

## **Content Diversity in a Multi-platform Context**

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This paper is borne out of initial findings from a study of media content being undertaken as part of a larger three year ESRC funded project ‘Multi-platform media and the digital challenge’ being embarked upon within the Centre for Cultural Policy Research (CCPR) at the University of Glasgow (The study commenced in July 2012 and is led by Gillian Doyle (Principal Investigator), Co-Investigator Philip Schlesinger and Research Associate Katherine Champion). Focusing on the nature and spread of content for selected media products and service propositions, the paper investigates the composition of media output from a selection of key case study media organisations. A comparative multi-sector approach is adopted to investigate empirically how embracing a multi-platform outlook is affecting the nature content outputs. This paper presents initial findings from the first of three phases of content analysis across eight case study media organizations namely: the BBC, STV, MTV, The Financial Times, The Telegraph, Elle UK, T3 and NME. It reflects both on the implications of the initial findings and choice of methodological tools. It is suggested that factors including choice of payment model, target audience, content rights ownership and company strategy may influence the volume, balance and diversity of content. There are, however, a number of methodological challenges related to the study which are reflected on in the paper.

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