

Freedom and Independence of Media in the Context of Convergence

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#connectedcsa

Brussels, 6th July 2012





JURASSIC PARK™



But today I want to discuss another dinosaur, one that may be on the road to extinction. I am referring to the American media. And I **use the term extinction literally. To my mind, it is likely that what we now understand as the mass media will be gone within ten years. Vanished, without a trace.**

Who will be the GM or IBM of the nineties? **The next great American institution to find itself obsolete and outdated, while obstinately refusing to change?** I suspect one answer would be, the New York Times and the commercial networks.

Michael Crichton (1993)



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Mediasaurus

Michael Crichton (1993)



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**Media are no
longer what they
used to be**



**Economic
Collapse**

**Media
Management**

Media

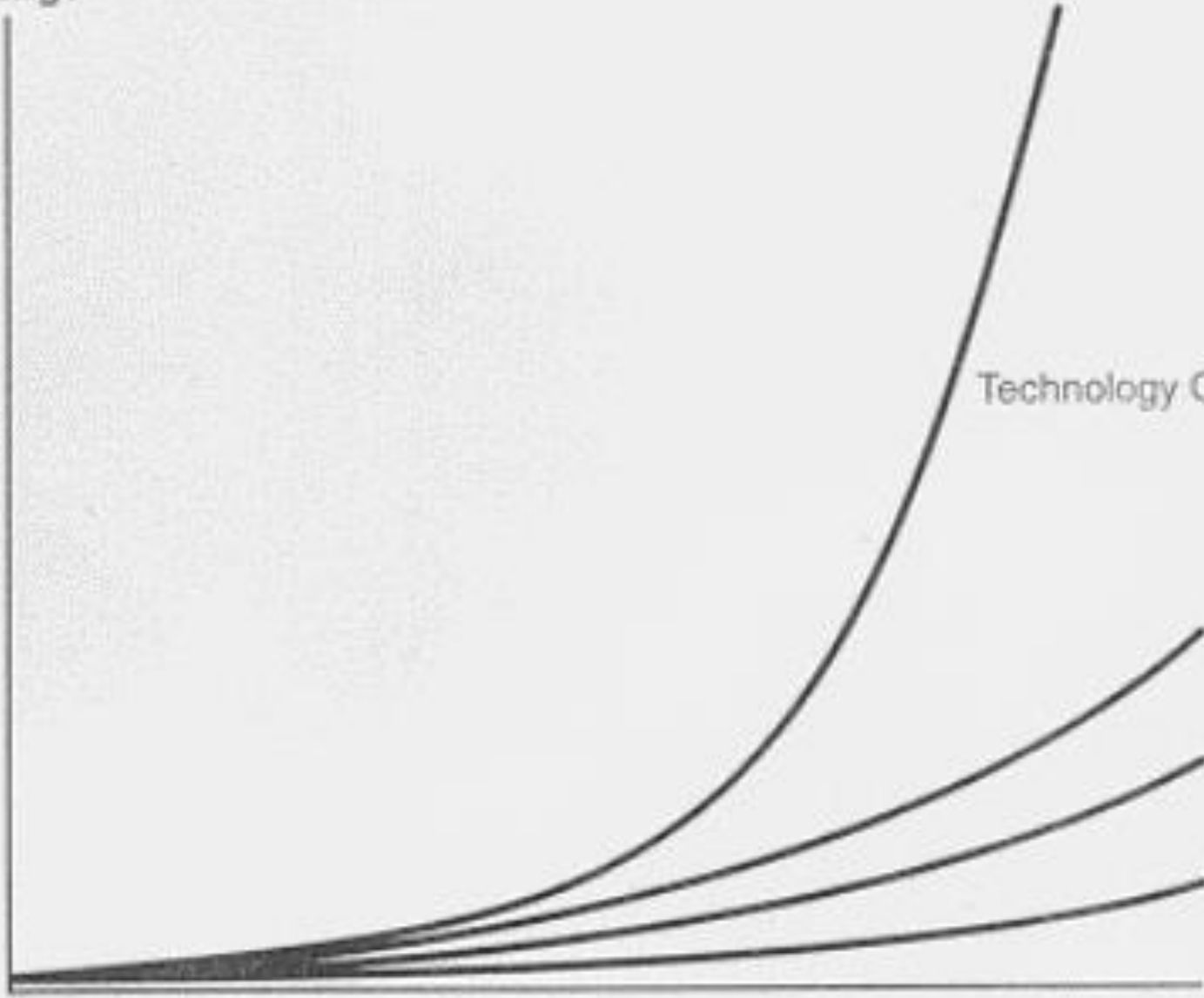
**Mission and
Vision**

**Internal
Conflicts**

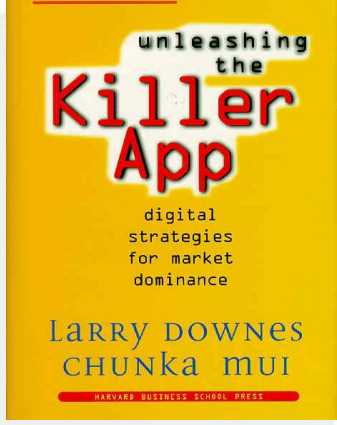


The Law of Disruption

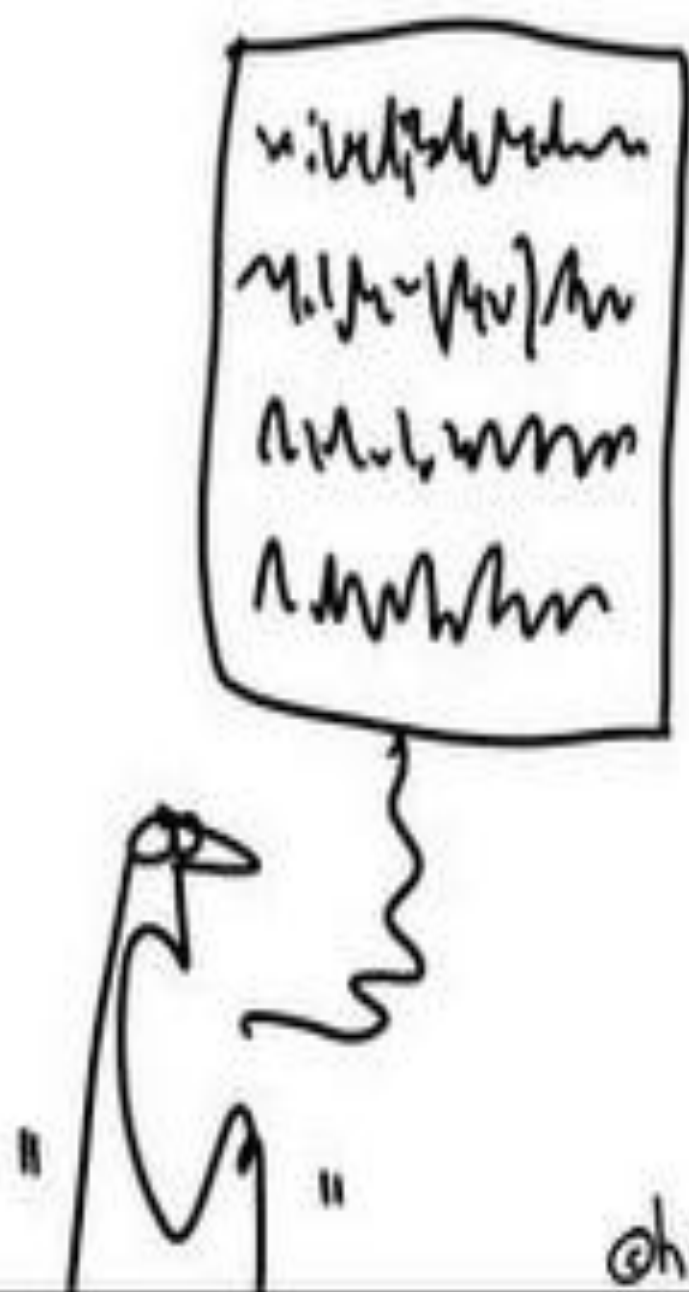
Change



Time



Whining is
not an
Exit
Strategy



@hugh

Hard economic lessons for news

April 25, 2011 by Jeff Jarvis

[jrc](#), [newbiznews](#), [newspapers](#), [tow-knight](#), [twitter](#)



116 Comments »

I'm working on a talk that I hope will become the canonical link to my essential message about the business rules and realities of news. I continue to be astonished at the economic naiveté I hear in discussions of the business of news. (Look at [this](#) comment thread and [this](#) one.) Here is my answer, the basis of a talk — to be delivered in tweets, in the [model of John Paton](#) — and a lesson for my classes. Work in progress. Thoughts so far; please join in....

RULES FOR BUSINESS MODELS

- * Tradition is not a business model. The past is no longer a reliable guide to future success.
- * "Should" is not a business model. You can say that people "should" pay for your product but they will only if they find value in it.
- * "I want to" is not a business model. My entrepreneurial students often start with what they want to do. I tell them, no one — except possibly their mothers — gives a damn what they *want* to do.
- * Virtue is not a business model. Just because you do good does not mean you deserve to be paid for it.




by [Jeff Jarvis](#)



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Hard economic lessons for news

April 25, 2011 by Jeff Jarvis

jrc, newbiznews, newspapers, tow-knight, twitter

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but they will only if they find value in it.

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* Virtue is not a business model. Just because you do good does not mean you deserve to be paid for it.



by Jeff Jarvis



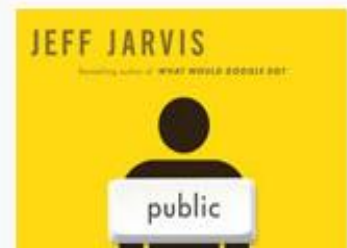
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Threats



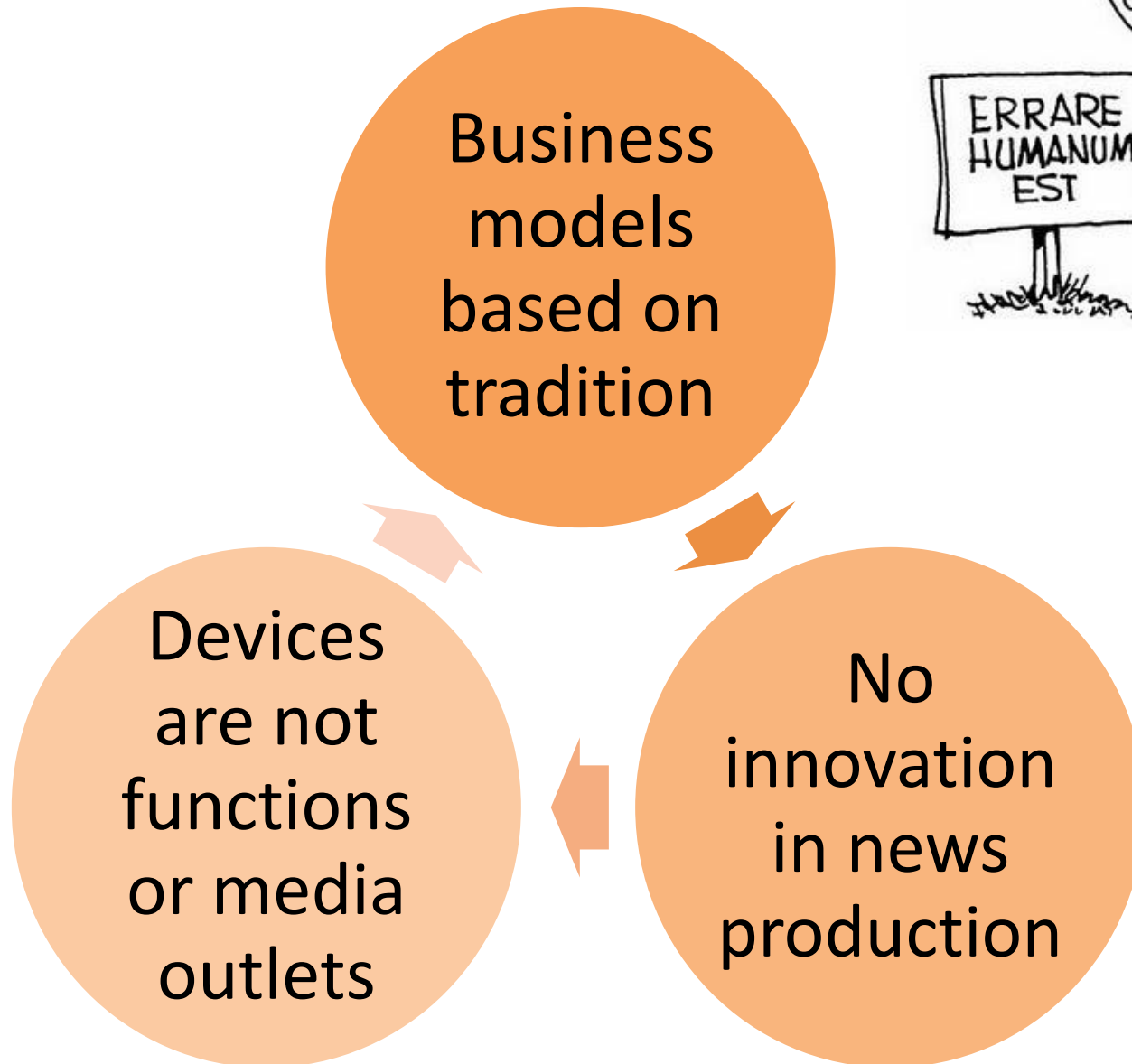
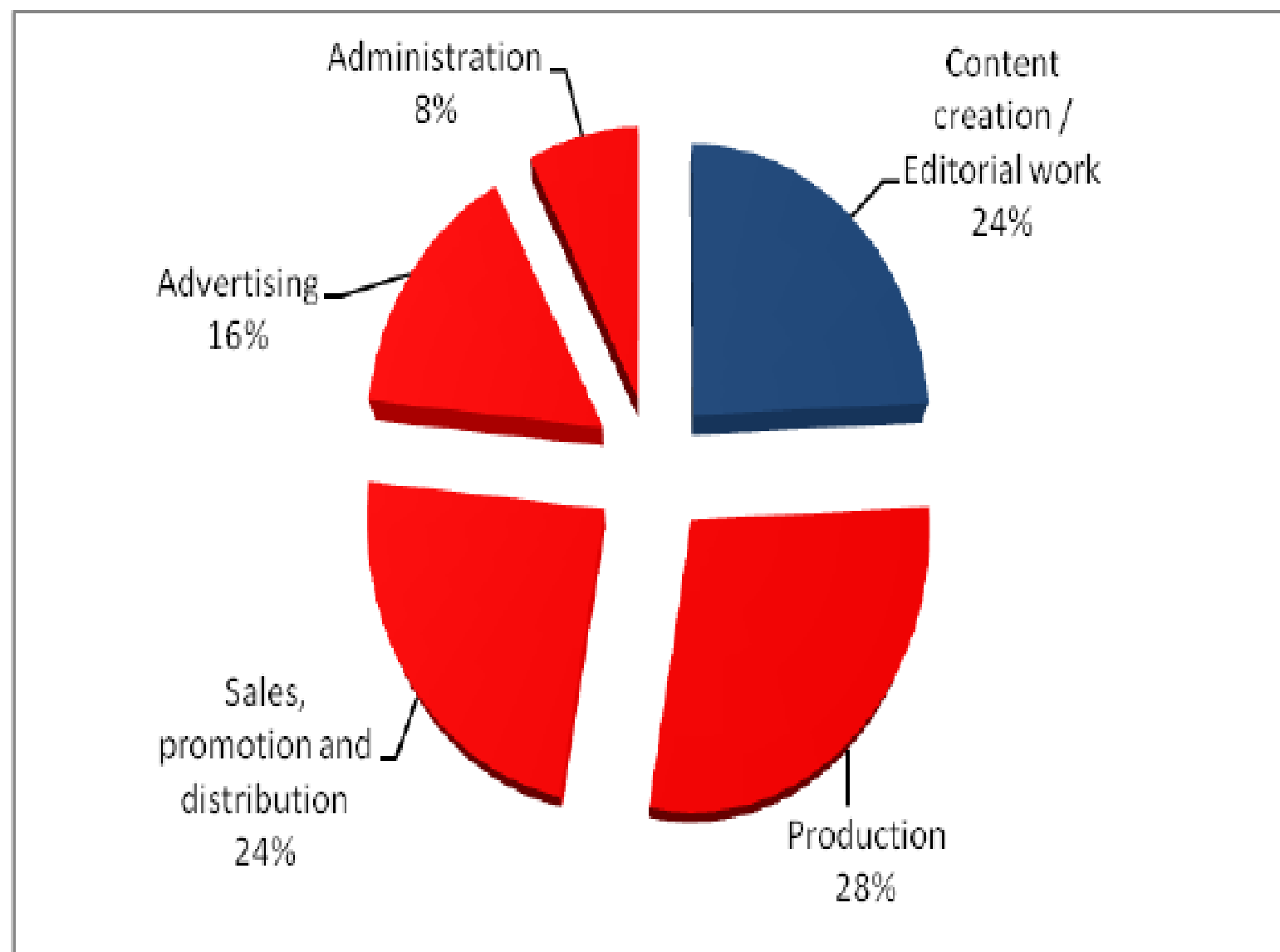
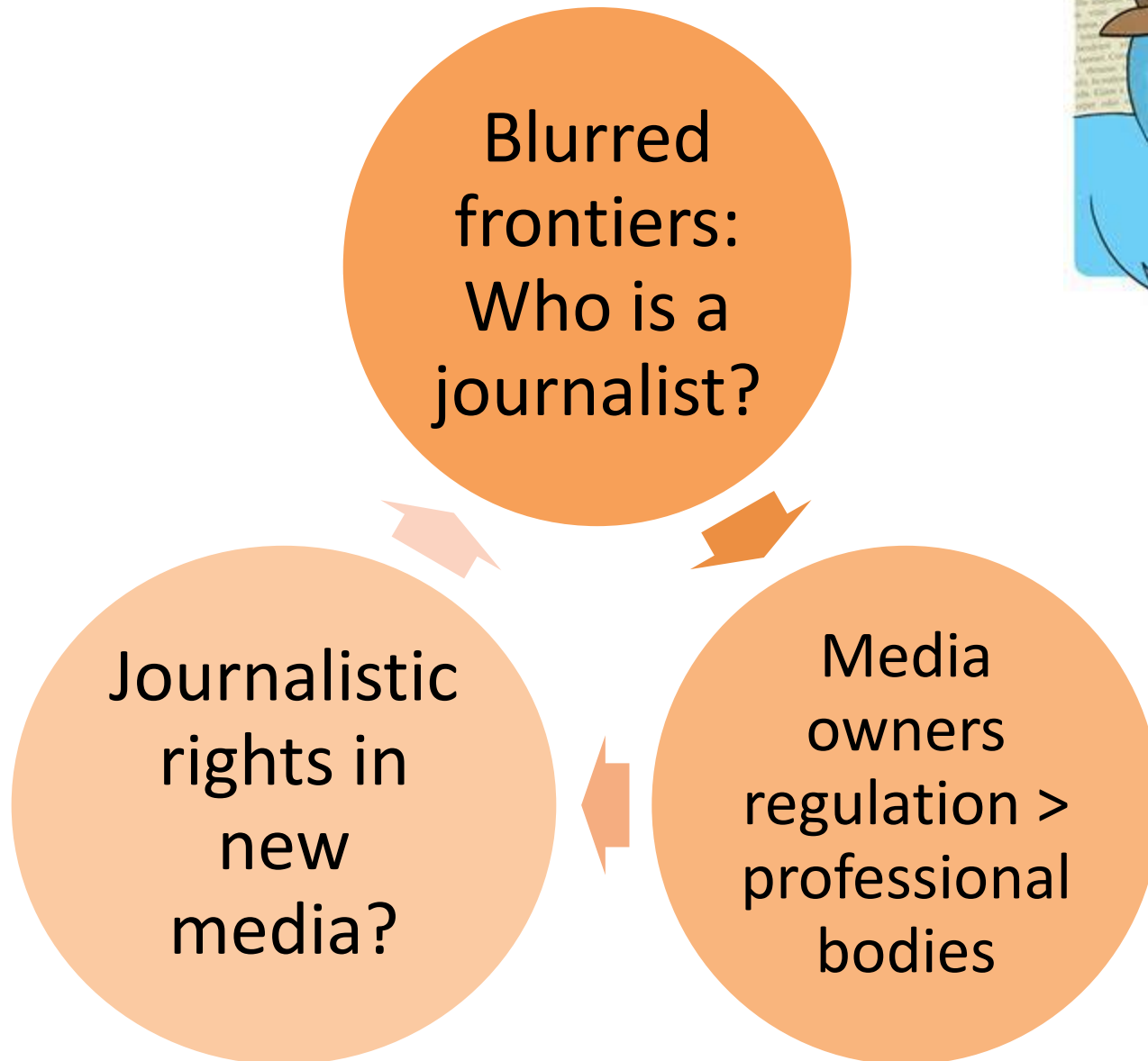
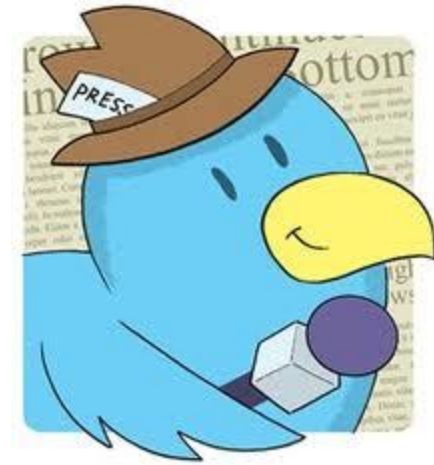


Figure 16. Cost structure of a German newspaper, in per cent, 2008



Source: OECD based on data from the German *Bundesverband Deutscher Zeitungsverleger e.V.*





Do you trust blogs as much as
traditional news media?

Yes

No

Next question





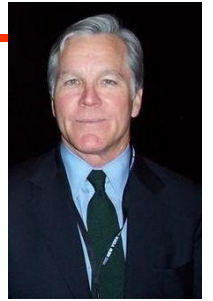
Challenges



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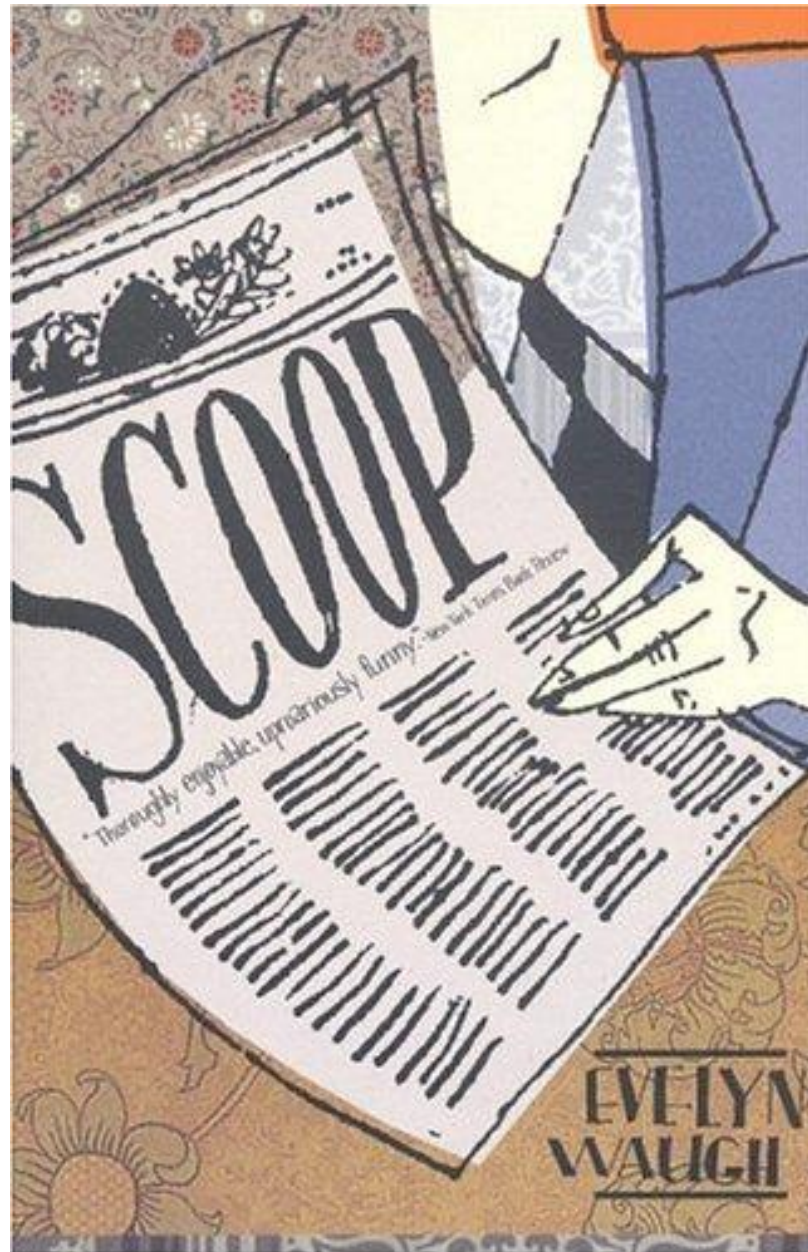
Short Answer



*We have to persuade
readers that contents
are not free*

Bill Keller

Former Executive Editor The New York Times



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Apple Water

Clean. Simple. Wet.

If you've been drinking the juice, you're ready to drink the water. Apple Water is designed especially for the Apple connoisseur: beautifully packaged, easy to drink, and perfectly overpriced. A magical blend of hydrogen and oxygen, Apple Water says everything they need to know about you.



Optional ingestion vessel.

Drink from an Apple-designed container in this unique "cup" design. Only \$29.99. [Buy Now](#)

Built-in display.

Temperature-sensitive logo shifts from red to blue when Apple Water has reached Steve Jobs' favorite drinking temperature.



Molecular perfection.

Literally twice as many hydrogen atoms as there are oxygen atoms.

Instant waterfication.

Apple's QuarterTwist technology ensures that you never have to twist the cap more than 90 degrees.

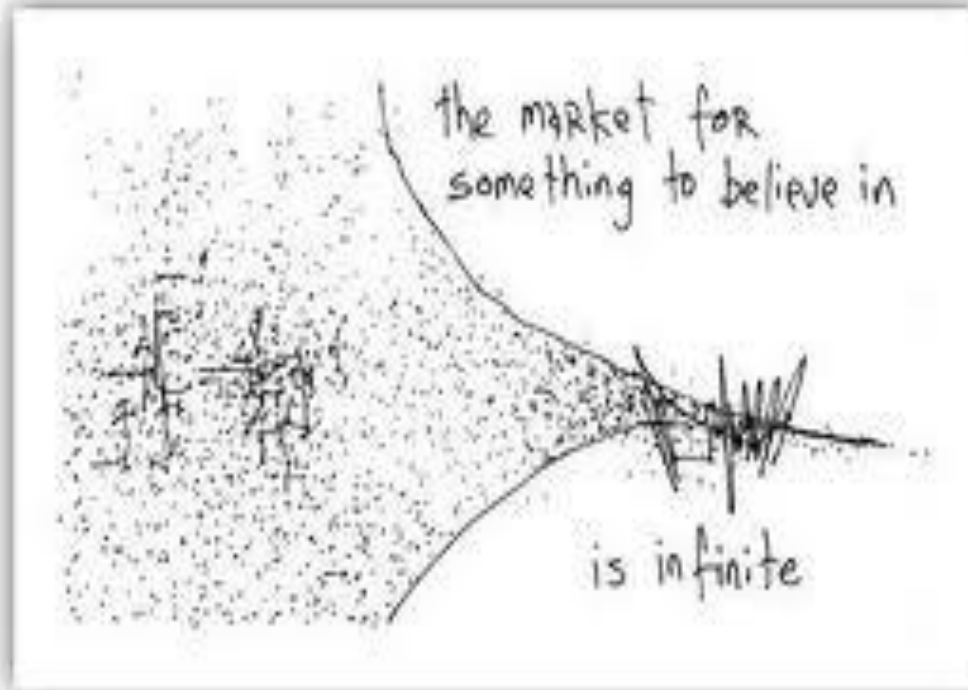
A perfect grasp every time.

No slipping or sliding. The Apple Water enclosure is ribbed for greater satisfaction.

Tip-resistant bottle.

Apple Water's revolutionary base remains upright with up to 4.6 pounds of lateral pressure.

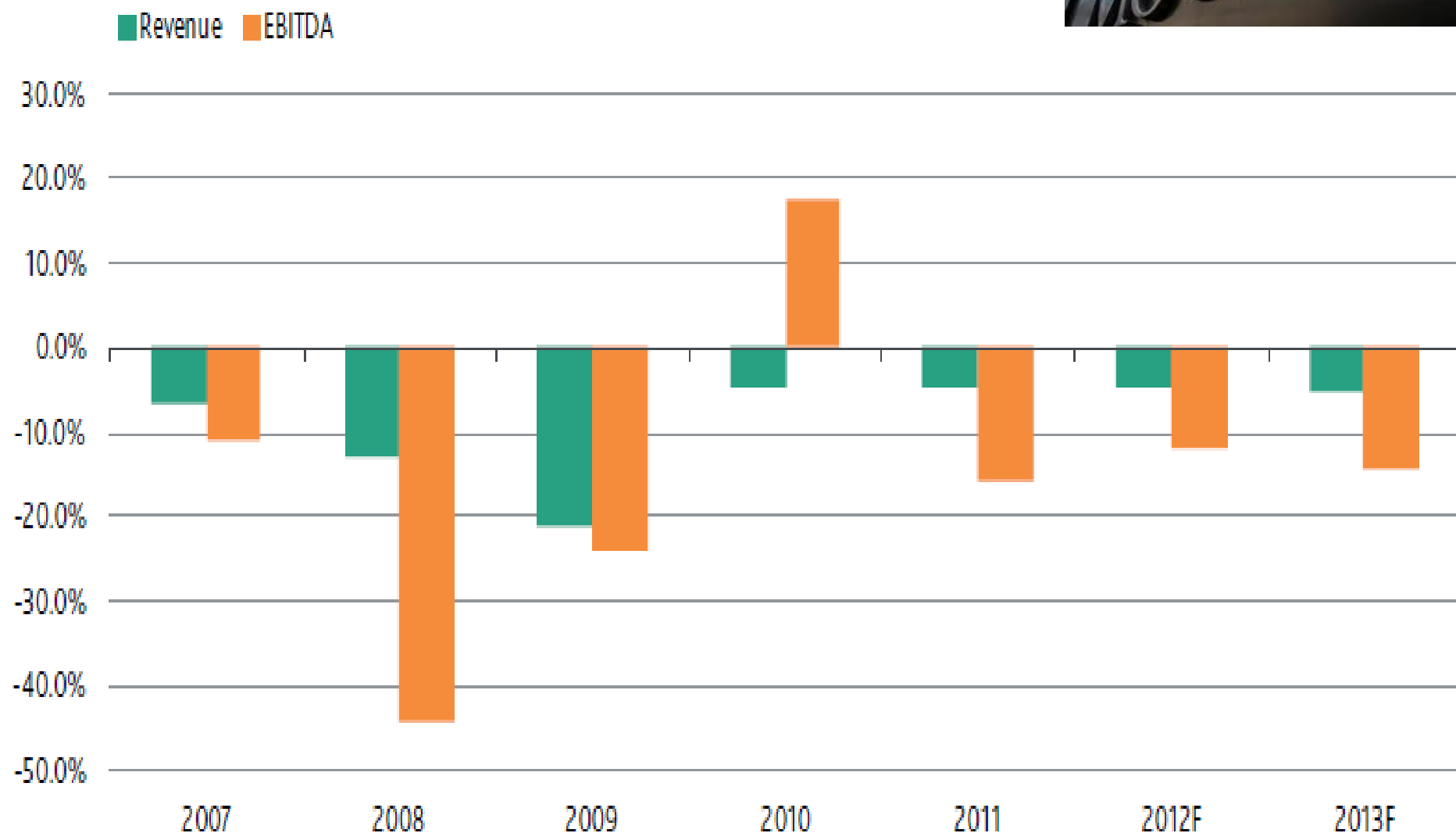




Opportunities

FIGURE 1

We Expect Double-Digit EBITDA Declines in 2012-13



Sources: Company filings and Moody's estimates

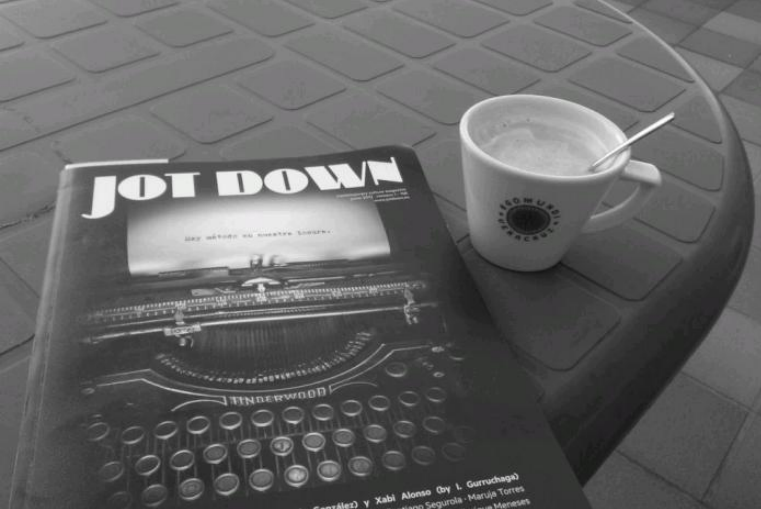
Digital Gains Don't Make Up for Print Losses

For every
\$1 gained
in digital



\$7 are
lost in
print
revenue





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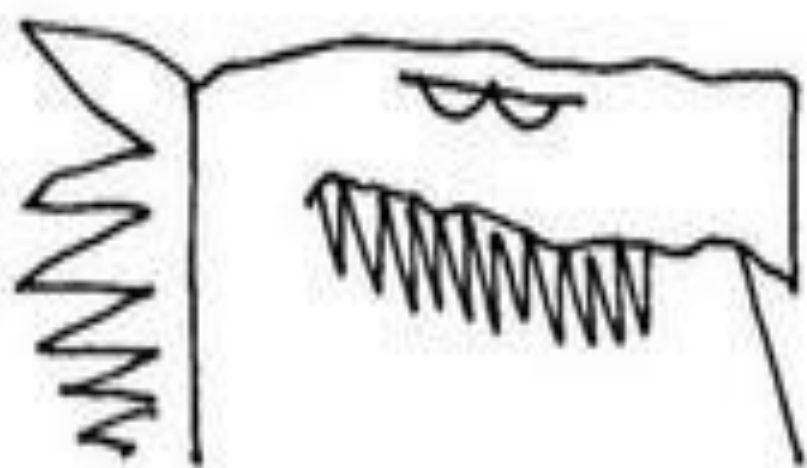
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Conclusions

BLOCKBUSTER VIDEO

I  P2P

Never try to sell a meteor to
a Dinosaur. It wastes your time
and annoys the Dinosaur.







Facultad de Periodismo

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Thanks!

Q&A?

Now?

After coffe break?

CU online!!

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