



# How contemporary trends are changing the future of the news business

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# Contemporary challenges of the news business are symptoms, not causes



## The fundamental ailment

# Audiences now choose to get news and information differently than in the past

- From many sources
- In different formats
- On different platforms
- At times convenient to them
- About things they most need and want to know
- Without the news bundle traditionally offered



# Screens are now the primary technologies for media content and communication



Established media platforms are being supplanted by Internet-based connections



# Mobile is now the dominant means for personal and media communication





# Media consumption and use have become more individualized and active





High choice media markets have replaced the monopolistic markets of legacy media



# All media brands are vying for attention and more frequent contact

- Daily print contact alone is no longer effective for newspapers
- Broadcast content alone is no longer effective for broadcasters
- Monthly print contact alone is no longer effective for magazines
- Once-a-day contact alone is no longer effective for many digital-only content providers



# Time spent with media is growing and people are using more devices



Ability of firms to profitably connect audiences with content is diminishing





# News organizations are headed into stormy digital times

Little willingness to pay for  
information and news

10-15% in most  
countries

Digital/mobile advertising  
is growing, but few news  
organizations are  
benefiting much

# Ad blocking continues to grow

- About 20% of digital users employ ad blocking on computers/tablets
  - 40% in US
- Blocking now beginning on mobile platforms
- Current ad systems interfere with user experience
  - Slow content delivery
  - U to 11 seconds per page
- Endangers future of ad-supported free content



Traditional strategy methods are less useful today  
The market maze changes constantly and rapidly



You can't plan your route, only how you will try to find it

# How do you get your company to a sustainable competitive position?

continual innovation, learning, and constant adaptation

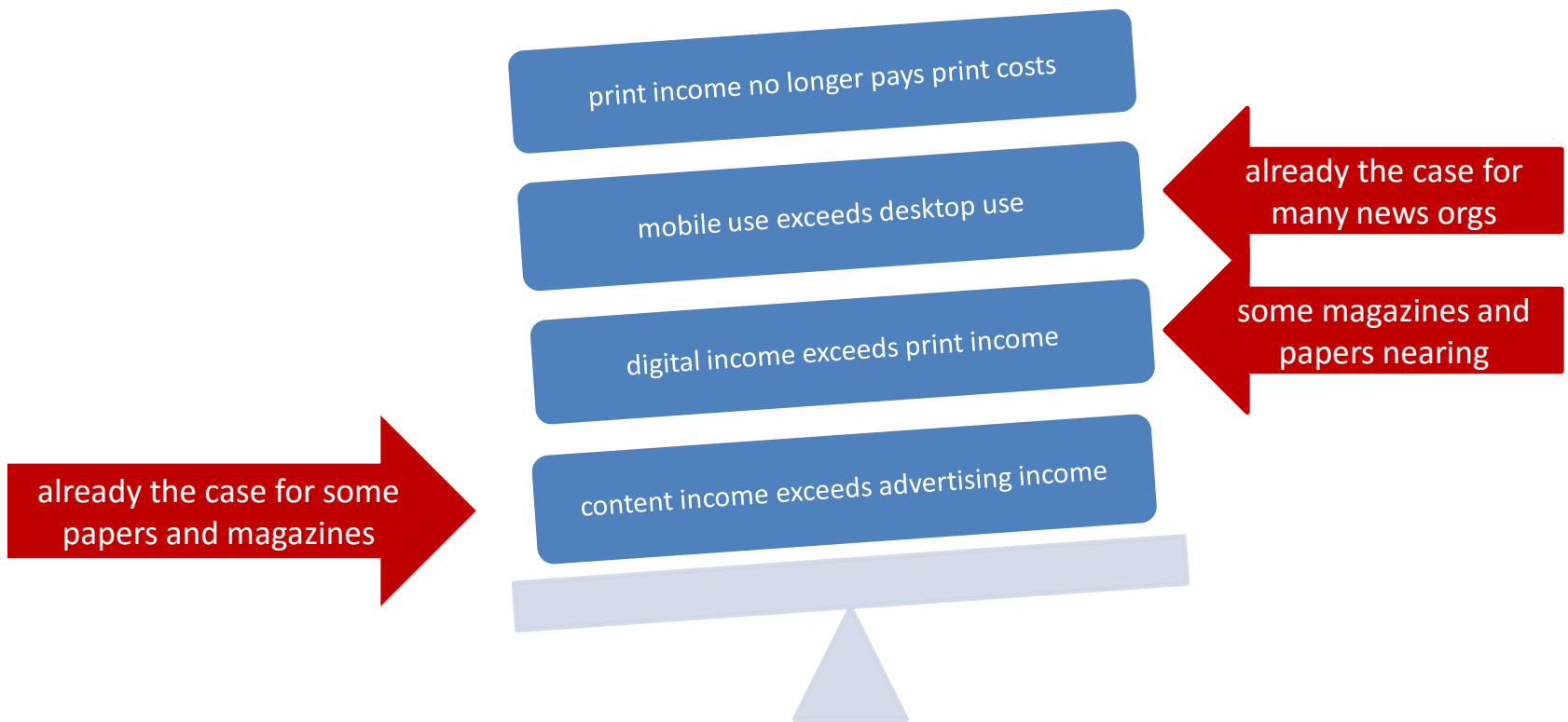




Increasing consumption and revenues are  
the primary strategic objectives



# 4 strategic tipping points in the digital era for print news enterprises



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