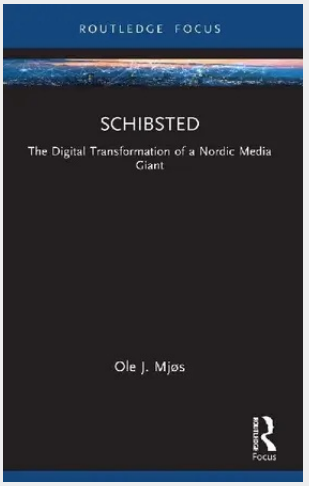
Mjøs

Schibsted

The Digital Transformation of a Nordic Media Giant



This is the first book of its kind to examine Schibsted, one of the largest traditional media and newspaper companies in the Nordic region, which is today considered a regional and international digital media pioneer. The book examines the rise and role of Schibsted - an early mover and proactive media company in terms of technology adoption, digitization, and online expansion - in its home region, along with its major international ventures. The book focuses on its position in the Nordic digital media landscape, one of the world's most digitally mature media markets and most digitally networked region, which is today influenced by fierce competition from expanding global internet giants and platform infrastructure. Drawing on a wealth of sources, including original interviews with senior Schibsted executives, which allow unprecedented insight into the company, the book also details its digital expansion internationally, and particularly its pioneering role as originator of the world's largest online classified advertising company. This book will be of interest to students and scholars of global media and communication studies, particularly those specializing in international communication and media industries in a global context.

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