

# **New relationships, forms, & business models for news**

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**Digital first...**

**...then what?**

# **Challenge industrial assumptions**

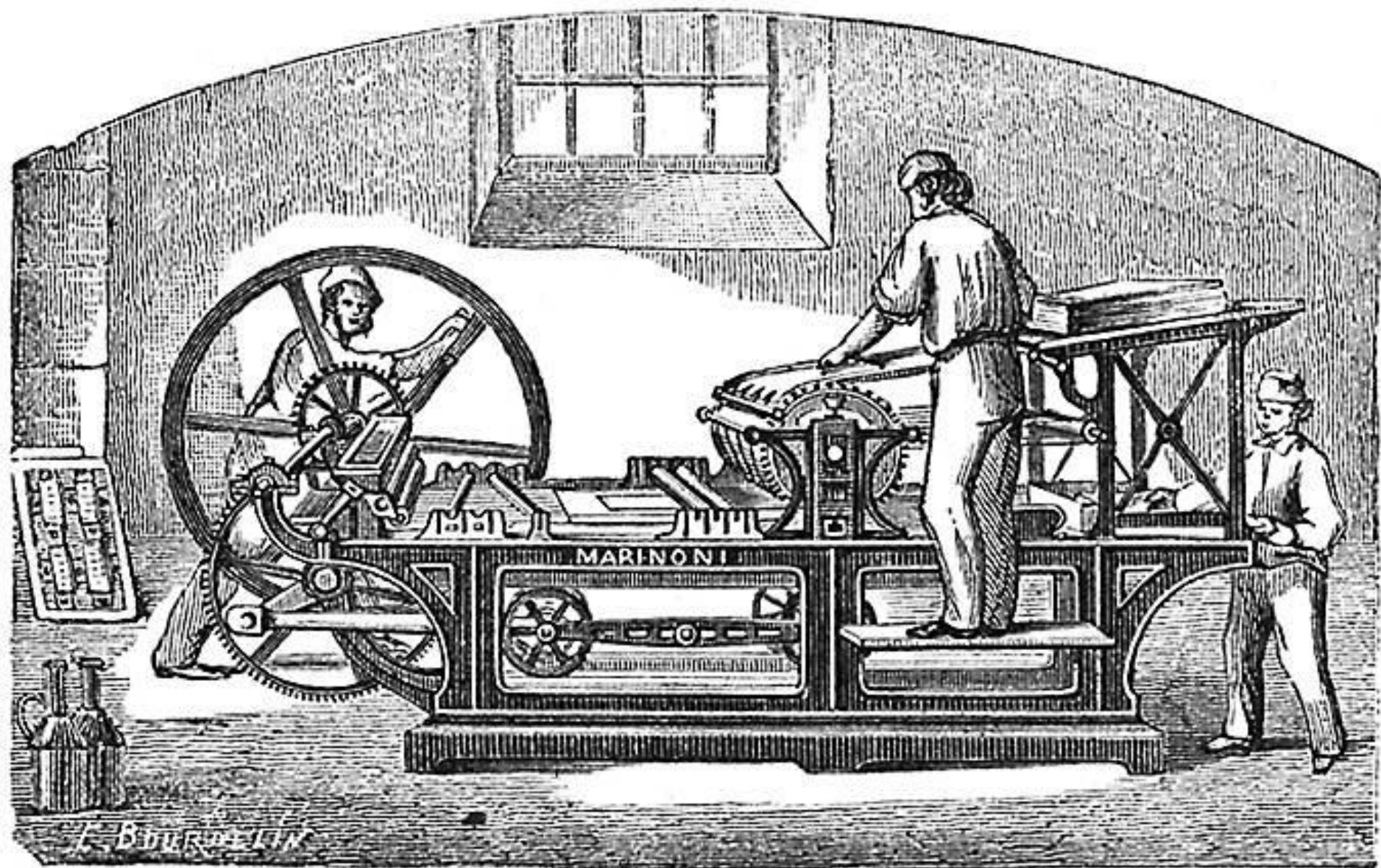


Fig. 3. Machine simple.

# Relationships

**Content is a trap**

**News is a service**



**Individuals vs. mass**

**Relationship business**

**Small data**

# **Ecosystem**

# Collaborators

**Do what you do  
best and link to the  
rest**

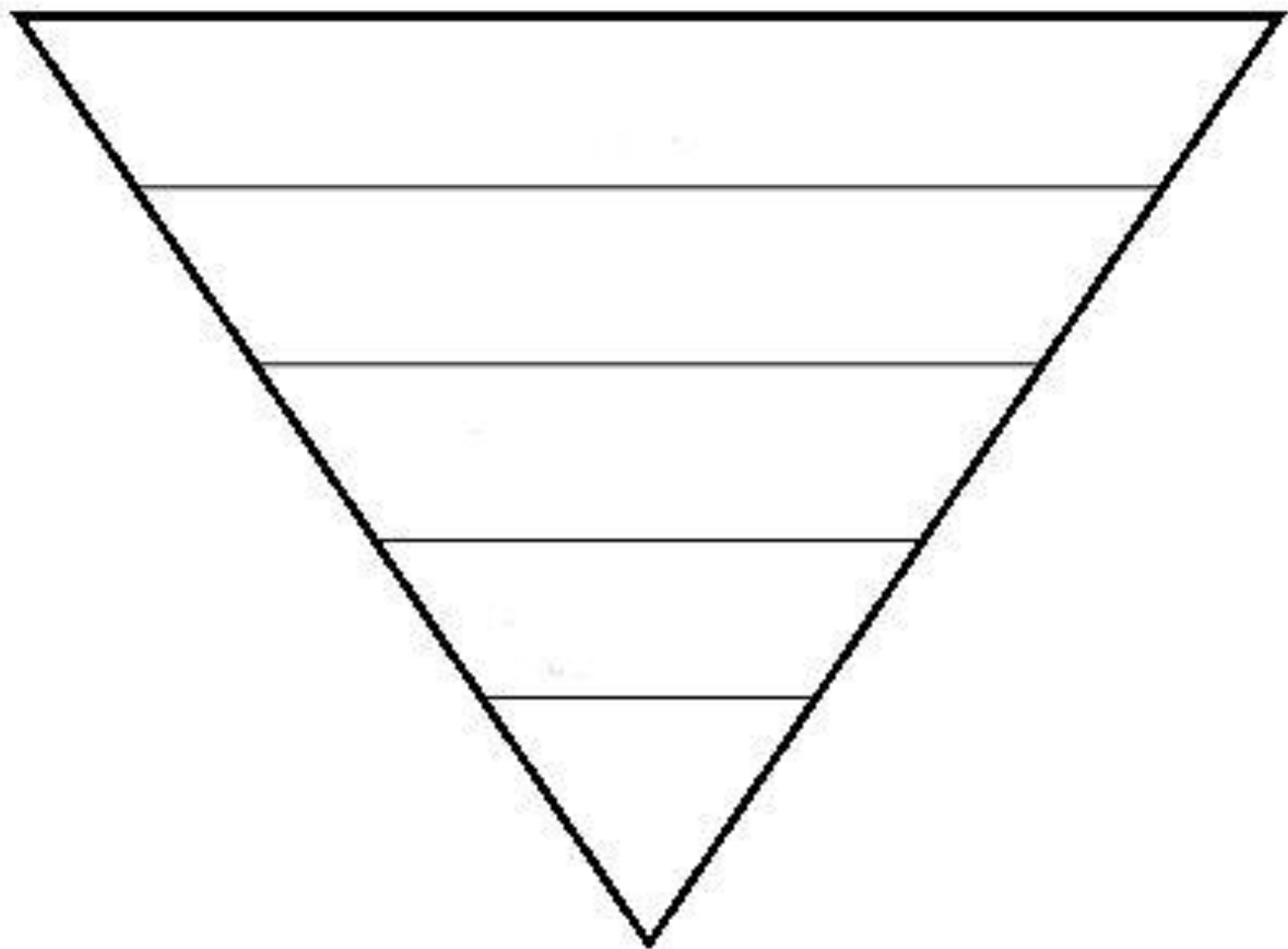
**Network**

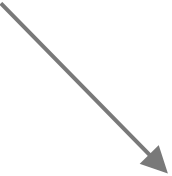
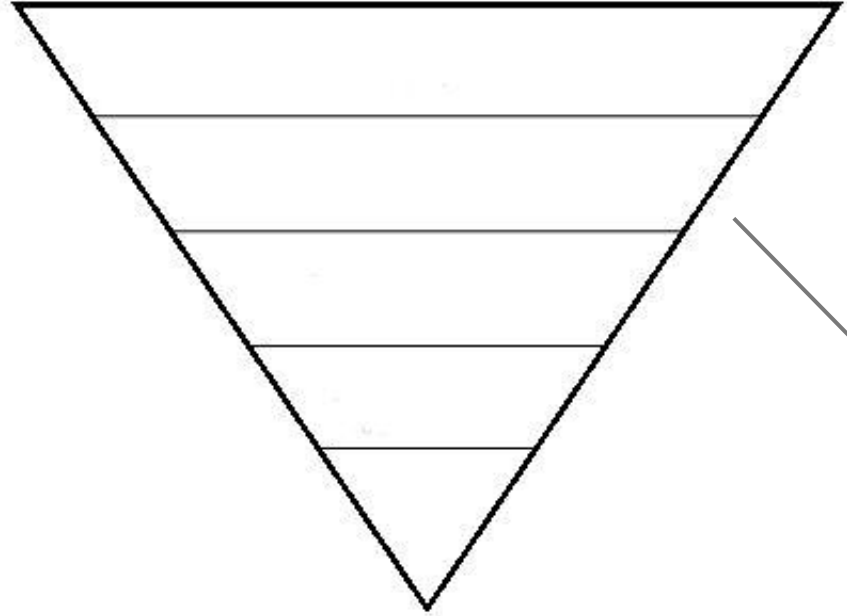
**Platform**

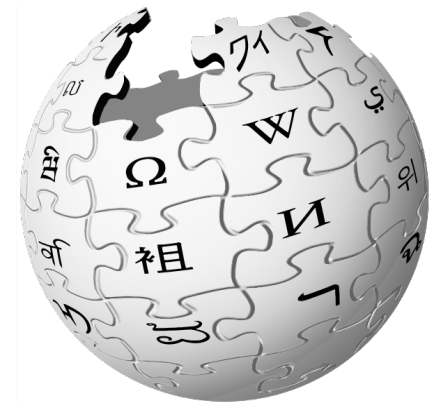
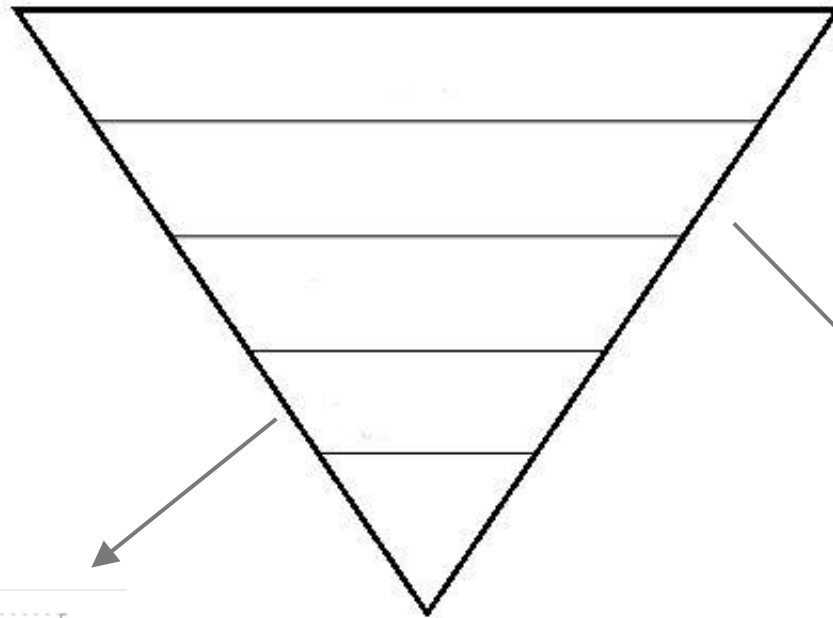


**Incubator**

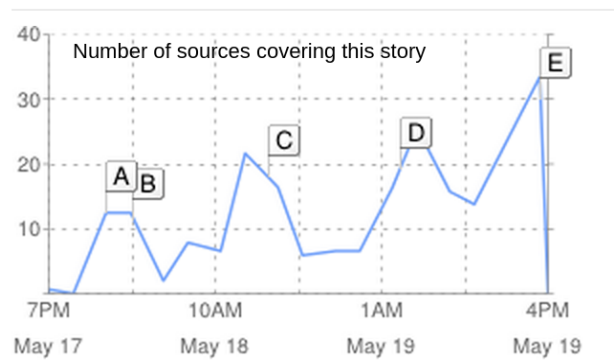
# Forms

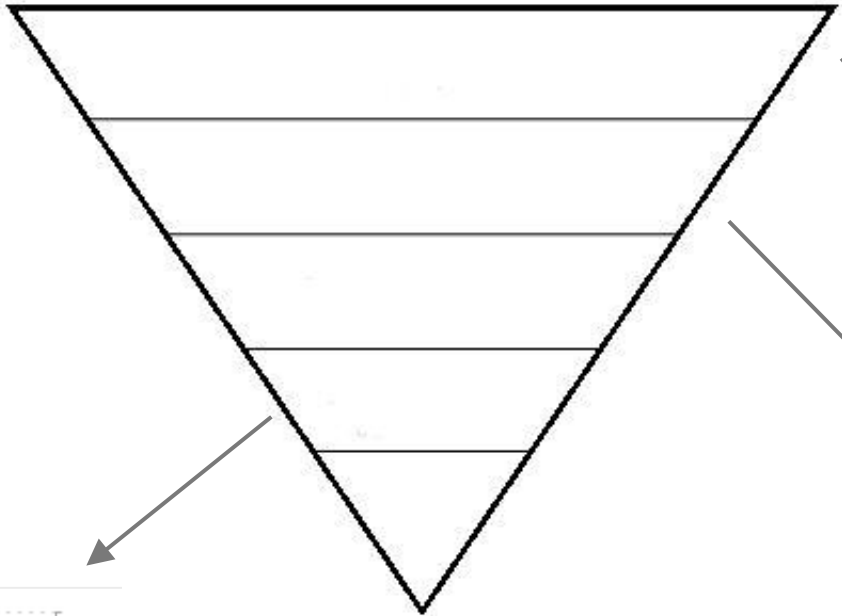




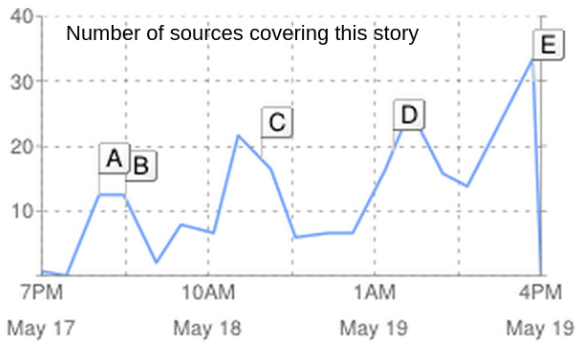


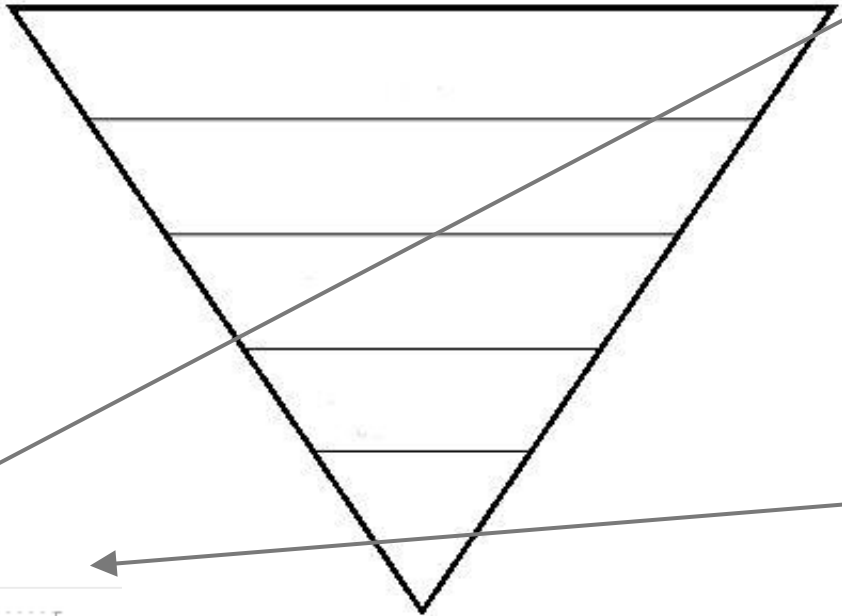
Timeline of articles



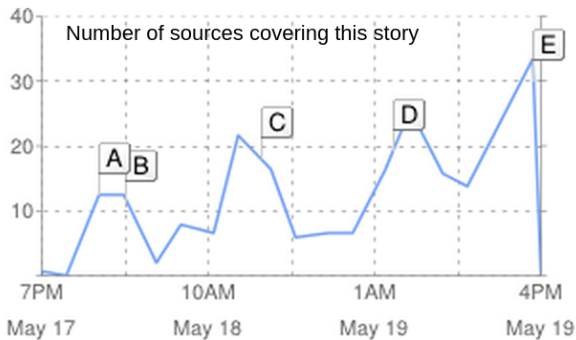


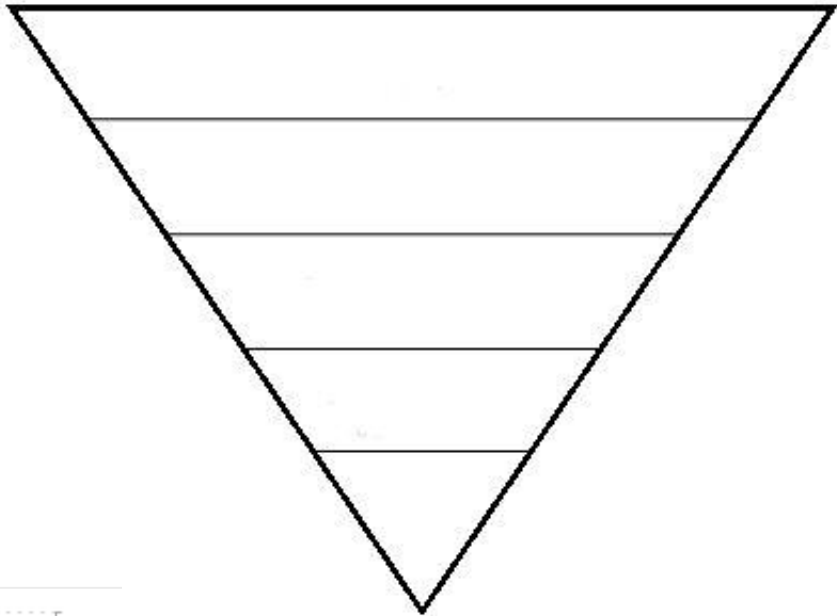
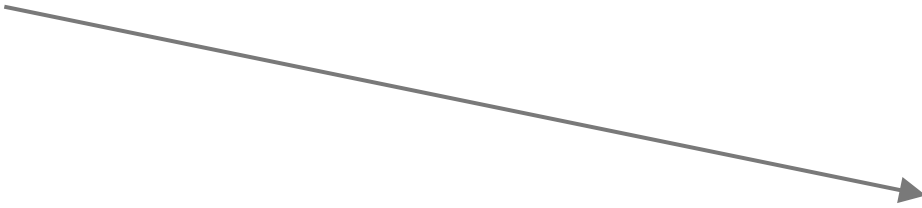
Timeline of articles



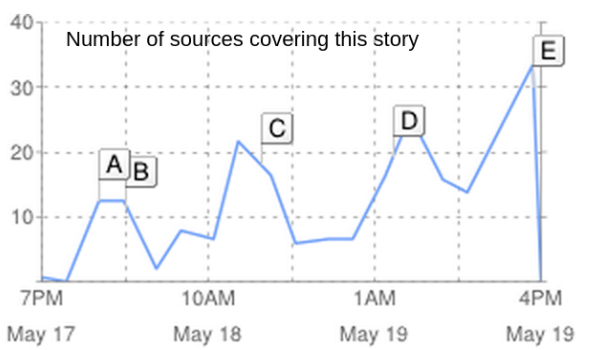


Timeline of articles





Timeline of articles






# **Assets & paths**

# Flows

# Pools

**Journalism adds value**

# DISTANT WITNESS

A stylized red hand holding a smartphone. The hand is rendered in a solid red color with a white outline for the fingers and wrist. The smartphone screen is white with black text. The background is solid black.

SOCIAL MEDIA  
THE  
ARAB SPRING  
AND A  
JOURNALISM  
REVOLUTION

**ANDY CARVIN**  
@acarvin

**Distributed**

# Demo of Repost.US

May 30, 2013 by Jeff Jarvis | [Edit](#)  
[demo](#), [repost](#)

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I need to show someone how Repost.US allows a blogger or publisher to embed an entire article — with the creator's brand, advertising, analytics, and links — in a site.

## Thailand trims interest rate as economy cools

BANGKOK (AFP) 5/29/2013 12:35:57 PM



Pornchai Kittiwongsakul/AFP/File

Thai bank employee counts bundles of Thai baht banknote at Krung Thai bank in Bangkok on October 18, 2010. Thailand on Wednesday cut its benchmark interest rate by 0.25 percentage points, the first reduction in seven months, after the domestic economy contracted in the first quarter of the year.

Thailand on Wednesday cut its benchmark [interest rate](#) by 0.25 percentage points, the first reduction in seven months, after the domestic economy contracted in the first quarter of the year.

Sluggish economic growth in [China](#), the United States and the [European Union](#) is weighing on the Thai economy, the central bank said as it reduced its policy rate to 2.50 percent.

"Exports are likely to face downside risks because of slow growth in China while inflationary pressure has eased," the Bank

of [Thailand](#) said in a statement.

The Bank had faced pressure from the [government](#) and the business community to lower [interest](#) rates to slow capital inflows and help weaken the Thai baht, whose rise has made Thai exports less competitive.

Thailand's economy shrank 2.2 percent in the three months to March from the previous quarter -- the first contraction in more than a year -- as [manufacturing](#) output fell, official data showed last week.

On a year-on-year basis, [GDP](#) growth slowed to 5.3 percent.


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AdChoices 

# Models



**Pay?**

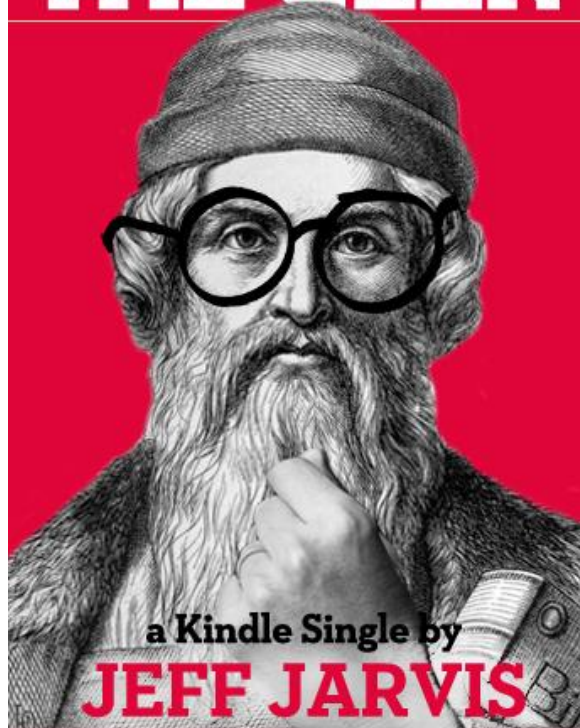
"Google is not just a company, it is an entirely new way of thinking. Jarvis has done something really important: extend that approach to business and culture, revealing just how revolutionary it is."

—CHRIS ANDERSON, author of *The Long Tail*

# What Would Google Do?

Jeff Jarvis

## GUTENBERG THE GEEK



a Kindle Single by

**JEFF JARVIS**

## JEFF JARVIS

Bestselling author of *WHAT WOULD GOOGLE DO?*



HOW SHARING IN THE DIGITAL AGE  
IMPROVES THE WAY WE WORK AND LIVE

# **Pricing paradox of info**

# Engagement paradox

**Reverse pay meter**

**Variably valued users**

**Small data**

**Big data**



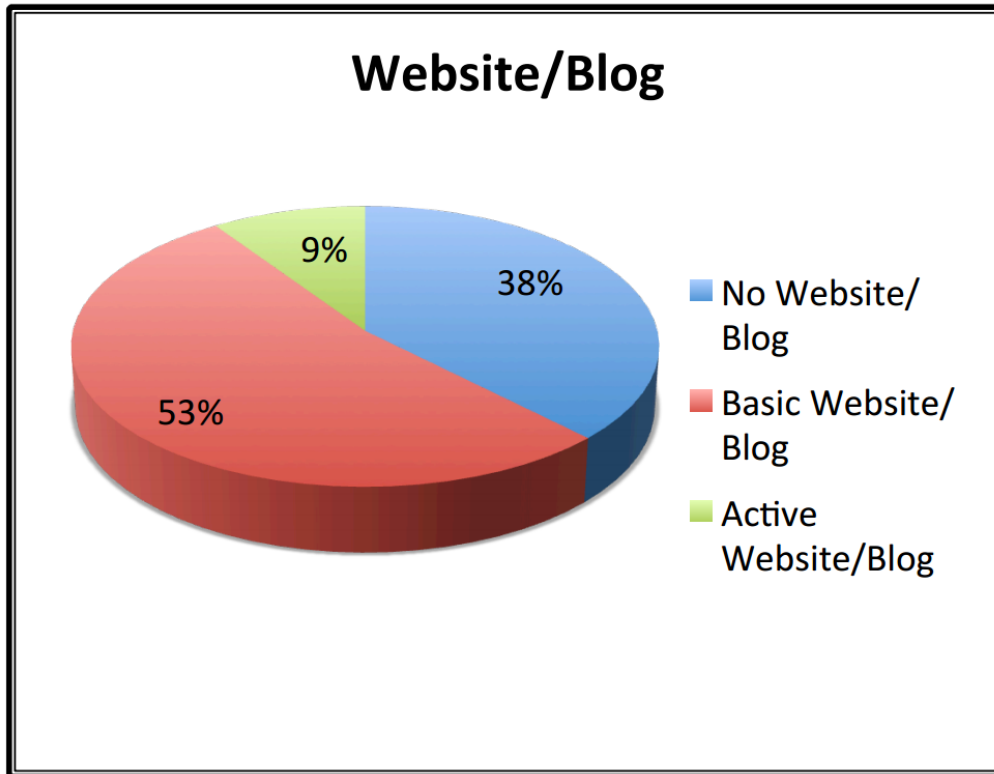


**Mobile = local = me**

**Service to people**

**Service to business**

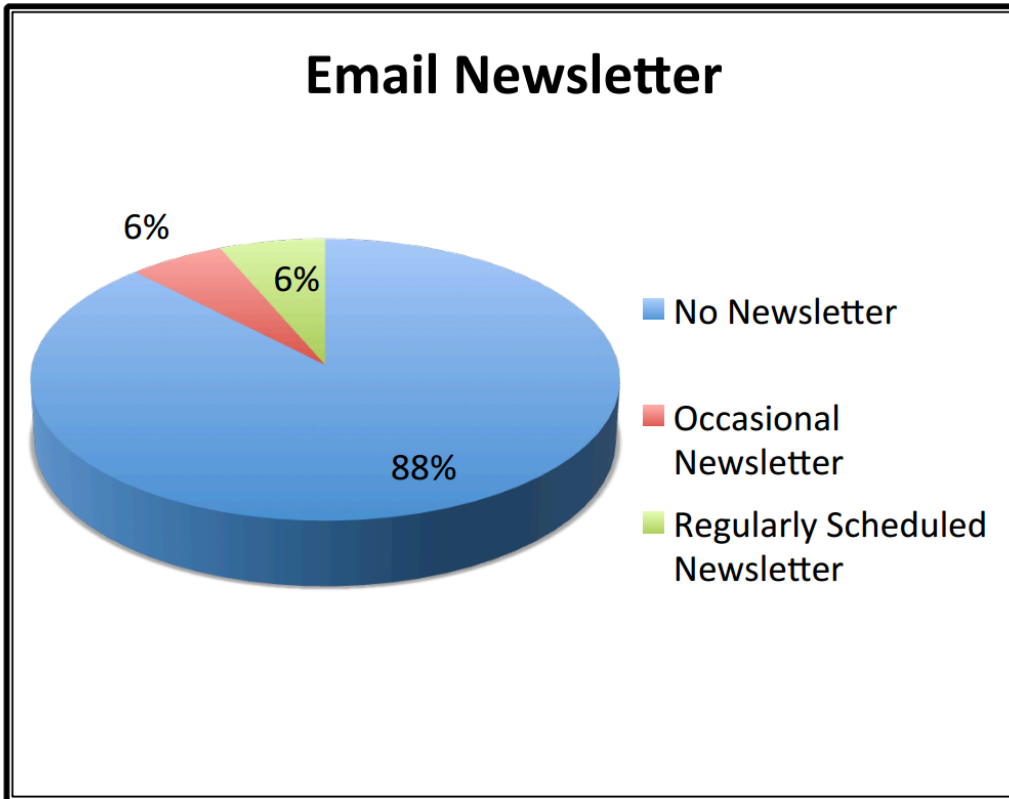
# NJ Suburb: Website/Blog



Website/Blog	# of Companies
No Website/Blog	187
Basic Website/Blog	263
Active Website/Blog (updated in last month)	47

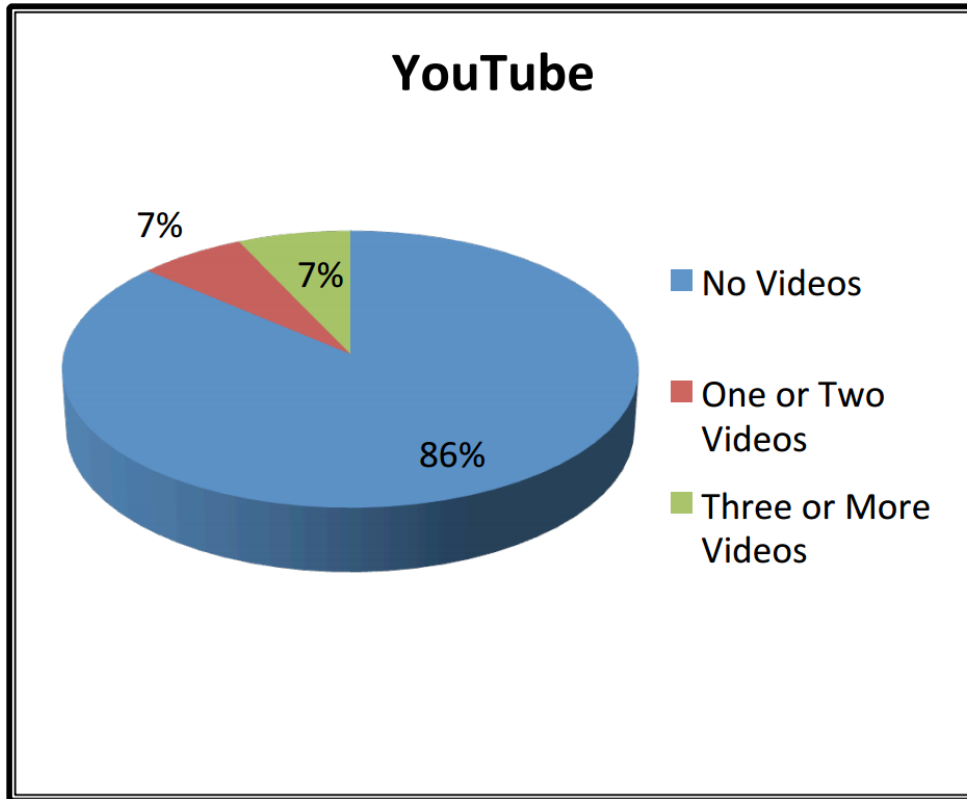
Source: Tow-Knight Center for Entrepreneurial Journalism at CUNY

# NJ Suburb: Email Newsletter



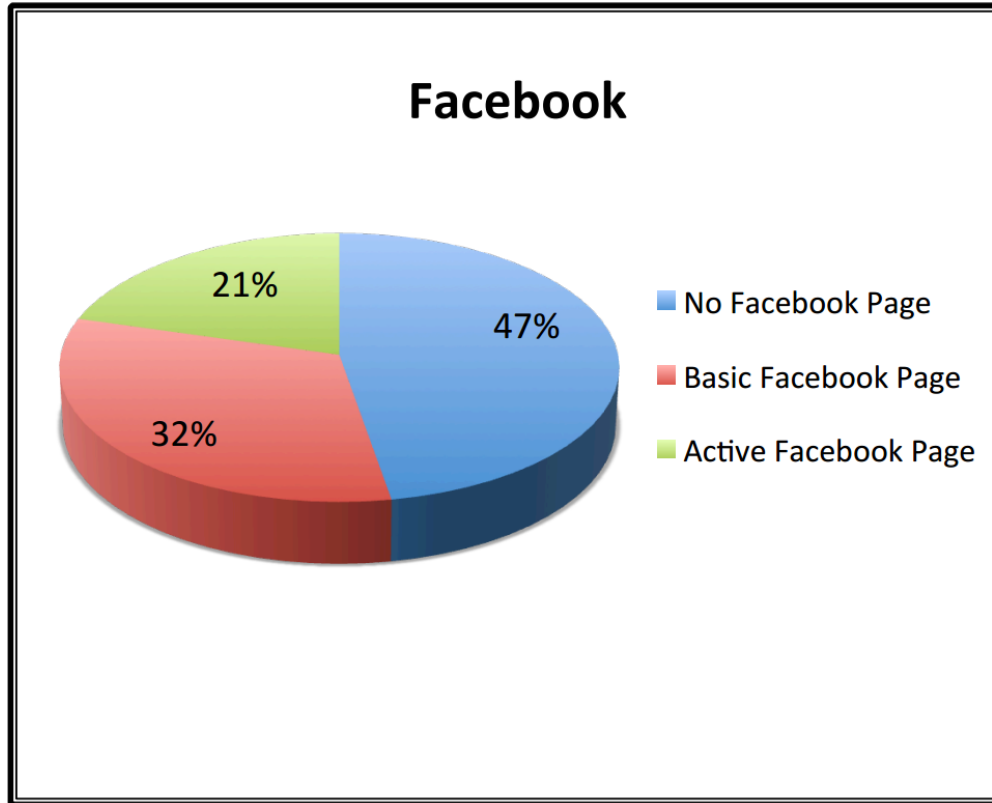
Email Newsletter	# of Businesses
No Newsletter	436
Occasional Newsletter	29
Regularly Scheduled Newsletter	32

# NJ Suburb: YouTube



YouTube Videos	# of Companies
No Videos	429
One or Two Videos	33
Three or More Videos	35

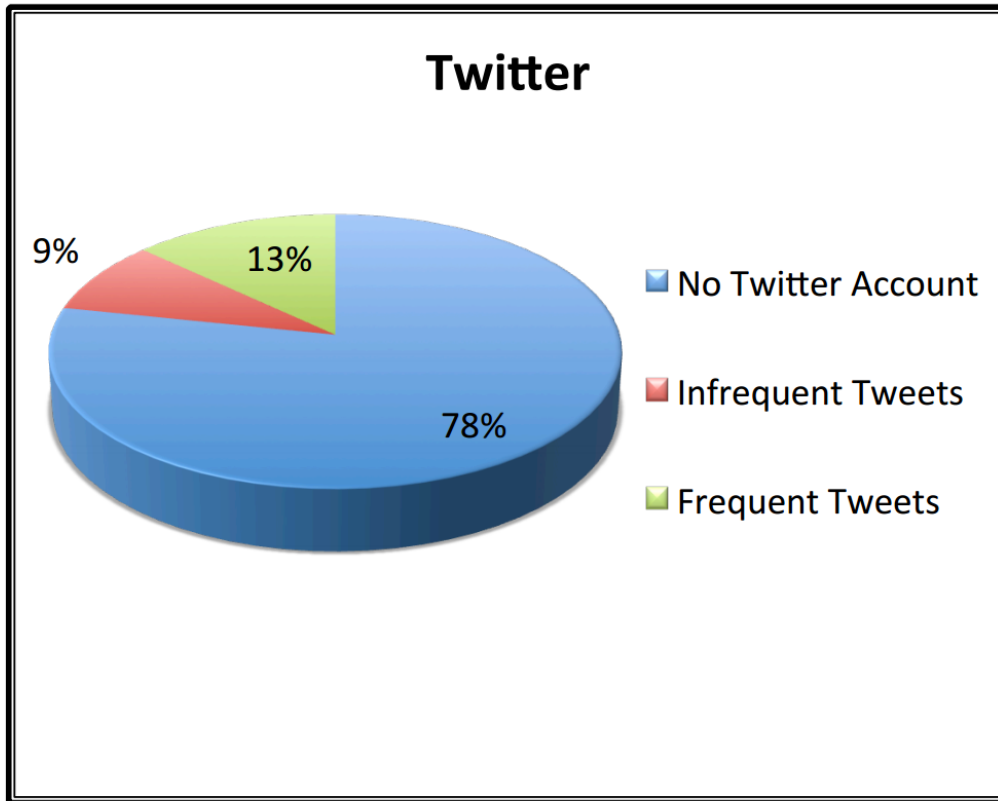
# NJ Suburb: Facebook



Facebook Page	# of Businesses
No Facebook Page	235
Basic Facebook Page	160
Active Facebook Page (updated in last two weeks)	102



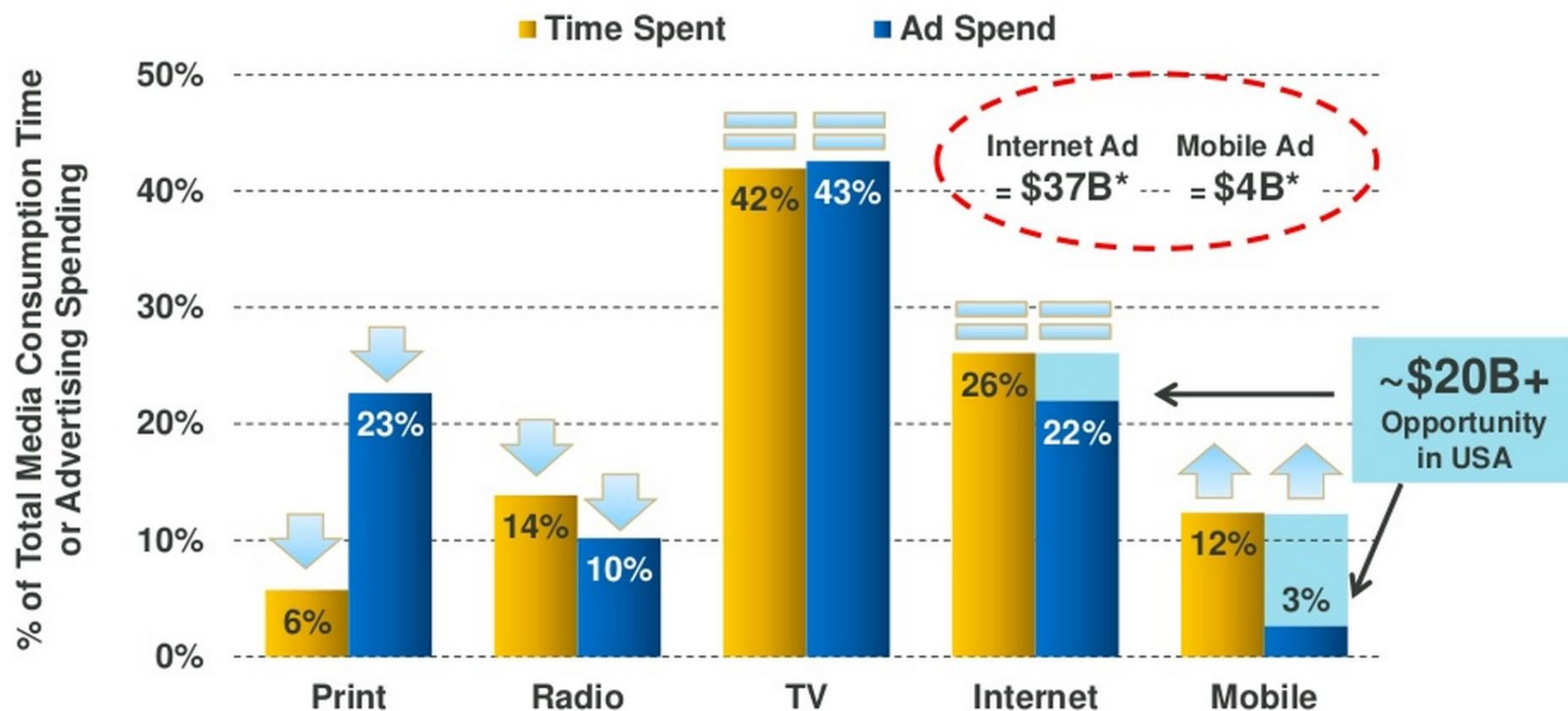
# NJ Suburb: Twitter



Twitter Account	# of Businesses
No Twitter Account	389
Infrequent Tweets	43
Frequent Tweets (latest tweet < one week)	65

# Material Upside for Mobile Ad Spend vs. Mobile Usage

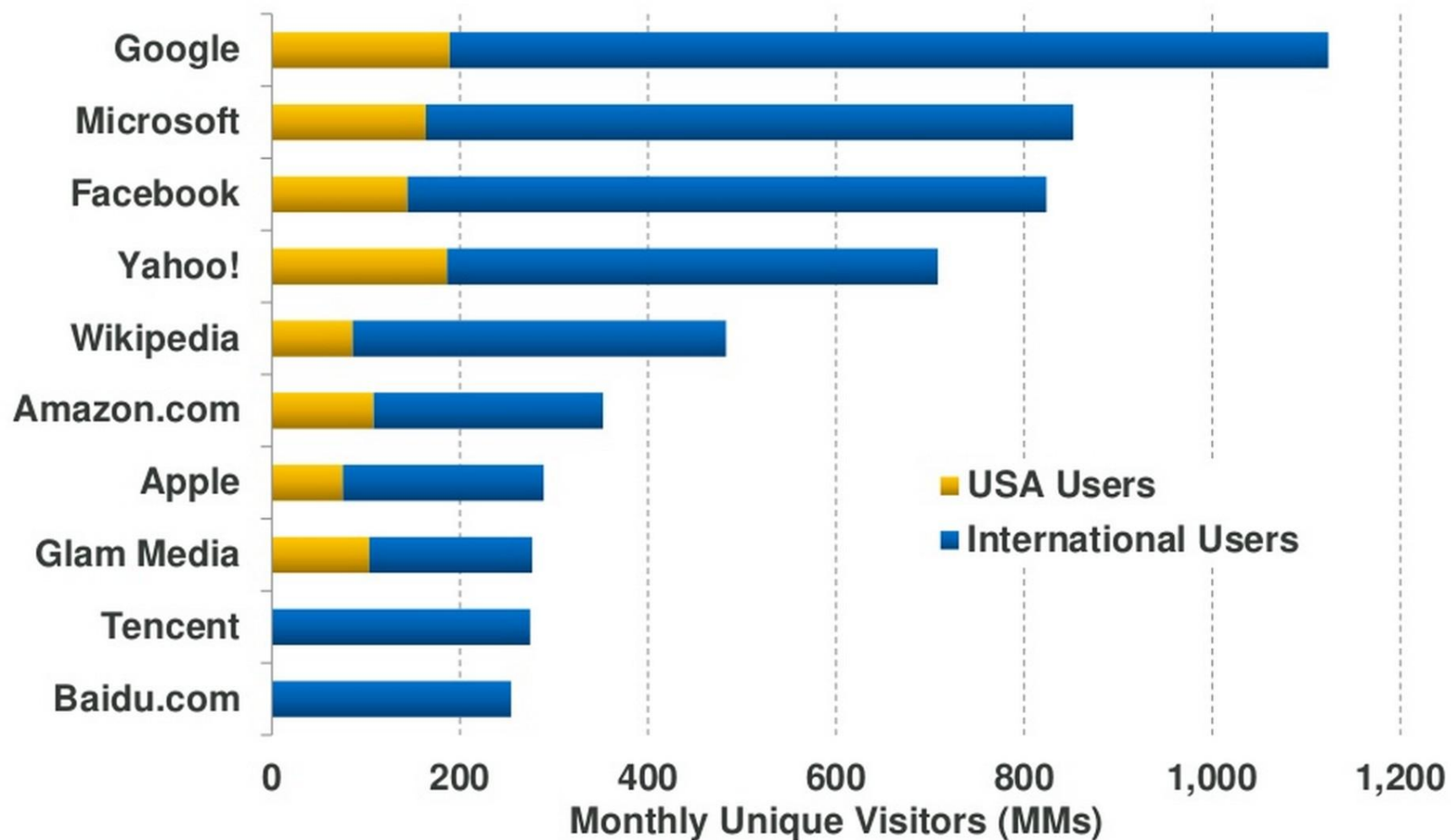
% of Time Spent in Media vs. % of Advertising Spending, USA 2012



# Networks

# 80% of Top Ten Global Internet Properties 'Made in USA'... 81% of Users Outside America

Top 10 Internet Properties by Global Monthly Unique Visitors, 2/13



**Sponsored content trap**

**Relationships = value**

**Next?**

wearables

post-screen

voice

**Next?**

new metrics

delivery

algorithmic news

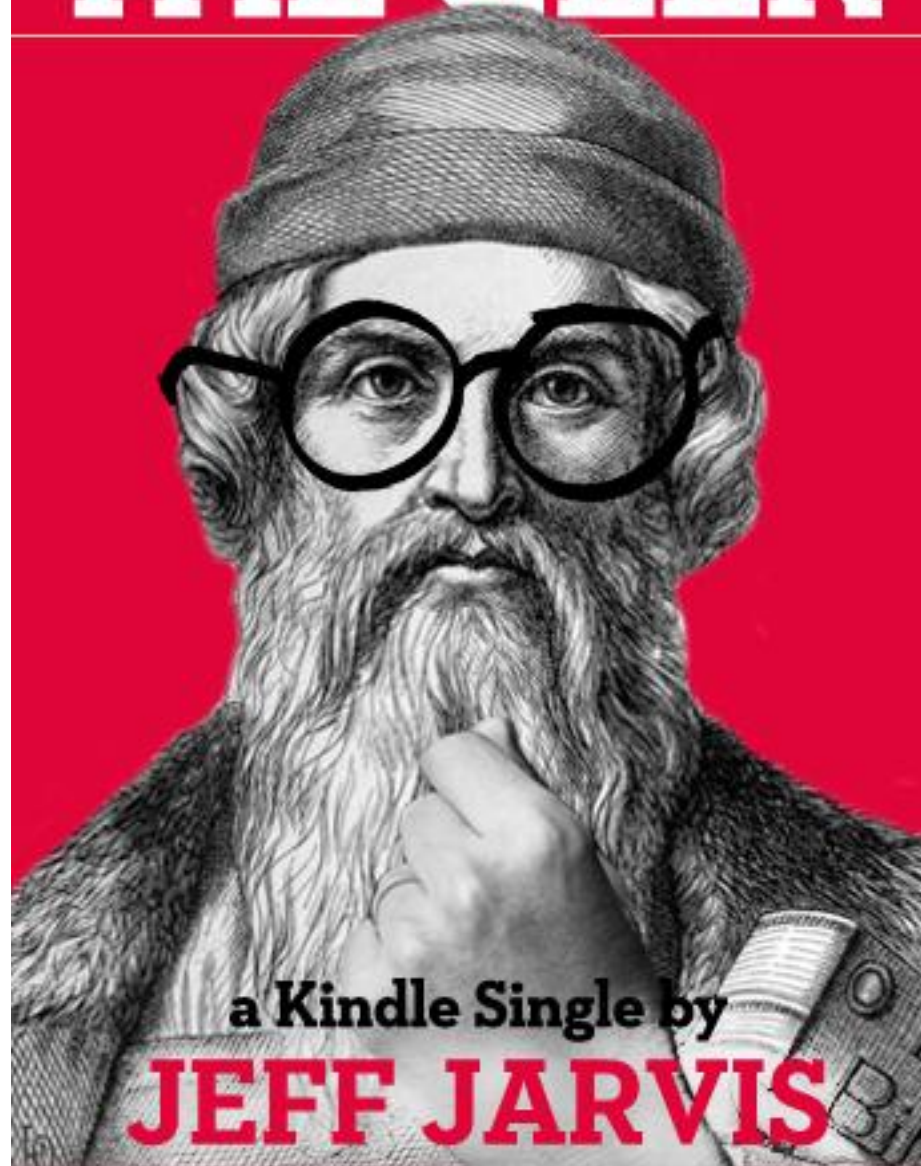
transactions

events

sensors



# GUTENBERG THE GEEK



a Kindle Single by

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google.com/+jeffjarvis**

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