



FUTURE MEDIA

INTERNATIONAL FORUM
Moscow 24 June 2011



RIANOVOSTI

RIA Novosti is a leading Russian media company with a rich 70-year history. Today, the RIA Novosti media holding includes the eponymous multimedia Russian Information Agency, the Russian Agency of Legal and Judicial Information, the R-sport news agency, the Moscow News Publishing House, which publishes newspapers in Russian, English and Arabic, a press center, as well as more than 70 Internet resources in 14 languages.

RIA70 NOVOSTI

In celebration of its 70th anniversary, the RIA Novosti media holding launches the International Future Media Forum, which focuses on the development of media technology, the impact of new and traditional media on society, and the future of journalism.



FUTURE MEDIA INTERNATIONAL FORUM

Modern business
models for media

Social revolution
and new media

Media: future
technologies



Alfredo Ronchi

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MEDICI Framework

Session IV

Media
of the future.
Can it be
profitable?

About the speaker:

MEDICI Framework of Cooperation

World Summit Award

eContentAward

The Context

- It is hard to deal with profitability without an idea about the reference service/product.
- We are experiencing a period of relevant changes due both to technological enhancements and modification of user requirements/expectations
- We must take into account the difference between news and media
- Technology is evolving
- Users are evolving new way to use / “consume” media & news

Users behaviour

- As it already happened in the field of music, from few long playing to thousands of MP3 files, citizens are mass consuming news.
- From daily newspapers to radio news, television breaking news, push messages on smart phones and tablets
- ... This means reshaping of the news services and different market models.
- of course we must take into account the difference between Media and News.

Traditional Media v/s New & Future Media

There is not pure competition, at the end of the process it will not survive only one.

NO FEAR!

As it already happened with radio, television or in other sectors e-books or mechanical wristwatches each product will reshape its own nice market and they will integrate each other.

Evolution or Revolution ?

Potential profit is linked with added value or perceived utility

As it happens usually the first generation of a new specie is a bare “porting” as early cars looked like “landó” or inflatable boats looked like wooden motor boats. Later on the potential added value and intrinsic nature emerges.

The first generation of on line newspaper was very close to the printed version, same content, same look and feel. Shortly an ad hoc version was created choosing a different format, adding some links, than more media were added photos turned into video clips . . . interview . . .

Readers started to appreciate not only the opportunity to access the “fresh” issue of their local newspaper from abroad, not only the service provided some time for free but even the new intrinsic added value of an online newspaper.

Win Win approach?

The customer choice must neither be driven by a free offer nor by incentives such as access fees payed by personal records.

I don't think that access to a so relevant services may rely on gadgets and incentives.

The choice of “new media” must be driven by real perceived added value – this automatically enables the idea to pay in order to enjoy the service.

Digital Native: what are looking for?

Users taste and requirements are evolving

Perceived utility related to digital services is evolving

Language in a broad sense is changing

Hyperlinks and multimedia

Semantic tagging and data mining

Context provision and....

“2D” or “3D” information services that means

. . . comparing agencies and different articles, local articles and foreign articles. . . . Blogs, Tweets,

New consumer model

Customers are “consuming” more information, like in the music market the new user profile is completely different.

Thousand of hours of music, thousand of bits of information in real time, always on, push mode.

Info sphere

Real time

Multiple layer

Customised topics

Media rich

Context related

Glocal

... and sometimes ProSumers

Traditional approaches

Access

Free access + ADVs

Freemium / Purple Velvet

Subscription + AVDs

...

Platforms

Internet

Phones / Smart phones

iTunes

...

The Revolution

Even the software market is changing, now is closer to the music market.

People are looking for the Top 10 Apps

The IPR management is evolving . . .

Digital media are evolving . . .

. . .

Social Media: opportunities and threats

Blogs, Wikis, Facebook, Twitter, Picasa, YouTube,
Social newspaper

Self made journalists . . .

Ethics . . .

Sources / responsibilities / Cyber ID . . .

Misuse / misinformation

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