

Abstract

At the start of 2008, the Finnish financial daily Taloussanomat made history by being the first quality newspaper in Europe to abandon its print edition and move completely online. It is also the first major newspaper in Europe to go through the transformation from the print to the online-only operation.

This qualitative case study explored the emerging online-only newspaper model and transformation from print to the web based operation in the context of Taloussanomat. The research data for the study was collected from the interviews, observations and relevant documents.

Results of this study might have some implications to the newspapers who consider abandoning their print editions. For example, Taloussanomat was able to achieve substantial cost savings by closing down its print version at the end of the year 2007. At the same time it lost 75 percent of its advertising income meaning that after 9 months of operating on the online-only basis it is still making loss.

The results of this case study show that adaptation of online-only newspaper model has implications to the cost structure; readership; content and journalistic work. The study found that the site visitor numbers are important factor for online-only newspapers and this emergent "clicking culture" has an impact on the content and journalistic work.

Additionally, this study shows that although there is a clear need and pressure to change work patterns in the newsroom, a large proportion of journalists are still working in exactly same way as they were working on the print edition.