# Emerging Technologies and the Future of the Media. Adoption Strategies as seen by German Media Job Vacancies

## Abstract

*Media is seen as a technology-driven industry. Technological innovations have always shaped development of media innovations (Broich, 2015: 238). The phenomenon of digitalisation, which has influenced and changed the media industry for a quarter of a century, is primarily technology driven (Godefroid and Kühnle, 2018). Against the background of latest developments in the area of so-called emerging technologies (Big Data, Artificial Intelligence, Machine Learning, etc.), it can be assumed (Napoli, 2014; Dörr, 2016; Gräfe, 2016) that the challenges for media corporations (in terms of being prepared for the future in the area of their business models and their value chains) are becoming even greater. The areas of creation, production, and marketing/sales (the core value creation stages of mass media) are particularly affected by these changes (Zydorek 2018).*

*At the same time, technology represents an opportunity for differentiation. This perspective is closely linked to the paradigm of 'technology push' which has a long tradition in economics and goes back to Schumpeter and his concept of creative destruction (Häußling, 2014: 76). Following this paradigm technological progress triggers product and process innovation (Dolata, 2009: 1066; Perl, 2007: 41). We assume that emerging technologies could serve as an enabler for (further) development of media companies as they provide companies potential competitive advantages. Hence, we would expect that adoption of emerging technologies in media industry is likely.*

*Therefore, our project examines the relevance in particular of emerging technologies in consideration and behaviour of media companies. Based on Rogers' model of innovation diffusion (Rogers 2003) we analyse whether knowledge and decision-making regarding emerging technologies is evident in media industry. The goal of the article is to conclude on the future of media corporations by analysing their current behaviour. In this particular case, we will analyse the job descriptions within recruitment advertisements and job vacancies by German media companies published on all leading German online job platforms (e.g. stepstone.de, monster.de, indeed.de, xing.de) in the fourth quarter 2019 (October to December). Among other things, we will examine the corresponding positions (job roles and titles), the tasks and responsibilities (job description) assigned to the positions as well as the requirements and qualifications formulated for these positions (skills profiles) for terms and references to the so-called emerging technologies. In addition to the current behaviour in the sense of an adoption of Emerging Technologies (media companies advertise such positions, formulate corresponding roles and tasks, and demand appropriate competences, even in other working areas and roles, conclusions on future developments in value chains and business models of media companies could (according to our expectation) be derived.*

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**Abstract topic:** Strategic Management

**Keywords:** strategic management, emerging technologies, technology adoption, human resource management, future strategies