MAGNIFICAT!

THE REBIRTH OF MAGAZINE MEDIA

SEÑOR@INNOVATION.MEDIA, MAGNIFY, OCTOBER, 2018
MAGAZINES ARE NOT DEAD...
FAR FROM IT — THIS IS A MAGNIFICAT MOMENT
They are undergoing a critical moment of transformation and rebirth by transforming their business models.
WHILE STAYING TRUE TO THEIR CORE FUNCTION AND PURPOSE
SO MAGAZINES ARE NOT DEAD, BUT THIS DEPENDS ON YOUR BUSINESS MODEL
THE NEW BUSINESS MODEL(S) ARE HELPING MAGS TO SURVIVE AND THRIVE AND RETURN TO MASSIVE PROFITABILITY AND HIGH MARGINS
As we get past consolidation and digital fraud; the adaptable have come through stronger, more stable and more engaging than ever before.
FOR ADVERTISER IT IS ALSO A MAGNIFICAT MOMENT — GONE ARE THE DAYS OF BUYING SPACE — WELCOME TO REINVENTING TOGETHER
...WELCOME TO REINVENTING THE MAGAZINE EXPERIENCE TOGETHER WITH PUBLISHERS
EVERY YEAR SINCE 2010, WE HAVE GIVEN YOU THE INNOVATIONS THAT WILL MAKE A DIFFERENCE IN YOUR FUTURE
GET YOUR HANDS ON INNOVATION
THE BOOK

THE BEST, MOST SUCCESSFUL MEDIA INNOVATIONS IN THE WORLD
BASED ON 12 MONTHS OF RESEARCH AND OUR GLOBAL MEDIA CONSULTING EXPERIENCE
YOU KNOW YOUR COMPANY
WE KNOW THE INDUSTRY
WE DISRUPT DISRUPTION
WE PUNCTURE HYPE
WE ORGANISE CHAOS
1. MONETISATION
2. DISTRIBUTED CONTENT
## 3. Eleven Business Models

<table>
<thead>
<tr>
<th>Business Model</th>
<th>Client Focus</th>
<th>Income Collection</th>
<th>Income Potential</th>
<th>Transaction Costs</th>
<th>Profit Potential</th>
<th>Requirements</th>
<th>Risks</th>
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4. MEDIA TECH
5. PRINT INNOVATION
WE NEED TO TALK ABOUT OUR ORIGINAL SIN
ORIGINAL SIN
‘FREE TODAY, WILL PAY OFF TOMORROW’
HOW DO WE FIND REDEMPTION FROM OUR ORIGINAL SIN
What is the single most important innovation to succeed in the digital age today?
YOU MUST MIGRATE FROM AD REVENUE TO READER REVENUE
IF IN 2018 YOU ARE NOT CHARGING FOR DIGITAL CONTENT, YOU SHOULD NOT BE IN PUBLISHING, LET ALONE JOURNALISM
IF IN 2018 YOU ARE NOT ASKING READERS FOR THEIR DATA OR THEIR DOLLARS,

IT'S GAME OVER
NEWS MEDIA MEDIA BUILT AND DEPENDANT ON A DISPLAY AD MODEL ARE IN SERIOUS TROUBLE AND VULNERABLE
DIGITAL PURE PLAYERS ARE NOT LOOKING THAT PURE AFTER ALL
MASHABLE LAYOFFS
BUZZFEED PROFIT WARNINGS
SALON BELLY UP
HUFFINGTON POST VALUATION?
EVERYTHING THAT GENERATES VALUE SHOULD GENERATE REVENUE
“ACTUALLY I THINK WE ARE AT THE CORNER OF PEOPLE REALISING THAT IF YOU WANT QUALITY JOURNALISM, YOU HAVE TO PAY FOR IT AND YOU HAVE TO SEEK IT OUT.”

— GQ EDITOR DYLAN JONES
“50% of adults in developed countries will have at least two online-only media subscriptions by the end of 2018”

— A 2017 Deloitte study
By the end of 2020, that number will double to four subscriptions.

— A 2017 Deloitte Study
READER REVENUE SHOULD BE AT LEAST 40 PERCENT OF YOUR DIGITAL REVENUE MODEL
BUT THERE IS A BIG PROBLEM, WE ARE ASKING THE WRONG QUESTION — HOW TO CHARGE; RATHER THAN DO I HAVE SOMETHING WORTH PAYING FOR?
YOU CAN'T JUST CLOSE DOORS THAT HAVE BEEN OPEN FOR 20 YEARS WITHOUT A DIFFERENT CONTENT PROPOSITION? IT IS ALL ABOUT THE JOURNALISM NOT THE PAYMENT MECHANISM
WHAT CONTENT TRIGGERS A SUBSCRIPTION?
HARD PAYWALL, METRED, FREEMIUM?

WHY CHOOSE? FUTURE IS: DYNAMIC PAYWALLS
SCHIBSTED uses reader behaviour data to predict which types of readers are most likely to respond positively to a subscription offer.
SCHIBSTED USES READER BEHAVIOUR DATA TO PREDICT WHICH TYPES OF READERS ARE MOST LIKELY TO RESPOND POSITIVELY TO A SUBSCRIPTION OFFER
SCHIBSTED HAS SUCCESSFULLY IDENTIFIED TYPES OF READERS WHO ARE 3-5X MORE LIKELY THAN THE AVERAGE READER TO BUY A SUBSCRIPTION
THE SALES STAFF TARGETED THESE REGISTERED USERS ON FACEBOOK WITH BESPOKE SUBSCRIPTION OFFERS AND GOT A 22% INCREASE IN SUCCESSFUL PITCHES
2. DISTRIBUTED CONTENT
It’s finally time to end the Facebook addiction.

After the so-called “Facebook Apocalypse”, media companies will actually be better off in the long term.

PressGazette Campaign

DUOPOLY

STOP Google and Facebook destroying journalism
A DUOPOLY WE ARE FOOLISHLY FOMENTING AS WE SUCCUMB TO THEIR CHARM OFFENSIVE
REMEMBER, MONEY IS MADE WHERE THE ARTICLE IS VIEWED — THE REST ARE PROMISES OF FALSE PROPHETS
WE ARE LOSING MONEY
AND WE ARE LOSING TRUST
fakebook
“DEPENDENCE ON THE PLATFORM IS NOT JUST HARD ON THE BUSINESS — I THINK IT’S TERRIBLE FOR THE SOUL”

— FORMER NEW REPUBLIC EDITOR FRANKLIN FOER
“THE VALUES OF THE PLATFORMS SHAPE THE VALUES OF THE MEDIA OUTLETS THAT DEPEND ON THEM. MEDIA END UP EMBRACING THE ETHOS OF FACEBOOK”

— FORMER NEW REPUBLIC EDITOR FRANKLIN FOER
STOP PLAYING DEFENCE,
I AM TIRED OF THE OLD DUOPOLY
WHINGE
BEFORE FACEBOOK AND GOOGLE WE
HAD YAHOO AND AOL
TIME TO PLAY OFFENCE

TREAT YOUR SITE AS A DESTINATION
ONLY SERVE APPETISERS
LAST THING YOU NEED IS MORE VISITORS,
WHAT YOU NEED ARE PAYING CUSTOMERS
THERE IS ONE KEY METRIC THAT SHOULD ENTICE CONTENT CREATORS TO USE INSTAGRAM: ENGAGEMENT
ENGAGEMENT WITH BRANDS ON INSTAGRAM IS 10X HIGHER THAN FACEBOOK, 54X HIGHER THAN PINTEREST, AND 84X HIGHER THAN TWITTER — FORRESTER RESEARCH REPORT
Fifteen to 25% of the people who saw a link in an Instagram Story swiped up on it to visit the company’s site.

— A Marketing Land Survey.
“THEY [PUBLISHERS] SHOULD START PUTTING MORE EMPHASIS ON INSTAGRAM: LOOK AT IT LESS AS JUST A PHOTOS PLATFORM AND MORE OF A CONVERSION PLATFORM PLAY”

— SOCIALBAKERS CHAIRMAN AND FOUNDER JAN REZAB
# 3. ELEVEN BUSINESS MODELS

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FUNDAMENTAL PREMISES
TO BEGIN, IT IS IMPORTANT TO KEEP IN MIND THE FOCUS OF ALL MEDIA BUSINESSES:

THE VIRTUOUS CIRCLE FOR MEDIA BUSINESSES

Sustainability  Independence
Creativity  Revenues
Audience
“QUALITY AND PROFITABILITY GO HAND IN HAND”
JUST BEING A PUBLISHER IS NO LONGER ENOUGH
WE’VE BEEN SAYING IT FOR YEARS
ADVERTISING WON’T KEEP YOU ALIVE
SO MAGAZINES ARE NOT DEAD, BUT THIS DEPENDS ON YOUR BUSINESS MODEL
YOU SHOULD BE DEVELOPING AT LEAST 3 OUT OF THE 11 BUSINESS MODELS –

ONE IS A MUST: READER REVENUE
## C. PRODUCT AND CONTENT MATRIX

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Real journalism matters.

Basic Digital

$10 per 4 weeks

or $100 per year

Try 4 weeks for $1

- Unlimited access to washingtonpost.com on any device
- Unlimited access to all Washington Post apps

Premium Digital

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or $150 per year

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  - Access an exact page-by-page replica of the printed edition of the newspaper that you can read online and offline.

- NYT Crossword
  - Play the puzzles for free on any device. Enjoy 20 years of Crossword archives. Solve in minutes with our bite-sized mini puzzles.

- NYT Cooking
  - Access to the entire NYT Cooking recipe archive. Learn with our new-to-cooking guides, and build and organize your personal Recipe Box.

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GET ALL ACCESS PLUS

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  - Replica Edition
  - NYT Crossword
  - NYT Cooking

- Times Experiences
  - Engage directly through subscriber-only calls, chats and live streams with journalists and researchers, and enjoy special discounts and behind-the-scenes access.

- 2 bonus subscriptions
  - 2 complimentary All Access Plus subscriptions (new includes Crossword and Cooking) to plan to prepare.

- 1 bonus subscription
  - 1 complimentary All Access subscription (new includes Crossword and Cooking) to plan to prepare.

LIVE CHAT
Hi there, can I answer any questions about our subscription packages?
THE NEW YORKER BELONGS TO A RARE CLUB OF PUBLICATIONS WHOSE REVENUE FROM READERS EXCEEDS THAT OF ADVERTISERS
Today, readers contribute 65% of the revenue. Executives believe they can double the number of paying subscribers by 2023.
TOTAL PAID CIRCULATION ROSE 12.3% LAST YEAR TO 1.2 MILLION, EVEN AS THE SUBSCRIPTION PRICE GREW 20% TO $120 FOR A PRINT-DIGITAL BUNDLE.
YOU NEED SCALE, CUSTOMER-CENTRICITY AND A DISTINCTIVE VOICE
THE KEY QUESTION FOR ANY PUBLISHER TODAY IS WHAT CONTENT TRIGGERS A SUBSCRIPTION?
11 BUSINESS MODELS

N. 2
THE PUBLISHER
AS A
DATA BROKER
THE PUBLISHER AS A BITCOIN — BLOCKCHAIN BROKER
BITCOIN — BLOCKCHAIN BROKER
THE CASE OF HEART MEDIA IN SINGAPORE
FOCUS ON THE BLOCKCHAIN

ADITUS, the first luxury access platform for crypto-affluents. Powered by Smart Contracts and Blockchain technology.

Offering privacy, convenience, choice of cryptocurrencies to transact in and rewards;

And access to luxury merchants and high end services globally.

ADITUS, the first Token to attack this billion dollar market gap. Now traded on 6 exchanges.

CRYPTOINVESTOR.ASIA, Asia’s leading cryptocurrency news delivered on a daily basis.

Over 100,000 unique visitors / month.

High potential for growth in a vibrant ICO environment.
MARKETING TEAMS NEED TO DEMONSTRATE THE EFFECTIVENESS OF THEIR SPEND
FACEBOOK'S SUCCESS IS BASED ON ACCESS TO THE NICHES AND REALTIME DATA
Data misuse is not our friend.

Facebook is changing. We’re introducing more ways to give you control of your data. We’ve already begun by putting privacy shortcuts at the top of your News Feed, and letting you restrict how apps use your information.

Find out more: https://www.facebook.com/uk

facebook
BEAUTIFUL DESTINATIONS STARTED AS AN INSTAGRAM FEED
BEAUTIFUL DESTINATIONS’ ALGORITHM KNOWS WHICH SHOTS, FILTERS, CROPS AND SETTINGS PERFORM BEST
BEAUTIFUL DESTINATIONS NOW ADVISES AIRLINES, HOTEL CHAINS AND TOURIST BOARDS
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11 BUSINESS MODELS

N. 3
THE PUBLISHER AS A CLUB
Become a Guardian Supporter

Be part of the Guardian's future, by helping to secure it

Become a Supporter for £5 a month
LA NACION, ARGENTINA OFFERS CLUB LA NACION
CITY AM STOPS BEING A NEWSPAPER AND BECOMES A LIFESTYLE BRAND
“IT’S ASKING OUR READERS...TO HAVE A DIRECT RELATIONSHIP WITH OUR ADVERTISERS”

HARRY OWEN, COO, CITY AM
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AS A
RETAILER
...BUT WE SEE RETAILERS ARE BETTER AT BECOMING PUBLISHERS
MAGAZINES ARE BETTER THAN NEWS BRANDS
Used Cars

Select Make

Select Model

Search →

New Cars

Search →

Skip the forecourt – great deals from the comfort of
REVENUE
$43M 2017
$83M 2018
45% OF DENNIS PUBLISHING’S REVENUE
ELECTRIC CARS POWER UP WITH TESLA'S JUMPING ROADSTER

AUSTRALIAN T3
SMATER LIVING

UPGRADE YOUR SMART HOME
- Next-gen AI speakers tested
- Top picks for home control
- Perfect multi-room audio

6 HOT FITNESS BANDS
Smart trackers to suit all budgets!

EXCLUSIVE!
MEET THE TECH THAT POWERS DISNEYLAND

NEW!
Wearable personal cinema screen
Royole Moon's all-in-one 800-inch display and headphones

MIRRORLESS CAMERA SHOOTOUT
Gorgeous lightweight snappers for taking amazing photos without the DSLR bulk

JAGUAR'S REBORN CLASSIC / GET PERFECT WI-FI EVERYWHERE / SMART LAMPS
“WE WANT TO MAKE E-COMMERCE A MUCH BIGGER PART OF THE OVERALL MIX RATHER THAN JUST INCREMENTAL”

ZACK SULLIVAN, FUTURE
Is the LG C8 4K OLED (right) better than Sony's awesome AF8 (left)? Read our hard-hitting review and find out

A beautiful 4K TV with stunningly vivid HDR gaming and movie performance

The best campsites in the UK: from scenic coastal sites to remote moorlands

Google Pixel 3 and Pixel 3 XL screen sizes and notch status just got exposed

iOS 12 update: 12 top features that will transform your iPhone
T3 now an ecommerce pure-play

$8.1M H1 2017

15% of future publishing’s revenue
NEW YORK MAGAZINE’S ICONIC STRATEGIST SITE HAS BEEN DOING EDITOR RECOMMENDATIONS FOR DECADES
THEY TURNED IT INTO A WEBSITE AND NOW RUN AFFILIATE LINKS FOR SOME OF THE PRODUCTS RECOMMENDED.
THE NEW STRATEGIST LAUNCHED OCT. 2016 AND THROUGH MID-2017, ECOMMERCE AFFILIATE REVENUE GREW 20–40% PER MONTH
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11 BUSINESS MODELS

N. 5
THE PUBLISHER AS AN EVENT ORGANISER
BLOOMBERG LIVE AIMS TO FURNISH EXECUTIVE AUDIENCES AND ADVERTISERS WITH ‘NEWSMAKING EXPERIENCES’
THE FT BUSINESS OF LUXURY SUMMIT IS THE PREMIER BUSINESS EVENT IN THE CALENDAR FOR SENIOR EXECUTIVES IN THE GLOBAL LUXURY SECTOR’
FT BUSINESS OF LUXURY SUMMIT

20 - 22 May 2018 | Venice

Register Now

FT BUSINESS OF LUXURY SUMMIT

11-13 May 2014 - Mexico City

FT BUSINESS OF LUXURY SUMMIT

LISBON | Material World: Craftsmanship, Manufacture & the New Markets

14 - 16 May 2017 | Four Seasons Ritz Hotel

FT BUSINESS OF LUXURY SUMMIT

Technology, Legacy and the New Consumer

7-9 June 2015 | Monte Carlo

An event from FINANCIAL TIMES LIVE
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**11 BUSINESS MODELS**

N. 6
THE PUBLISHER AS A PHILANTHROPIST
Did the Supreme Court Fall for a Stunt?

The Masterpiece Cakeshop decision draws from a series of dubious bakery requests by a Christian activist.

STEPHANIE MENCIMER
“WE'RE TRYING TO MAKE IT CLEAR TO READERS THE STAKE THAT THEY HAVE IN THESE INSTITUTIONS”

CLARA JEFFERY
Support nonprofit, independent journalism.

There's never been a more important time for the type of hard-hitting journalism you expect from Mother Jones. If you want us to do more of it, please make a tax-deductible one-time or monthly donation to fund our reporting today.

Select Your Gift Amount

[Options: $35, $50, $100, $250, $500]
ORIENTED TOWARDS OTHER BUSINESSES B2B PLAYS
## 11 Business Models

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THE PUBLISHER AS AN AGENCY

23 STORIES x CONDÉ NAST

CATALYST

REMÉZCLA
YOUR SOURCE FOR LOCAL LATIN CULTURE
“THE REAL CHALLENGE OF NATIVE, IT’S REALLY MORE ABOUT THE MARGIN THAN THE REVENUE”

PAUL ROSSI, ECONOMIST GROUP
THE PUBLISHER AS AN ADVERTISER
An illustrated guide to inflight entertainment by decade

With seats on a domestic flight costing an average of 40% more than tickets today, scoring a ride was a coup in itself. Personal devices were a thing of the future, so passengers conformed with their seatmates more often, concerning themselves with the 1952 introduction of the first commercial jet, which was significantly quieter than its piston-powered predecessors, and were provided with postcards featuring handsome photos of the aircraft or the meal they would be served onboard. Passengers often reached for the postcards when landing at their destinations, the humbling of its time.

1978

The 70s saw a democratization in air travel; the number of planes and operators increased, prices began to decline, and the Airline Deregulation Act was passed in 1978. With increased passenger demand came a more streamlined inflight experience. Tech also became more ubiquitous in-flight movie screenings became commonplace, and airlines introduced portable calculators, popular for the rising wave of business travelers.

1959

Welcome to the laptop: The 90s was the first decade where clarity computers started popping up on tray tables. The portable video game peaked, as did the prevalence of children on flights, as they offered children and adults alike entertainment—so long as the AA batteries lasted. Towards the end of the decade, seat-back screens started appearing more often, introducing the comfort of dual-screen entertainment experience.
Drug Routes Through the Decades

1960s

In the 1960s, Colombia wasn’t yet a major player in the global cocaine trade. While cocaine was shipped along with marijuana (the more popular export at the time), the decade belonged to Argentina, Brazil and Chile.

1970s

1980s

1990s

2000s
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THE PUBLISHER AS A BRAND LICENSOR
Glamour x Lane Bryant
October 2016 Collection
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N. 10

11 BUSINESS MODELS
THE PUBLISHER AS AN IT PROVIDER
AMAZON ARE OFTEN CITED AS THE MASTERS OF MONETIZING THEIR OWN TECHNOLOGY... IN FACT IT SUPPORTS THEIR WHOLE BUSINESS
Amazon without AWS?

Source: Amazon Earnings Reports; In Millions.

GEEKWIRE
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THE PUBLISHER
AS AN INVESTOR
What's on offer?

We believe in creating a genuine partnership that is fairer for startups and has better outcomes for all.

- Hands-on support from lean product, service and UX design specialists
- Access to research and customer insight tools and expertise
- Product testing opportunities with our audience of millions of readers
- Mentoring from subject matter experts and access to senior decision makers
- Royalty-free use of our written and image content as well as powerful data sets
- Access to potential brand and commercial partners
- 8 weeks free office space in the iconic London Bridge News UK HQ
- Up to £10,000 in cash to cover business expenses during the Lab
From clicks to clocks
THE CLICK IS DEAD
LONG LIVE THE CLOCK
SMART MEDIA COMPANIES SELL ACCESS TO AUDIENCES AND TIME ON THEIR PLATFORMS
MOVING AWAY FROM GROWTH METRICS PAGEVIEWS, UNIQUES, REACH
TO LOYALTY METRICS
TIME PER PAGE,
PAGES PER SESSION,
REPEAT VISITS
FROM CPM

TO CPH
(COST PER HOUR)
IS IT TIME TO SHOW MORE LOVE TO OUR SUBSCRIBERS?
SUBSCRIBERS SPEND 52% MORE TIME WITH ARTICLES THAN NON-SUBSCRIBERS

CHARTBEAT
BUT ONLY 1/3 OF SUBSCRIBERS ARE LOYAL
...and loyal readers aren't necessarily paying readers
SO HOW DO YOU CREATE MORE SUBSCRIBERS?
THE DEVIL ISN’T IN THE DETAIL
IT’S IN THE DATA
GATHER THIS DATA OVER MONTHS AND YEARS AND BE WILLING TO EXPERIMENT WITH YOUR PROPOSITION
In a survey of 4100 recent subscribers to 12 U.S. newspaper companies...
74%
WE'RE USING THE PUBLICATION FOR MONTHS BEFORE SUBSCRIBING...
49%

We were using the publication for a year or more before subscribing...
DEVELOP A FORENSIC UNDERSTANDING OF WHAT STORIES CONVERT READERS TO SUBSCRIBERS AND THEN TO CUSTOMERS
SOMETIMES IT TAKES A HOLLYWOOD HEAVYWEIGHT
IN THE WORLD OF READER
SUBSCRIPTIONS
THERE IS NO
ONE SIZE FITS ALL
MEDIA TECH: 
WHAT WE DIDN’T SEE IN 2017
VIRTUAL REALITY’S BUZZ CONTINUED BUT ITS USE HAS BEEN LIMITED TO BIG MEDIA COMPANIES, MANY OF WHOSE VR EFFORTS ARE UNDERWRITTEN BY GOOGLE.
NO ONE IS MAKING MONEY YET, AND TECH EXPERTS PREDICT THAT WIDESPREAD CONSUMER ACCESS TO AFFORDABLE VR TECHNOLOGY IS YEARS AWAY
WHAT WE DID SEE IN MEDIA TECH:

48% of consumers would rather connect with a company via live chat than any other mean of contact. (HubSpot, 2017)

35% of consumers want to see more companies using chatbots. (ubisend, a mobile messaging tech company, 2017)

47% of consumers would buy items from a chatbot. (HubSpot, 2017)

59% of US millennials and 60% of GenXers have used a chatbot (Acuvate, 2017)
WHAT WE DID SEE:

CONSUMERS LIKE CHATBOTS MORE AND MORE

- 48% of consumers would rather connect with a company via live chat than any other mean of contact. (HubSpot, 2017)
- 35% of consumers want to see more companies using chatbots. (ibisend, a mobile messaging tech company, 2017)
- 47% of consumers would buy items from a chatbot. (HubSpot, 2017)
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47% of consumers would buy items from a chatbot. (HubSpot, 2017)
59% of US Millennials and 60% of Gen-Xers have used a chatbot (Acuvate, 2017)
By 2020, the average adult will have more conversations with a chatbot than with his or her spouse.

(ACUVATE, 2017)
THE WASHINGTON POST LAUNCHED ITS AI TECH (HELIOGRAF) TO CREATE ROBOT-WRITTEN STORIES
RESULT:

350 OLYMPICS REPORTS
100S OF ELECTION REPORTS
100S OF LOCAL SCHOOL SPORTS STORIES
6 REASONS TO TRY ROBOT STORIES
• THERE’S NOT ONLY A POTENTIALLY LIMITLESS NUMBER OF STORIES, BUT THEY ARE 100% PRECISE AND UNIQUE

• STORIES CAN BE PRODUCED 24/7, 365 DAYS PER YEAR, AND IN ALL LANGUAGES
IF YOU INVEST IN AUTOMATED CONTENT, YOU’RE HALFWAY TO CHATBOTS AND AUTOMATED VIDEO AND AUDIO SERVICES — IN OTHER WORDS, PAID SERVICES
• Stories can be personalised

• Running costs are just 1–5% of human costs
For human journalists, it opens time for analysis, interviews, & background research.
VISUAL SEARCH
SHOPPERS CAN NOW POINT THEIR MOBILE DEVICES AT OBJECTS IN A STORE AND GET TONNES OF INFORMATION
IF A USER USES A CAMERA TO SEARCH FOR A SUIT, THE JOB OF THE FASHION MAGAZINE SHOULD BE TO CURATE SIMILAR SUITS …BUT THAT'S WHAT GOOGLE AND ECOMMERCE BRANDS ARE ALREADY DOING.

Personal Stylist

Fast search of any clothes for each client that will harmoniously fit to him clothes on photo
“IF A USER USES A CAMERA TO SEARCH FOR A SUIT, THE JOB OF A PUBLISHER SHOULD BE TO CURATE SIMILAR SUITS . . . .”
“BUT THAT’S WHAT GOOGLE AND ECOMMERCE BRANDS ARE ALREADY DOING.”

— SOMO CHIEF STRATEGY OFFICER ROSS SLEIGHT
BUT GOOGLE AND ECOMMERCE BRANDS DELIVER A LONG LIST OF SINGLE ARTICLES, MAKING IT DIFFICULT FOR THE CONSUMER TO REACH AN INFORMED CONCLUSION
A publisher probably has comparative reviews of the shoes or shirts or accessories or whatever the consumer is pointing his or her smartphone at.
THE ATTRACTIVENESS OF THIS IS THAT THE INFORMATION IS COMING FROM A RESPECTED, TRUSTWORTHY, FAMILIAR SOURCE: THE NEWS BRAND OR MAGAZINE.
5. PRINT INNOVATION
PRINT MAY NOT BE THE LONG TERM ANSWER
PRINT MAY NOT BE THE LONG TERM ANSWER

BUT IT IS PART OF TODAY’S ANSWER AND TOMORROW’S SOLUTION
YOU NEED TO BECOME DIGITALLY SUSTAINABLE BEFORE YOU BECOME PRINT UNSUSTAINABLE
PRINT MUST BE A BRIDGE TO THE FUTURE — DON'T LET IT CRUMBLE.
“NEW PRINT” IS OBSESSED WITH DELIVERING EXCLUSIVE CONTENT AND A PREMIUM EXPERIENCE TO SMALLER, SELECT, LUCRATIVE, PREMIUM, PAYING AUDIENCES
PRICING MATTERS
'MULTIPLE OF 5 TIMES OLD SALE PRICE'
IN AN AGE OF LESS PRINT, BIGGER, PRICIER PRINT.
THE PRINT EXPERIENCE IS ALSO NOW SEEN AS AN ANTIDOTE TO SCREEN FATIGUE.
Die Macht schmückt sich mit Bescheidenheit. In Pekings...
WE KNOW WHAT WILL HAPPEN NEXT

Parkland, Las Vegas, Sutherland Springs, Newtown. On and on: In America, mass shootings have become so familiar that they seem to follow the same sad script.

Nestor Ramos
COMMENTS

He will be a buzz, or maybe still a kid.
He will have a remarkable voice — or an A-Rod, or something like it — and several high-powered imaginations that will find him skin.

The images will have been purchased early, the background music on demand.
He will walk into a school, as a visitor, or an officer, or a teacher.

And he will open fire in a crowd of onlookers.

Evens at last will fall — bang, bang, bang — sound will ring in their ears from the hunted to the hunter as the story of the hunted to the hunter

Sanctuary is the word we use to describe the place, the sacred place where the thing that happened is the place — a sacred place where the sanctum of our own sancta.

We will hear about the hero. Teachers who hid behind desks or sons whose names will be on the list of the dead, that will become a story that will be told, is training for the next.

And fear is in all it will happen again.

Whoever he is, he may already have the name. And he will follow the script.

So will we.

There are only these things we don’t know about the next.

WHO, WHERE, AND HOW MANY?

In Mass., schools, fear, frustration, security reminders

Cruz told police he shot students ‘in the hallways’

After escaping school, he made several stops before his arrest

By Michael Coghlan and James Nati

I had a gun and I shot my way out. I couldn’t believe it. They’re all dead. They’re all dead. He had a gun and he shot a girl in the head. He had a gun and he shot a girl in the head.

By John Schrader, Arizona
SURE WAY TO INNOVATE WITH PRINT IS TO DO ‘REVERSE PUBLISHING’ FROM DIGITAL TO PRINT
ITALY’S MONDADORI TOOK ITS BEST-IN-THE-NATION FOOD WEBSITE AND LAUNCHED WHAT TURNED OUT A WILDLY POPULAR PRINT MAGAZINE
They made extended use of digital and social media to produce each edition. The first cover was picked from a selection posted via an interactive survey on Facebook.
Recipes were picked by engaging readers to vote on a dedicated mini-website.
READER’S DIGEST TOOK A GAMBLE IN PUBLISHING ALL OF ITS MOST SUCCESSFUL DIGITAL HEALTH CONTENT IN A SPECIAL “ULTIMATE HEALTH GUIDE” PRINT ISSUE.
“IT IS THE FASTEST-GROWING SUBSCRIPTION MAGAZINE THAT DENNIS HAS EVER PUBLISHED, ABOUT TWICE AS FAST AS ANYTHING WE’VE SEEN BEFORE”

— KERIN O’CONNOR, THE WEEK CEO DENNIS
CONDE NAST’S VOGUE MAGAZINE TEAMED UP WITH GOOGLE HOME, A VOICE-ACTIVATED HOME SPEAKER SYSTEM, FOR VOGUE’S 125TH ANNIVERSARY EDITION
FORBES PAIRED A PRINT EDITION WITH DIGITAL ENHANCEMENTS FOR ITS 100TH ANNIVERSARY ISSUE.
READERS COULD “ASK WARREN (ALMOST) ANYTHING” VIA A SPECIAL FORBES WEBSITE WITH A PRE-PROGRAMMED SET OF PRE-RECORDED REPLIES.
KEYS FOR A SUCCESSFUL 21ST CENTURY PRINT PUBLICATION?

- PREMIUM UNIQUE CONTENT
- A PREMIUM EXPERIENCE
- PREMIUM, TRUSTED BRANDS
- PREMIUM, RELEVANT ADVERTISERS
- PREMIUM PASSIONATE AUDIENCE COMMUNITIES
TO CONCLUDE, THE SINGLE MOST IMPORTANT INNOVATION IN 2018 IS TO MIGRATE FROM AD REVENUE TO READER REVENUE
IT IS TIME TO FIND REDEMPTION FROM OUR ORIGINAL SIN
IT IS GOOD TO LIVE A LIFE WITHOUT ORIGINAL SIN
There is no instant digital salvation
THERE ARE NO DIGITAL MIRACLES
UNLESS YOU GET PEOPLE TO PAY FOR YOUR CONTENT, YOU HAVE NO FUTURE IN PUBLISHING,
INNOVATION IN MEDIA TECH, GADGETS AND WIDGETS WILL NOT SAVE YOU
ONLY JOURNALISM WILL SAVE JOURNALISM
INNOVATE OR DIE
CHANGE OR DIE
charge or die
THANK YOU

WWW.INNOVATION.MEDIA

JUAN SENOR & JOHN WILPERS