

Here's a little background:

Next issue I will be looking into the changing face of the media, in particular magazine and print publishing.

I will look at the reasons why the old structures of print are failing in relation to:

- the changing economic situation (partly to blame, partly a victim)
- the revolution in the way people go about their day to day lives (The ease and comfort of consuming information on the web)

What I would be interested to hear from you is:

- The marketplace for media in general is evolving. What is different from ten years ago, what will be different in ten years?

Media has revolved around distribution. Whoever had the distribution had the market and whoever played the game right could get their content into the distribution. PR agencies are all about leveraging their networks to get your company into this locked distribution channel. The internet has unlocked these tight distribution channels. I have talked about it here:

<http://blog.bwagy.com/the-difference-between-traditional-and-new-media/>
and here: <http://blog.bwagy.com/its-happened-to-music-now-for-books/>

What will it be like in 10 years? We are talking infinite channels for media. Blogs like PerezHilton are a prime example, not limited to text, photos or even video, they draw all media together. Something newspapers cannot do.

Ten years from now media will be distributed over infinite channels, the world is now a global village, we still consume 'mainstream media' but we invest more time in niche interests who deliver video, audio, text, experiences. Conversations are going to be the driving force of how media is distributed, if it's worth talking about people will spread it.

Traditionally all you had to do is overcome the hurdles (book publishers, pr agencies) to get the word out. Word of mouth will be the driving force of this.

We have seen this happen with Music, slowly with books (but not yet) and increasingly with the news media. Twitter is a fantastic example of news spreading via conversations. It's village gossip on a global scale. As Shakespeare would say 'all the worlds a stage'.

- what do you see as the reasons why some print magazines have failed and others have flourished? In relation to differences in content, readership, marketing, adaptation to new technologies? (and anything else you think is important)

The number one reason print magazines have failed is the inability to derive significant revenues from their readership. In my opinion once distributions were locked the focus became how can we maximise profit? By changing the focus, journalists report on quantity not quality, advertising revenues are all about maximum dollars (not necessarily maximum value for advertisers). Once journalists start to change their mantra to compelling journalism to rewording press releases they lose their audience. which flows onto advertising and in turn the bottom line. See my blog posts above for more thoughts on this.

- Do you think in the future, print magazines will exist? If no, why? If yes, what magazines do you think will be around? What will magazines have to do to still be in demand in say, 10 years?

Newspapers will exist in the future, but not in form we see now. People enjoy the tactile experience of sitting down, having a coffee, reading the paper. However the model needs to change in how newspapers deliver content. I foresee digital papers, where consumers purchase the right to use a newspaper reader, it looks just like a

newspaper, feels like a newspaper, yet the content changes daily to reflect the latest news, it notices my interests and modifies the front page according to that. The Sky TV model is the current example I would compare it against. Newspapers will deliver photos, video, audio and combine these into enjoyable experiences for their users.

And some personal questions:

Do you subscribe to any print magazine? If so, what? Have you ever subscribed to any print magazines? If you have and don't anymore, why did you stop?

No.

Do you subscribe to any digital magazines? If so what?

Yes, Discounderworld & Getting Things Done.

How does the age of digitization impact on your life? For better and for worse?

The age of digitization has provided a huge opportunity for myself and my generation, we are able to leverage the new opportunities to follow our passions and our dreams.

Look at Fred Figgleshorn, he wanted to go to Hollywood and become an actor. So he starts a YouTube video show of Fred a 6 y/o kid with anger management problems & a dysfunctional family. Within 5 months he ticked up over 159 million views, sponsorship & merchandising deals, now Hollywood is knocking. Digitization of our lives has provided a global platform for people to achieve what they desire in life.

How does the age of digitization impact on your work? For better and for worse?

The age of digitization has enabled my whole career, since I started playing with the internet back in '96 till '09 the internet has provided a platform for me to do what I enjoy. I have been operating with international clients since day 1. The internet enables this.

What do you think are the advantages of print?

The user experience, electronic media doesn't have the same sensory enjoyment that reading the paper, a book or curling up and watching a movie. Newspapers need to focus on building this experience and reminding users. Some have taken this initiative by offering weekend only subscriptions so that consumers can get it in the weekend for just that reason.

What do you think are the advantages of digital?

The ability to get relevant information to each and every user. We all have different interests and digital offers a platform to deliver that catering to our needs.

Interview crib notes with [Ben Young](#) of [bwagy](#) for [discounderworld](#) . Pdf'd 8/4/09.