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Product Portfolio Development Strategies In The Light Of Technological Changes On Polish Media Market - a Breakthrough of the First the Second Decade of the Twenty-First Century.

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Keywords:

strategies, offer, media, mobile, Poland,

Abstract:

The thesis is focused on the following questions: how media companies are managing the process of development of product portfolio (the offer) in terms of technological shift (increase of popularity of new categories of media consumption devices); what determines shape of strategies and what are implications for market position of specific companies.

Analysis is focused on the shape of processes of product portfolio development by adding to them products dedicated for mobile devices: mobile optimized websites and mobile applications. Strategies developed by specific companies were described in the case studies. There are sixteen case studies, with division to media market sectors: internet portals: Onet.pl, Wirtualna Polska, Gazeta.pl, Interia.pl, O2.pl, tv broadcasters: TVN, Polsat, TVP; print press publishers: Agora S.A., Ringier Axel Springer Polska, Gremi Media, Infor; radio broadcasters: Polskie Radio, RMF, Radio Zet. Besides case studies, eleven interviews were conducted with the managers responsible for shaping product portfolio development strategies in polish media companies.