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DECLINE OF OLD AND NEW MEDIA EXPANSION WITHIN THE EVOLUTION OF THE
INFORMATION SOCIETY

Summary/

One of the many problems of information society development is the way of benefitting from access to information, knowledge, and the rate of digital medial 'revolution' which simplifies the access mentioned. From the perspective of medial enterprises, especially their strategy of expansion, mass migration of customers from the so-called 'old media' to the 'new media' is crucial. The marasmus of traditional mass media, such as television, press and radio in the traditional form, turns out to be an evolutionary phenomenon rather than revolutionary and more complex phenomenon than cursory observations of dynamical, technological changes would suggest.