

# **New Roles for Media in the Digital Meanings Society 2030**



**The project anticipates new roles and functions for media in the emerging societal structure we call the Digital Meanings Society.**

**The project probes, by applying foresight methods, new business models, products, services and societal functions for media in 2030. Emerging lifestyles, new production modes, technologies and power shifts are being highlighted.**

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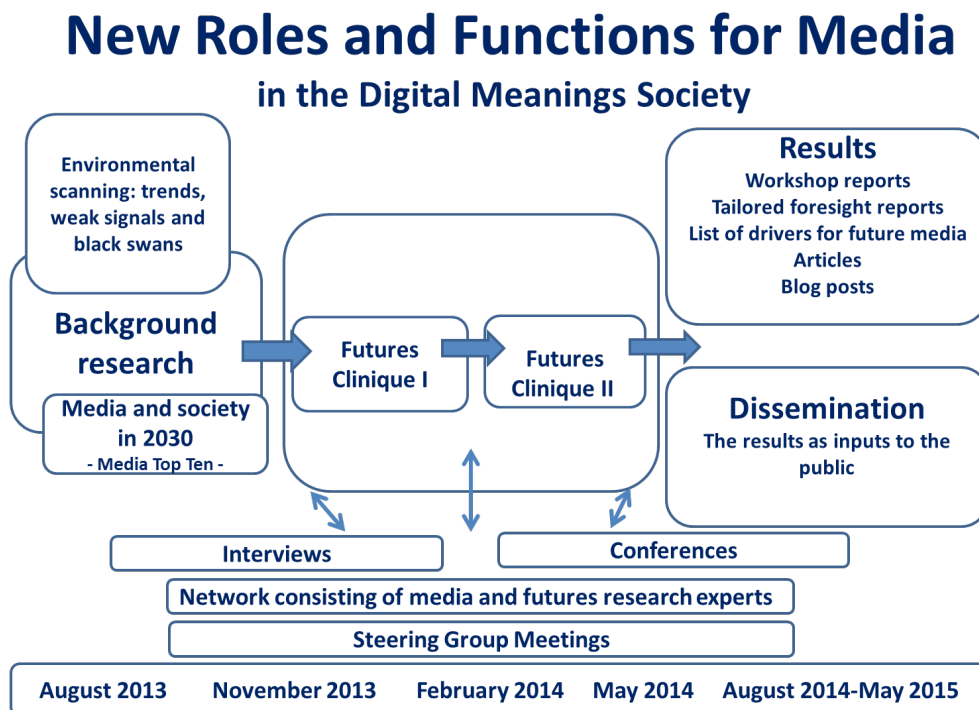
## The rationale and goals of the project

The starting point for our research is the paradox that although media has an increasingly prominent and penetrating role in society, commercial media is struggling for its existence. In the age of the ubiquitous internet, new prosumeristic lifestyles and deeply networked economy, society is increasingly dependent on digital-native media. Information and media contents are abundant, very inexpensive and often free. We might be living a golden age of media, at least from the consumer viewpoint.

We assume that in future, economy and society are built on open information ecosystems, principles of open source, high-quality niche contents, resource scarcity, and power stemming from the grassroots. Search for meaningfulness is an increasingly important motivation behind individuals' actions. Media could have a pivotal role in this kind of society. However, media has to be "reinvented" to fit the emerging situation.

The research seeks answers to the question of how media could benefit from this state of affairs. The question of new power relations is also tackled. In a deeply networked society, individuals and their joint ventures have more power than ever. At the same time, however, new businesses, especially those of the Silicon Valley, spread their values and interests all around the globe. A new mode of production with related values could thus be arising. What could this new "Fordism" look like?

The first phase of the research is carried out as a background research which outlines the basic principles of the new relations between media, economy and society. Some of the most interesting trends, weak signals and black swans concerning media and society are also covered. Insights and results thus gained are then worked out further in two Futures Cliniques. In these futures workshops, media and corporate actors probe the shared futures of media, society and businesses by 2030.



**We invite you to participate – as a sponsor or as an expert.**  
**If interested, please contact us!**

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