

# EVA RAPORTTI

## " Quo vadis media?"

### ENGLISH SUMMARY

**Hannu Olkinuora's EVA Report Quo vadis media? was published on Thursday, 18 May. In his report, Olkinuora discusses the fascinating world of the media: how and what does the media audience consume, how does the media answer challenges from fragmentation of information and the audience, the increasing significance of entertainment value and the breakthrough of the Internet.**

Does the media and its makers accept responsibility for what they offer? Do they accept responsibility for their audience? The original mission of the media was to better the world. It probably succeeded in its mission, too, but when society believes that the power of the media is so strong that it attributes almost everything, good and bad, to it, there is reason to ask can the media better the world anymore?

The original mission of the media was to better the world. It probably did succeed in its mission, but when society believes that the power of the media is so strong that it attributes almost everything, good and bad, to it, there is reason to examine what lies in the future of the media. Can it better the world anymore?

Exercising freedom of speech has become an industry that covers entertainment and information alike. In Finland, the communications industry accounts for roughly 3 % of the GDP. Mass communications is a business and media companies have to win over their audiences every day, be it buying evening papers or choosing what to watch on TV or listen to on the radio.

Society is becoming more individualist and the audience expects the media to provide services tailored to personal needs and preferences. Moreover, people lead increasingly hectic lives and plan their time ever more carefully, but still spend a growing amount of time with the media. The media is stepping up its offerings accordingly. It is becoming progressively fragmented and its uses are increasingly diverse.

The media is increasingly entertaining and, thanks to the Internet, interactive. As it evolves, it occupies a growing share of people's daily lives. And it is indeed bettering the world-, when it wants to.

Hannu Olkinuora's report discusses the future of the media from the standpoint of its audience and also itself.