



# The Newsonomics of the Digital News Decade

**Future Media Forum**  
**June 19, 2012**

**Ken Doctor**  
*New Industry Analyst & Author,*  
*Newsonomics*



Wednesday, June 13, 12

# Welcome to the Digital News Decade

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Click to **LOOK INSIDE!**

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Inside The Fast Changing Landscape of Shrinking Newspapers And Always-On Digital News

**NEWSONOMICS**

Twelve New Trends That Will Shape the News You Get

Ken Doctor  
Leading Media Industry Analyst

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**Newsonomics: Twelve New Trends That Will Shape the News You Get [Hardcover]**

[Ken Doctor](#) (Author)

★★★★☆ (9 customer reviews) | [Like](#) (1)

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# 12 Laws Updated

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# From Mostly Print/A Little Digital to Mostly Digital/ Some Print



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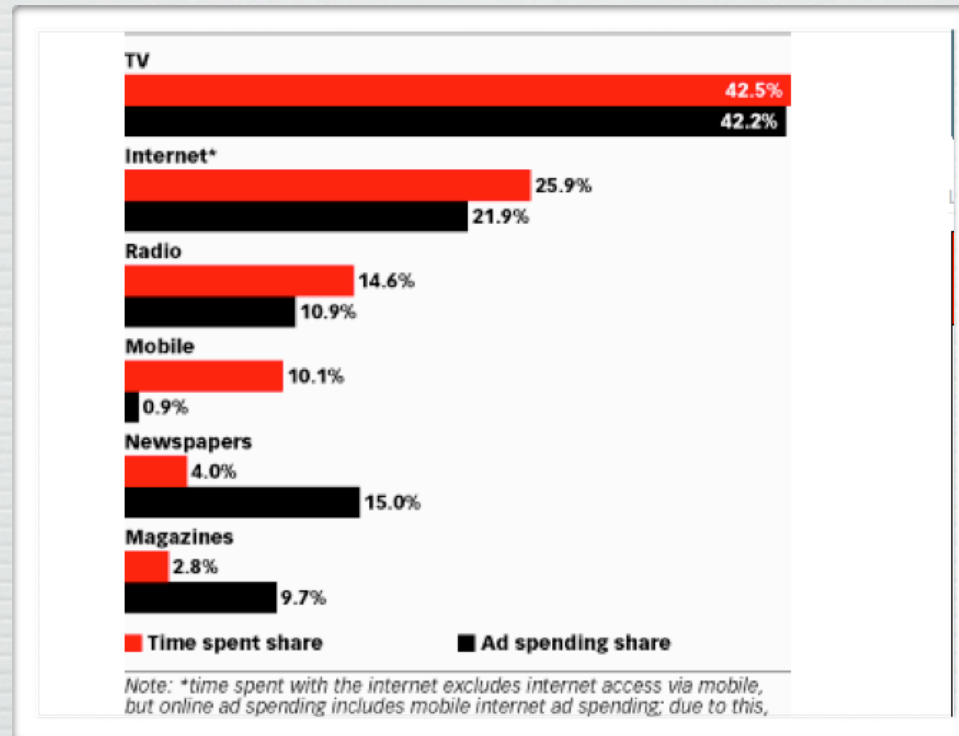


Print Digital ('90s)

Print Digital ('00s)

Print Digital ('10s)

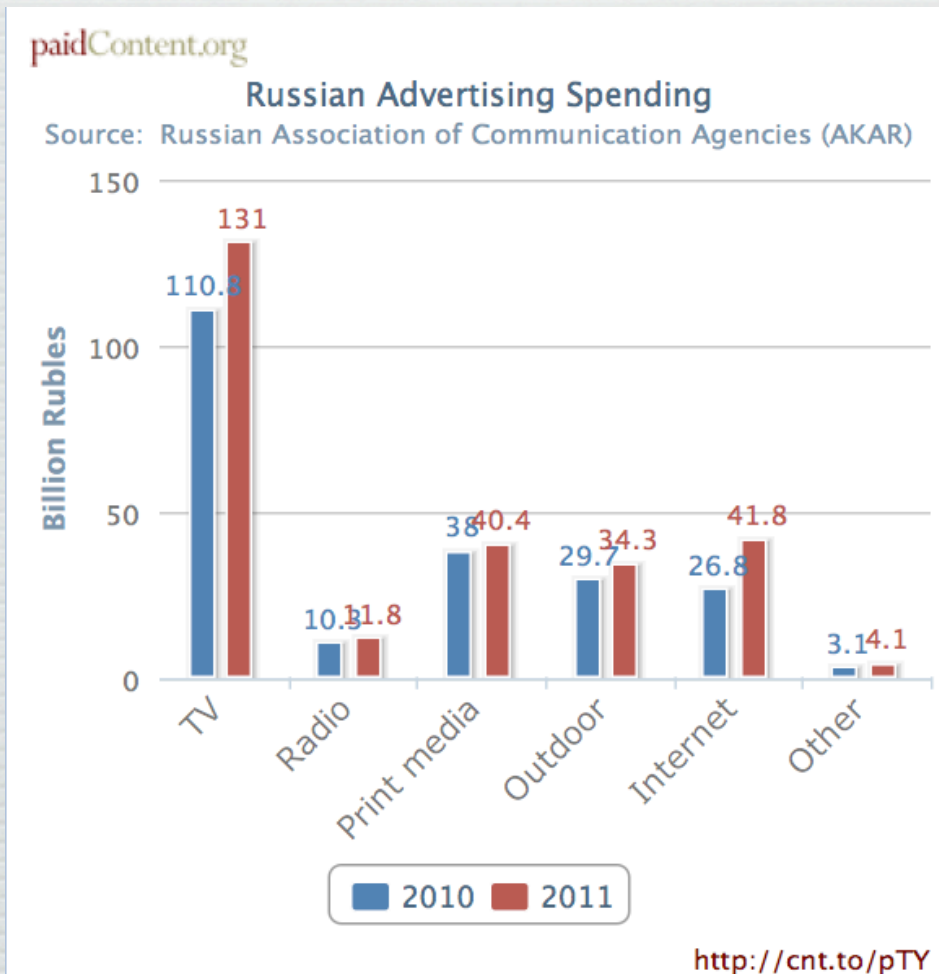
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# Follow the Money

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# In Russia & Worldwide

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# Today

What is It?  
5 Truths  
&  
3 Lies

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# Truth #1


Content  
Wants  
a  
Fee

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NYT:

450K subs; \$100M+

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# From Free to Paid





# From Free to (Also) Paid



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[NCAA Tournament: March 19, 2012](#)

[Mon 7:05 PM](#) [Mon 7:10 PM](#) [Mon 7:15 PM](#) [Mon 7:20 PM](#) [Mon 9:35 PM](#) [Mon 9:40 PM](#) [Mon 9:45 PM](#)

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[1 CONN](#) [2 MD](#) [1 STAN](#) [4 PUR](#) [3 TAM](#) [2 TENN](#) [3 MIA](#) [2 UK](#)

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TOP STORIES
SPORTSCENTER VIDEOS

7 p.m. ET on ESPN2 & ESPN3: Women's tournament

Start From The Beginning

Before Knoxville, before the titles, before the illness, Pat Summitt learned all she needed on a farm in Henrietta, Tenn. [Michelle Voepel](#) Looking for Final Four Glory Check your bracket More

HEADLINES
MY HEADLINES
SHARES

- Sources: Peyton picks Broncos; Tebow out?
- UNC's Marshall undergoes surgery to wrist
- Mets settle Madoff case for \$162M | Rubin
- Panthers sign RB Tolbert | Trade coming next?
- Phillies' Utley doubtful for Opening Day | Blog
- Bulls' Rose not running, likely out vs. Magic
- Tiger tests out his Achilles at Tavistock Cup
- LeBron: Fisher not bad fit if Heat pursue guard
- Tigers 3B Cabrera takes grounder to face
- 'Clipper Darrell' works out differences with team
- Kiper: Where Tebow could fit | Denver draft

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# And Loves *Many* Fees

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# Truth #2

**For News(paper)  
Companies, Reader  
Revenue Will Be #1**

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# The Revolution of Reader Revenue

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# We Sell Content

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# Why?

Print advertising is in death spiral

Digital circulation can boost circulation revenue @10%+

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# U.S. Dailies 80/20

## Advertising/Circulation Old Split

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# U.S. Dailies Rapidly Pointing Toward 50%

New York Times: 52%, up 4% in 1 year

Boston Globe: 47%

Minneapolis Star Tribune: 43%

Dallas Morning News: 38%

Time Inc: 43%, up 5% from 3 years ago

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# Global Dailies\*

**66/34**

**UK: 48%**

**US: 29%**

**EMEA: 30%**

**Asia: 61%**

**Japan: 72.5%**

\* **Outsell Data**

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# Global Dailies Circulation Revenue

# \$30 Billion

\* **Outsell Data**

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# Truth #3

Digital First is  
Becoming  
the  
Standard

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# Dropping 4 Days a Week, Reinforcing Sunday





Daily Cuts in Louisiana, New York, California, Kansas, North Carolina, Michigan, Alabama

# The 7-Day Daily is Going *Away*

New Orleans, Birmingham, Mobile, Grand Rapids, Ann Arbor. Media General cut smaller seven-day papers in North Carolina and California to three days a week. GateHouse Media did the same in Kansas.

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# Johnston Press 5 Dailies Now Weekly

News Media Johnston Press

## Five Johnston Press dailies go weekly

Halifax Courier, Northampton Chronicle & Echo and others affected as publisher adopts 'platform neutral' strategy

Josh Halliday

guardian.co.uk, Monday 16 April 2012 12.05 BST

Comments (6)



The Halifax Courier is one of five titles to go weekly in the Johnston Press shakeup

Johnston Press is turning five of its daily newspapers – including the Halifax Courier, Scarborough Evening News and the Northampton Chronicle & Echo – into weeklies, as part of a radical shakeup of the regional publisher by chief executive Ashley Highfield.

# The Digital First Make-Over



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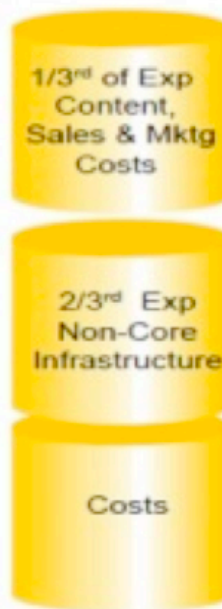
# John Paton's Outsourcing

## Outsource Non-Core Competencies

### ■ Harness The Cloud:

- Outsource Printing and Mailroom Services
- Outsource Delivery
- Outsource Pre-Press
  - Ad Make-Up to Page Make-Up
- Outsource Back-End Digital, I.T. and Finance
  - Site Maintenance
  - Tagging
  - Video Production
  - Blog Pagination

### ■ Get Rid of the Bricks and Iron



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**TRIB**  
**local**

Homewood/Flossmoor



H-F High School students win state economics final



Willow School teacher receives Excellence ...



Book donation aims to comfort children ...



Three H-F seniors to compete in 'Mock Firm ...



Five questions with Anne Colton



“

Position: Per Piece Writer

Treatment: 1099 Independent Contractor

Time: You choose when you work, but we are looking for day availability

Location: Remote. As a contractor, you choose where you work

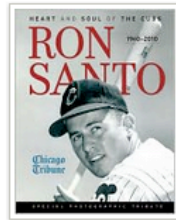
Pay: Per-piece, roughly \$12/hr. For example \$4 stories take about 20 +/- minutes, and \$2 stories take about 10 +/- minutes.

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# As We Enter Into New Age of *Many* News Products

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**Ron Santo: Heart and Soul of the Cubs** (12/1/2010)

by Chicago Tribune

★★★★★ (1)

List Price ~~\$14.95~~

Format	BN.com	Used/New from
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Paperback	<b>\$10.06</b> (Save 32%)	\$1.99
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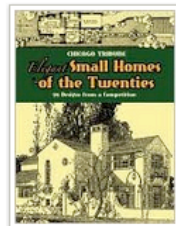
**Hawkeytown: Chicago Blackhawks' Run for the 2010 Stanley Cup** (6/1/2010)

by Chicago Tribune

List Price ~~\$14.95~~

Format	BN.com	Used/New from
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Paperback	<b>\$9.66</b> (Save 35%)	\$3.98
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**Elegant Small Homes of the Twenties: 99 Designs from a Competition** (11/24/2008)

by Chicago Tribune

List Price ~~\$14.95~~

Format	BN.com	Used/New from
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Paperback	<b>\$10.05</b> (Save 32%)	\$8.49
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# Chicago Tribune

# 20 Ebooks Planned

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# “Mining the Archives”

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# Paywalls 2012

subscription

abonnement

suscripción

подписка

assinatura

サブスクリプション



# Membership Arrives

L.A. Times, Boston Globe, The Day, a small  
daily in Connecticut

The idea: Deepen the relationship to  
subscribers, especially All-Access  
subscribers

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# Truth #3

It's a  
5-Screen  
Future

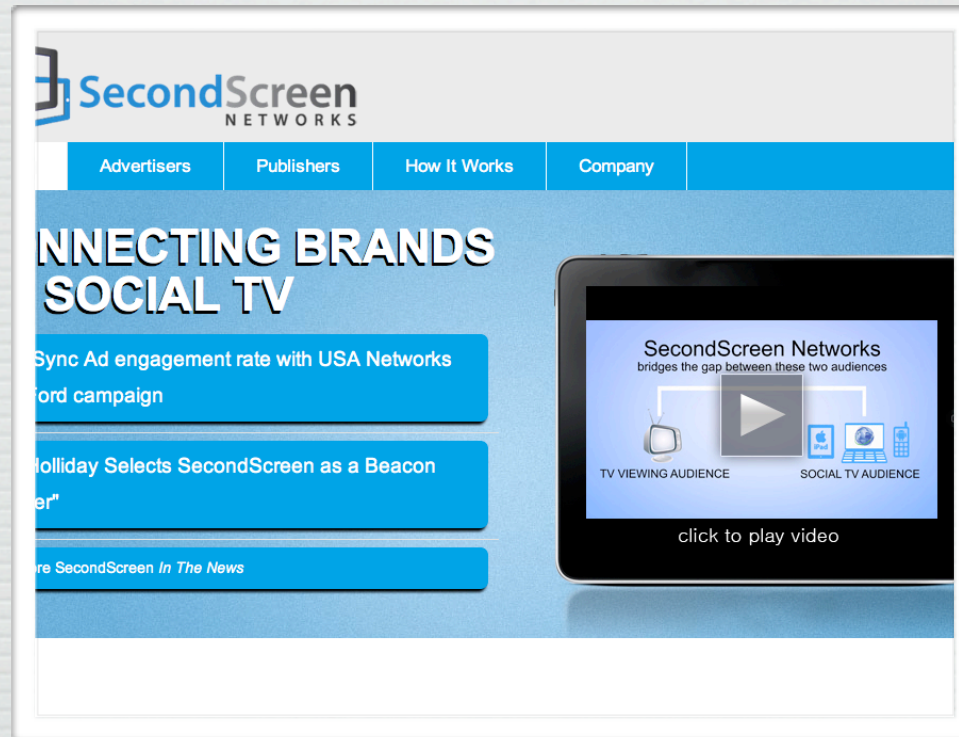
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Desktop/Laptop  
 Smartphone  
 Tablet  
 Connected TV  
 Connected Auto

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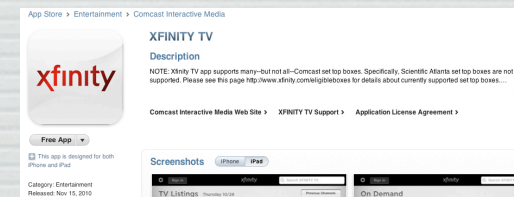


# 2nd Screen Thinking

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# All Access is *the* Business Model



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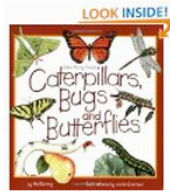
# Truth #5

Commerce is About  
Offers  
Not “Advertising”

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## Recommendations for You in Books



**Caterpillars, Bugs & Butterflies...**  
 > Mel Boring  
 Paperback  
**\$7.95**  
[Fix this recommendation](#)

> [See more recommendations](#)

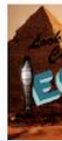


**Hello, Animals!**  
 Smriti Prasadam, Emily Bolam  
 Board book  
**\$5.95**  
[Fix this recommendation](#)



**Trees, Leaves & Bark Along Guides)**  
 Diane Burns, Linda Gale  
 Diane L Burns  
 Paperback  
**\$7.95**  
[Fix this recommendation](#)

## Inspired by Your Shopping



**Google offers** Oakland / East Bay

Don't miss out! Subscribe to get Oakland / East Bay offers straight to your inbox

**Recent Offers**

<b>REI</b> <b>\$25 of outdoor gear</b> Oakland / East Bay 16459 purchased	<b>Oakland Museum of California</b> <b>One adult admission ticket to Oakland Museum of California</b> Oakland / East Bay 238 purchased	<b>Tara's Organic Ice Cream</b> <b>\$20 of gourmet ice cream</b> Oakland / East Bay 300 purchased
<b>Tacos Unapan</b> <b>\$12 of food and drinks</b> Oakland / East Bay 123 purchased	<b>C.R.E.A.M.</b> <b>One dozen cookies</b> Oakland / East Bay 343 purchased	<b>Zaika</b> <b>\$40 of Indian food and drinks</b> Oakland / East Bay 135 purchased
<b>Fandango</b> <b>One Fandango movie ticket</b> Oakland / East Bay 25000 purchased	<b>M &amp; M Thread Salon</b> <b>One eyebrow threading session</b> Oakland / East Bay 131 purchased	<b>Souley Vegan</b> <b>\$20 of vegan soul food and drinks</b> Oakland / East Bay 313 purchased
		<b>Asmara Restaurant</b> <b>\$30 of food and drinks</b> Oakland / East Bay 161 purchased
		<b>Tellerflora</b> <b>\$45 towards fresh flowers</b> Oakland / East Bay 781 purchased

WEB & SOCIAL

## Facebook Offers rollout begins, delivers local deals direct to your news feed

By **Jamie Keene** on April 13, 2012 11:39 am

Like · Comment · Share · 10 15 2 · 14 minutes ago

**Graham's Cafe** posted an offer.

Sign up for our alerts! Follow Us

of coffee, get the this.

INTRODUCING **Samsung GALAXY Note**  
 phone? tablet? *best of both.*

Roll over for videos

**SAMSUNG**

THE LATEST HEADLINES

Dungeon Defenders for I

**THE SACRAMENTO BEE** sacbee.com/home

**find or save** smart shopping starts here.

Home Daily Deal Local Coupons Local Ads Store Circulares

Find and Save in Sacramento

Search for Deals...

Today's Deal: \$29 for Cleaning, Exam, X-rays, and Professional Take-Home Teeth-Whitening Kit from Smile Generation (Up to \$653 Value)

**the smile generation**

Value \$653 Discount 96% You Save \$624

609 bought

The deal is on!

See Here Dealer

Don't miss another great deal! Sign up for email alerts now!

Local Coupons Blog

Local Coupons

\$30 of Ethiopian food and drinks

Oakland / East Bay

234 purchased

View all Local Coupons

Convenient Home Delivery

**GROUPON** Visit More Cities · Get The Daily Email

Daily Deals on the Best in **Santa Cruz**

Today's Deal Recent Deals How Groupon Works

**\$99 for an Introductory Helicopter Lesson from Specialized Helicopters in Watsonville (\$199 Value)**

**\$99 Buy!**

Value \$199 Discount 50% You Save \$100

**SPECIALIZED HELICOPTERS**

# Lie #1

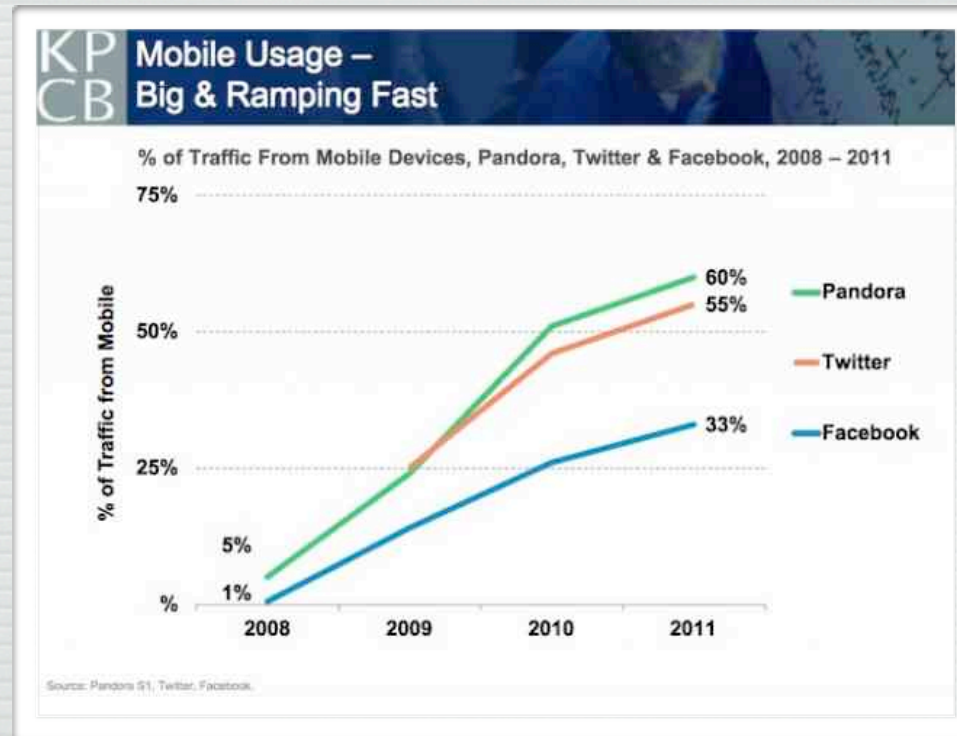
It's  
All  
About  
Mobile

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# “Mobile” is Obsolete

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# Mobile Ramp



# It's About Serving Customers Anywhere & Everywhere

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# The Sixth Screen? Holograms

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# Lie #2

*Newspapers*  
Will  
Recover

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# Lie #3

Google (Amazon,  
Facebook & Apple)  
Want to Be Your Friend

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# GAFAGrows Stronger Every Day

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Google

Apple

Facebook

Amazon

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# Digital Display

## The Coming Google/Facebook Duopoly

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# Global 2011: \$80 Billion

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# 67%

**Google/Yahoo/Microsoft/  
AOL/Facebook Take of  
Digital Advertising**

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**Audiences**  
**Distribution**  
**Devices**  
**Selling Channels**  
**Customer Touch**

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# Dominance

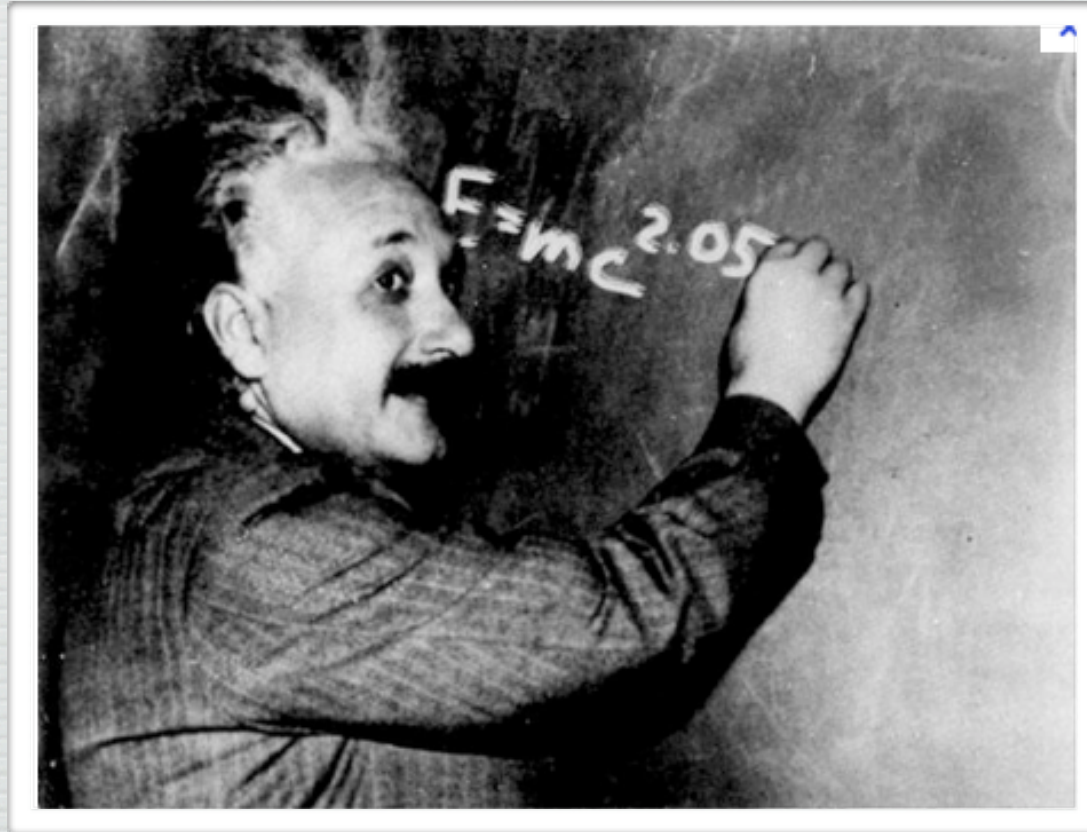
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# How Do Media Make Friends?

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# We're Writing New Formula

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# Welcome to the the Beginning of Digital News Decade

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# 2020: Telling Stories About Daily Newspapers

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# Contact

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[www.newsonomics.com](http://www.newsonomics.com)



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