence compiled to a conference presentation.

Media Convergence happens on many levels and each of them implicates specific challenges and priorities. Within the scope of this work, we focus on end-to-end convergence on various levels: managerial, information systems, and end-consumers level. The presentation will especially shed light into the complexity of the topic. The implementations of convergence strategies can only succeed when they take into account the expectations and aspirations of every actor with a stake in the enterprise, including content producers. Managers unanimously agree on the importance of human resources management within the implementation process. This consideration implies that convergence is more than an economic opportunity and needs to be understood as well as a focus of editorial strategy. Convergence is often discussed at a rhetorical and political level. But how does convergence actually happen, and does convergence lead to divergence? Media industry understands convergence in ways that differ from the perceptions of consumers, who are clearly diverging in the ways they consume media. Media managers are faced with the need to satisfy users’ expectations and also undertake convergence as an industrial strategy to achieve economies of scope & scale. Another challenge lies in the development of information systems in media industries that support convergence. Do these also lead to divergence? Does blurring the boundaries between the various distribution platforms let media diverge from the consumer’s point of view? This book will encourage an active discussion around this theme, taking multiple viewpoints into account: a content creator perspective (journalistic or artistic), an information system perspective, the consumer’s expectations, management and technological challenges, as well as market dynamics. In conclusion, can all the challenges of convergence be solved, or does convergence lead to further divergence.

References

[1] Artur Lugmayr, Cinzia Dal Zotto, and Gregory Ferrell Lowe (edts). Convergent-Divergence – Cross-Disciplinary Viewpoint on Media Convergence. Springer-Verlag. To be published in 2013