

# Abstract

This dissertation examines how the digitalisation of the journalism has impacted the industry, redesigning a new digital environment in which the convergence of media has challenged established hierarchies and profoundly impacted on both firms and consumers. By analysing the Financial Times, this thesis provides a better understanding of how a firm has adapted to a constantly moving environment and how it has altered its business model to cope with the challenges of the digital economy. This dissertation is based on two scopes. On the one side, a contextual scope which is focussed on the media convergence and analyses three main factors, the speed of consumption, the digital culture and the challenge of content ownership. On the opposite side, a business strategic scope which studies how the Financial Times has dealt with the challenges of the digital age. The major research strategy is a case study of the FT following a social constructivism epistemology. This strategy allows the researcher, from an inner perspective, to understand the interactions within the firm, the development of new capabilities and the context where the case interacts. This study utilises interviews to FT's key members as a primary source of data, complementing it with secondary sources such as documents or archives, to enrich the research. The analysing process is based on an analytic strategy in which the researcher examine and recombine evidences to address patterns and factors that explain how the FT has adapted to a digital economy. Overall, the aim of this dissertation is construct a framework which explains how established firms like the Financial Times have adjusted and modified its business model in order to face the challenges of the media convergence.