



# Where We Are Going

How convergence is changing the media landscape

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WHERE WE ARE GOING



# Consuming Media

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People are consuming media in different ways.

Over the last four years, overall internet penetration rose from 58% of all adult Americans to 70%. Home broadband penetration grew from 20 million people (or 10% of adult Americans) to 74 million people (37% of adult Americans).

# Consuming Media

- For broadband internet users, online news is a more regular part of the daily news diet than is the local paper; it is nearly as much of a daily habit as is getting news from national TV newscasts and radio.
- Online experience is responsible for another 25% of the growth in daily online news consumption. Internet users, as they gain tenure online, are increasingly comfortable with the idea that they can consume news online.
- For younger home high-speed internet users, certain news gathering habits, namely reading a local daily newspaper and to a lesser extent watching local and national TV news, are not being formed.

**Attitudes of US Internet Users toward Digital Entertainment, by Age, October 2007 (% of respondents\*)**

	Millennials (13-24)	Generation X (25-41)	Boomers (42-60)	Matures (61-74)	Totals
My computer has become more of an entertainment device than my TV	80%	74%	64%	51%	69%
I would like to easily connect my TV to the Internet so that I can view videos, downloaded content or anything that I have on my PC	71%	66%	49%	35%	58%
I use my cellphone as an entertainment device	62%	57%	47%	4%	36%
I am increasingly making my own entertainment through editing my own photos, videos and/or music	69%	62%	45%	30%	54%
With all the technology available, I actually consider myself to be a "broadcaster" of my own media	46%	38%	23%	1%	28%

Note: n=2,081; \*those agreeing strongly/somewhat  
 Source: Deloitte Development and Harrison Group, "The State of the Media Democracy Second Edition," provided to eMarketer, January 2008

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www.eMarketer.com

**"Convergence" is the key. The future of video is online**

**Mobile technology will improve to catch up to the consumer**

**The consumer as a "publisher/programmer" is a fundamental shift from the "one to many" conversation to a "many to many" conversation.**

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STOP THE PRESSES BY STEVE OUTING

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**Life Without the Print Edition**  
*I stopped getting the print edition of my local newspaper this month. I'm a bit behind some of my New Media brethren, but I still feel a bit guilty about this. Why did I do this?*  
By Steve Outing

**NEW YORK** (April 01, 2008) -- I stopped getting the print edition of my local newspaper this month. Among my new-media expert colleagues, I'm behind the curve with that move; many gave up the print habit long ago. But compared to the general population, I'm still

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CHICAGO U.S. daily newspapers shrank their journalists in the past year, a 4.4% workforce cut, the biggest year-over-year cut in ranks since the American Newspaper Editors (ASNE) began conducting surveys 75 years ago.

ASNE said 52,600 people work full-time in daily newsrooms -- a number that has not been that high since the 1950s.

Among those leaving dailies in the past year were 1,200 fewer journalists of color than worked in newsrooms in 2006.

ASNE Survey: Over Last Year, Daily Newsrooms By Biggest Margin In

By Mark Fitzgerald

Published: April 13, 2008 6:00 PM ET

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## What does “convergence” mean?

1. Creation (multi-media stories; print-online; production)
2. Distribution (print; mobile; online; broadcast)
3. Consumption (blurring between reader & publisher)

“...where old and new media collide, where grassroots and corporate media intersect, where the power of the media producer and the power of the media consumer interact in unpredictable ways.”

Henry Jenkins, “Convergence Culture”

# Reader Power

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## Reader Power

- Readers elevated from letters pages to micro-publishers.
- Bloggers are mini-media owners earning online ad revenue
- Social Media consumers consider themselves publishers, not consumers

## But what does that all mean?

- In a global context, the advance of the digital age is making media creation & production cheaper, easier and more accessible.
- But it also means that media increasingly no longer have a monopoly on publishing.
- We are moving from a “one to many” distribution to a “many to many” conversation

# The Evolution of Media

## Then

## Now/Future

Passive Audience

Active Audience

Interruption of Content

Integration with Content

Contextual

Behavioral

Brand as Publisher

Community as Publisher

"Audience"

Hive

Buying

Arbitrage

Sample

Census

## How Traditional Media is Adapting

- Traditional media outlets are creating New Media departments with a full web desk in the newsroom, web designers, programmers and their own sales team.
- Print journalists and on-air talent are required to write stories for the web.
- Web stories are published for the Internet user, not a TV audience
- Web deadlines are “right now”.
- Content online must be fresh for the Internet “prime time” hours
- Broadcast newsrooms had to adjust—deadlines are not for the 5p or 10p news, they are constant.
- News breaks online first...that’s a change from breaking news on air.

## How Traditional Media is Adapting

- Content can continually expand. A story can be published online with very little information and then expanded upon as the story develops.
- The kind of content we produce is growing...more images, video and external links.
- We aggregate content from other news sources
- Adding user feedback, commentary and submissions
- Reaching out to bloggers with RSS feeds and blogger forums
- Syndicating content to national sites, YouTube, and blogs

If you think “online” is the future of media

You are already way behind the times.