

REACHING NEW AUDIENCES

THE POWER OF SOCIAL MEDIA,
DIGITAL TOOLS AND VISUALISATION.

What does it cost to reach modern readers?

REACHING NEW AUDIENCES

THE POWER OF SOCIAL MEDIA

DIGITAL TOOLS AND VISUALISATION.

**NEWS OUTLETS ABLE TO REACH A
LARGER AUDIENCE THAN EVER BEFORE
BUT MAKING MONEY FROM THAT LARGER
AUDIENCE IS NOW THE PROBLEM.**

ISSUES

DEARTH OF UNIQUE CONTENT

AUDIENCE UNWILLING TO PAY FOR NEWS

CONTENT ONLINE

DIGITAL ADVERTISING WORTH NEXT TO

NOTHING

MANY FORMATS ARE NO MORE THAN

IRRITANTS

RISE OF AD-BLOCKERS

ALL THE DIGITAL AD MONEY GOING TO

TWO COMPANIES

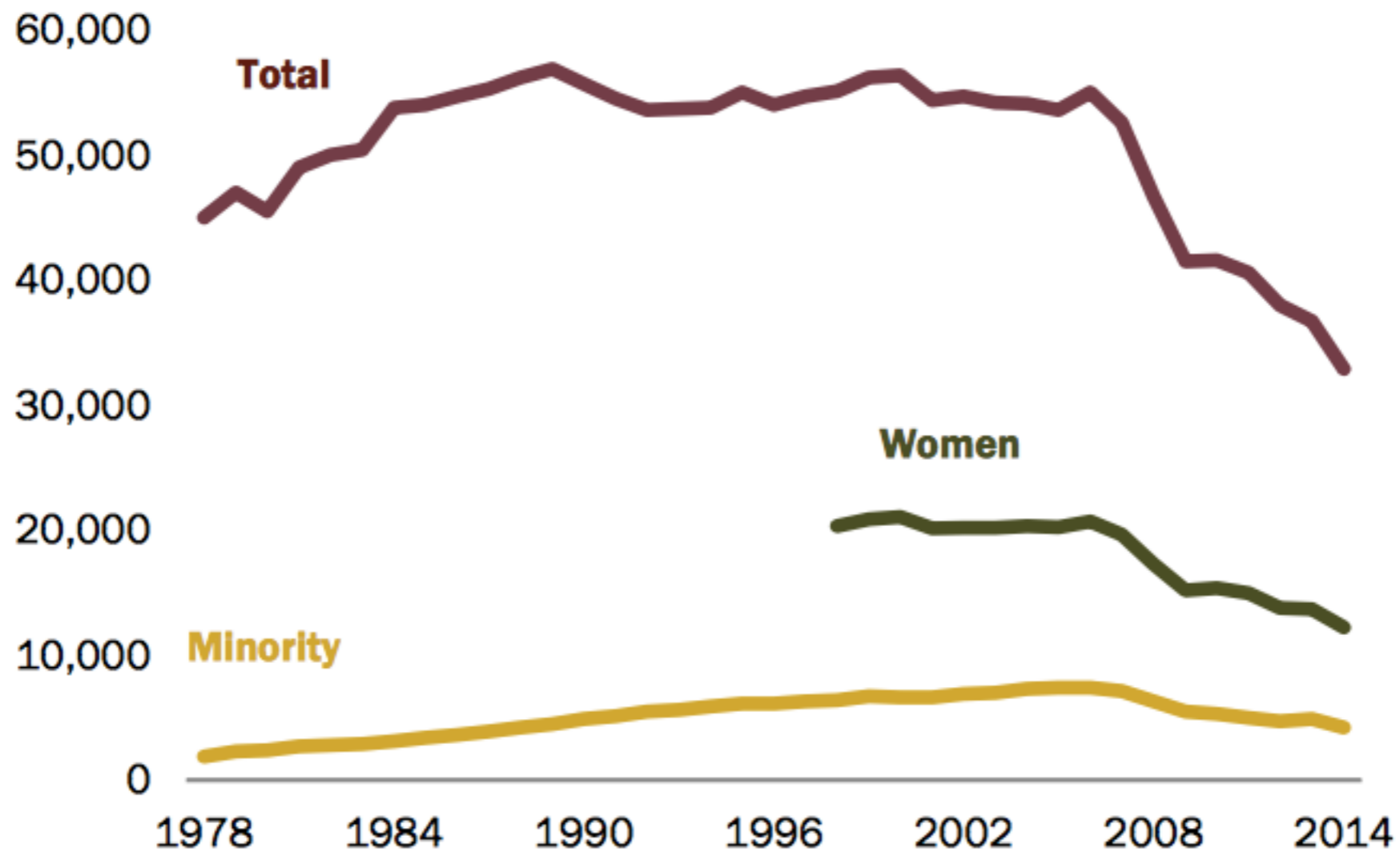


**REACHING LARGE ONLINE AUDIENCE
TAKES DIFFERENT SKILLS**

JOURNALISTS & ENGINEERS & DESIGNERS
& TESTERS & SEO TYPES & SOCIAL MEDIA
STRATEGISTS & DATA SCIENTISTS &
PROJECT MANAGERS & AD OPS, ETC.

Newsroom employment continues to fall

Total number of newsroom employees at U.S. newspapers



Source: American Society for News Editors Newsroom Employment Census projections, 1978-2014.

"State of the News Media 2016"

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Total number of newsroom employees at U.S. newspapers



How are media outlets going to afford all these new people?

Source: American Society for News Editors Newsroom Employment Census projections, 1978-2014.

"State of the News Media 2016"

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So What?

JOURNALISTS NOW NEED

ABILITY TO USE A VARIETY OF ONLINE
STORYTELLING TOOLS

UNDERSTANDING OF SEARCH

UNDERSTANDING OF SOCIAL

A WORKING KNOWLEDGE OF CODE HELPS

MOST OF ALL, AN UNDERSTANDING OF
HOW THEIR INDUSTRY WORKS

The Cultural Issue.

SPEED

JOURNALISTS ARE USED TO TIGHT
DEADLINES

DEVELOPERS WORK TO FAR LONGER
DEADLINES

Thanks



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