Common using of new media is supposed to make participation in economy based on knowledge easier. It is said to help in management of economic activities in macro scale (e.g. management of production, commerce, distribution, marketing), micro scale and in functioning on labor market. However, these assumptions are not confirmed unequivocally by empirical analyses. Substantial digital divide show access of a new character of intellectual capital in different aspects. Mostly, benefits from new media, are drown by the people who have better social and material status, are better educated and relatively higher qualified. Society and economy of knowledge Has gained a new division on "connected " and "unplugged" to the richest source of knowledge and information, that new media have becom". 