

Special Issue

From Clicks to Coins: The Evolution of Media Business Models

Message from the Guest Editor

The media industry is undergoing dramatic changes with changes in revenue models. News media in particular encounter challenges with high cost of production and dwindling revenues. While the direct payment and subscription models work for some media and specific content services, many still rely on indirect payment such as advertising and sponsorship. Commercial business models dominate while non-profit or government support models are on the decline. The growth in social media platforms and content formats give rise to new content genres and new media content suppliers such as social media content creators. Cutting costs and relying on voluntary labor are trends that may threaten the integrity and quality of media content. Funding of media start-ups and existing media organizations can have different models. Yet all media business models must be sustainable in the long run. This Special Issue addresses the important question of how media can survive in this highly fragmented and competitive media environment and welcome new theories and concepts that help guide the development of media business models.

Guest Editor

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Deadline for manuscript submissions

30 December 2026



Journalism and Media

an Open Access Journal
by MDPI

Impact Factor 2.5
CiteScore 3.2



mdpi.com/si/274170

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