Kirch case, a paradigm of our time
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Kirch group bankruptcy constitutes one of the most paradigmatic examples of the turbulences and contradictions that characterize the economic order transition that emerged from the industrial revolution. We are facing a clear example of a Schumpeterian process of destructive creation in which three dialectical tensions, distinctive of this millennium converge and overlap.

First of all, there is tension between what is global and local. The Kirch group is an evident exponent of the new global capitalism. But this doesn’t prevent the reactions that triggered its crisis reflect local interests (with Stoiber, the Chancellor candidate playing the Bavarian card).

Secondly, there is the tension between the past and the future. There is an obvious break with the so-called "Germany Inc.", a Japanese style corporativist of capitalism, which, at least until today, seemed to be innate to Germany. This model is now wearing away because of the limited interest among German taxpayers in saving national companies at the expense of their taxes. Even when one of these companies is The Kirch group.

Finally, there is tension between nationalism and globalisation. The fact that the potential candidates to take over the remains of the communication holding are an Australian with US nationality, Murdoch and an Italian, Silvio Berlusconi, who at the same time is the Prime Minister of that country, makes it difficult for German pride to digest.

To these contradictions we must add two aspects that condition the current media sector. On the one hand, the media have become strategic in the new Information Society. On the other hand, its changing role doesn’t excuse them, but rather forces them to have financially viable business models.