



TRANSFORMATION 2.0

An Introduction to INMA World Congress

Presented 11 May 2015
Earl J. Wilkinson, CEO, INMA

**2 ENDS
OF A ROPE,
BURNING
TOWARD
EACH
OTHER**



2 ENDS OF A ROPE, burning toward each other

Legacy

The New York Times
O GLOBO J 중앙일보
hindustantimes
Le Monde theguardian
Clarín EL TIEMPO
The Washington Post

Digital

 THE HUFFINGTON POST
VOX 
MEDIA
VICE BUSINESS INSIDER
SAY" COMPLEX MEDIA
BuzzFeed  Demand Media

2 ENDS OF A ROPE, burning toward each other

Legacy

Print-digital synergies
Cash flow
Good profit, low cap
Workforce: 40s/50s
Journalism as an end
Decisions from heart
Skeptical of free content
Do what's right
High-quality editorial environment

Digital

Digital
Venture capital
Bad profit, high cap
Workforce: 20s/30s
Journalism as means to end
Decisions from analytics
Skeptical of paid content
Disrupt legacy media
Medium-quality editorial environment

Inexorable TRENDS

for media and advertising

Reach

Print/broadcast

Reach

Bulk impression

Big tickets

Brand/image

Volume-based

Inefficient ad buy

Advantage: publisher



Each

Web/mobile/keyword

Precision

Limited impressions

Small tickets

Transactional

Response-based

Efficient ad buy

Advantage: advertiser

TECHNOLOGY TRENDS

TECHNOLOGY TRENDS

for news publishers

Connectivity

Power shifts to consumers:
wearables, connected cars, smarter TV units, mobile

Personal data center

Connecting wearables, cars, homes, Big Data, big impact on advertising + couponing

Access vs. ownership

Renting overtaking owning from real estate to cars to cable TV to content (good for subscriptions)

Proliferation of screens as devices proliferate

Screens trying to do too much:
sorting out what consumers want to do with each screen

What TECHNOLOGY TRENDS mean for you

Mobility

Unhinging from desktop, TV, home: **media** more out-of-home experience

Simplifying

Drowning in information, **role of media** simplifying, clarifying, signal amid noise

Subscriptions

Mindsets shifting: **bad for iTunes,** good for Spotify and Netflix

TRANSFORMATION



Why do we need to **TRANSFORM**?

Sharing ideas. Inspiring change.

Trends point us in one direction: digital

Consumer ecosystems going digital

Readers: print > desktop > tablet > smartphone

Advertisers chase readers wherever they go

Balancing act of print: differentiator, legacy platform



Our grand TRANSFORMATION

Sharing ideas. Inspiring change.

Unlearning exclusivity of print economics

Ramping up learning of digital economics

Identifying synergies between print and digital

Downsizing workforces, legacy costs with low ROI

The point: a lot of crucial bandwidth spent on transitional issues

I believe that in the year ahead, the biggest opportunity for news publishers is to adapt themselves to embrace the digital world and to harness the power of **digi-print** — which is to leverage the reach of print with the interactivity and the impact of digital.

Rajiv Verma, CEO, HT Media

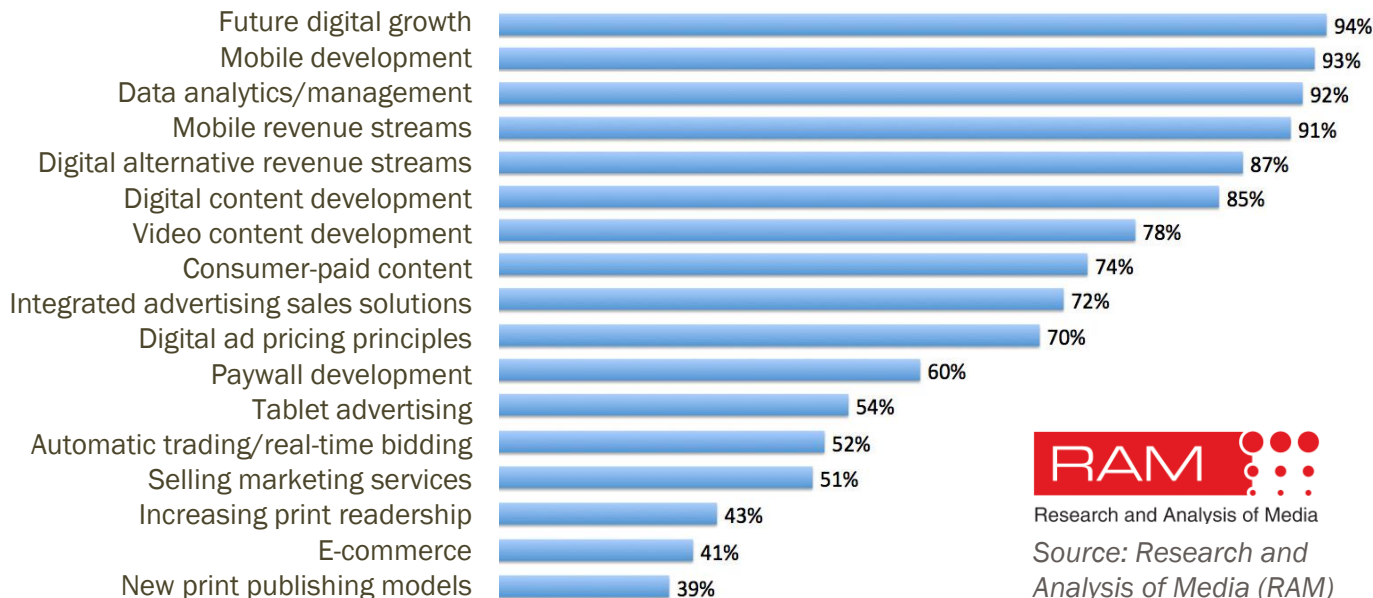


PRIORITIES

The background of the slide is a dark, atmospheric scene. It features a silhouette of a person in a business suit, seen from behind, holding a black umbrella. The person is standing in what appears to be rain, with faint, vertical streaks of light suggesting falling water. The background is filled with a dense, vertical stream of white and red alphanumeric characters, reminiscent of a digital rain or data stream. The overall mood is contemplative and tech-oriented.

Media company PRIORITIES in year ahead

“Absolutely crucial”
+ “very important”
issues of INMA
World Congress
attendees, May
2015



Research and Analysis of Media

Source: Research and
Analysis of Media (RAM)

Media company **PRIORITIES** in year ahead

“Very crucial
responses”

Growth in
importance

Data/analytics management



Mobile revenue streams

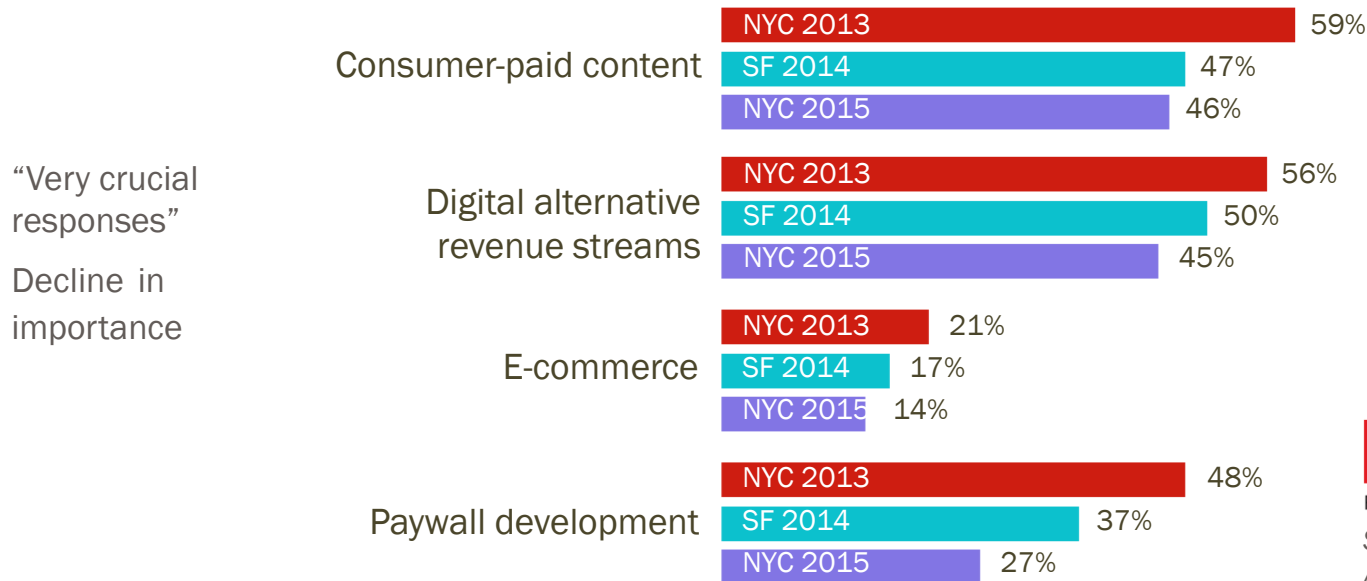


Research and Analysis of Media

Source: Research and
Analysis of Media (RAM)

Media company

PRIORITIES in year ahead



What we will learn **TODAY**

Future of news

Transforming print media

Delivering on marketer expectations

Paid content next

Big Data 2.0

Programmatic



What we will learn **TOMORROW**

Washington Post 2.0

What innovation looks like

Mobile: culture and reality

Re-imagined newsroom

Rapid product development

All in perspective





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