

# Building for a rapidly evolving mobile future

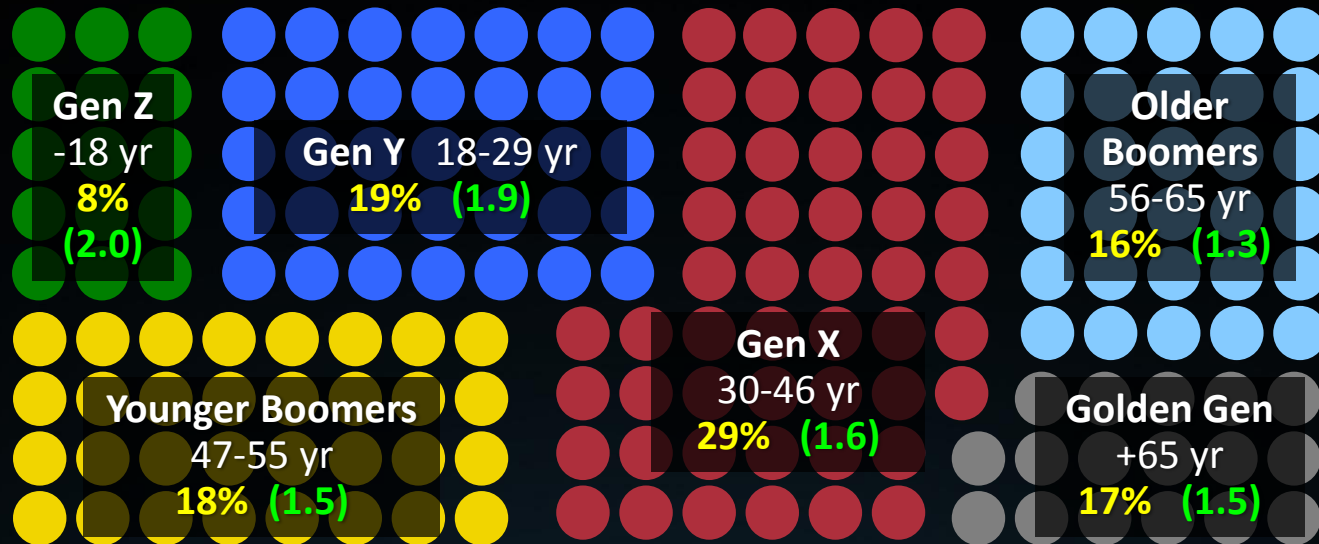
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# In US 29% of Gen Xers own a connected device



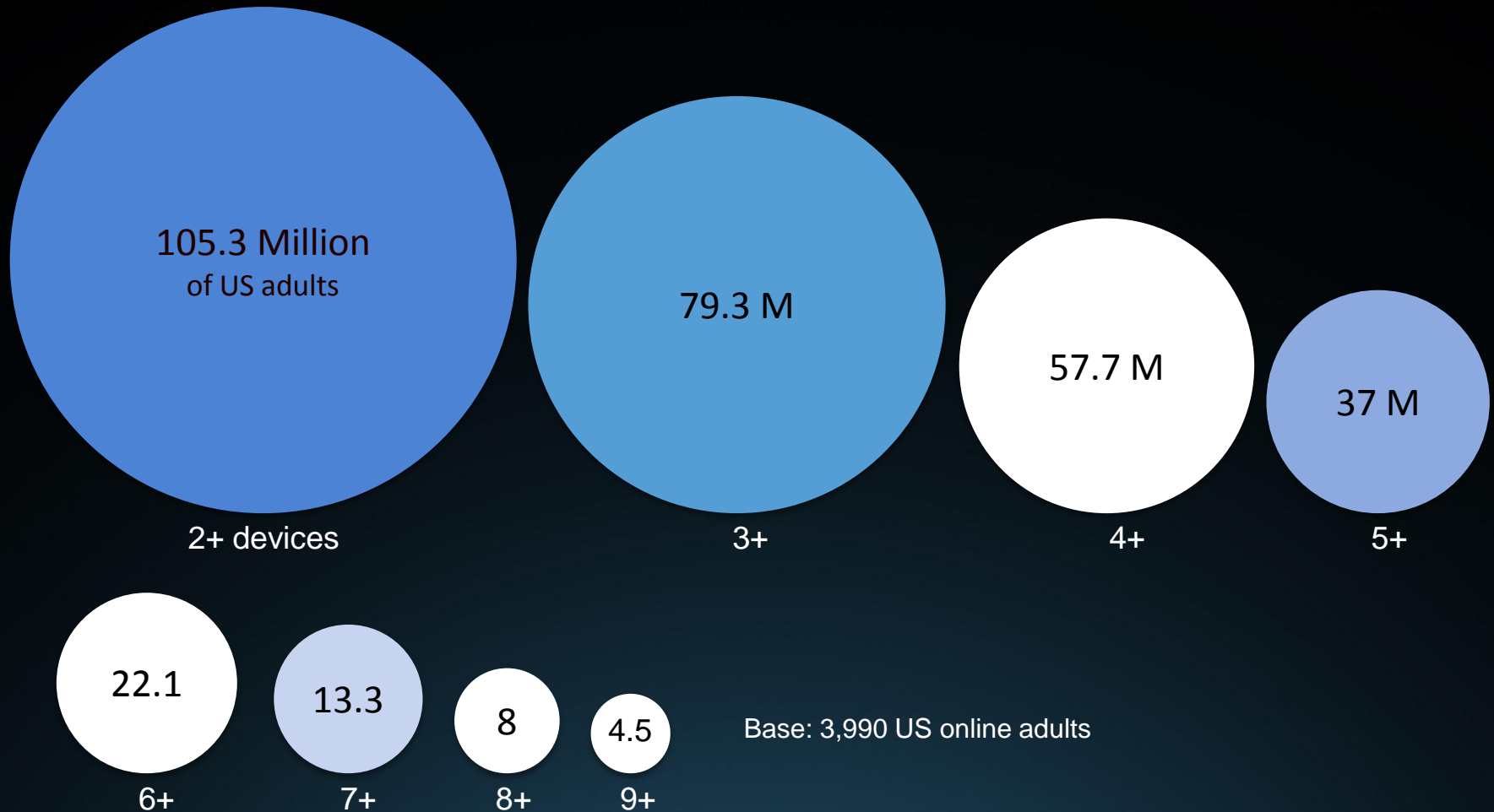
Total online population 180.3M

% of connected audience  
(average # of devices)

Source: Forrester's November 2011 "The State of Consumers And Technology: Benchmark 2011, US"

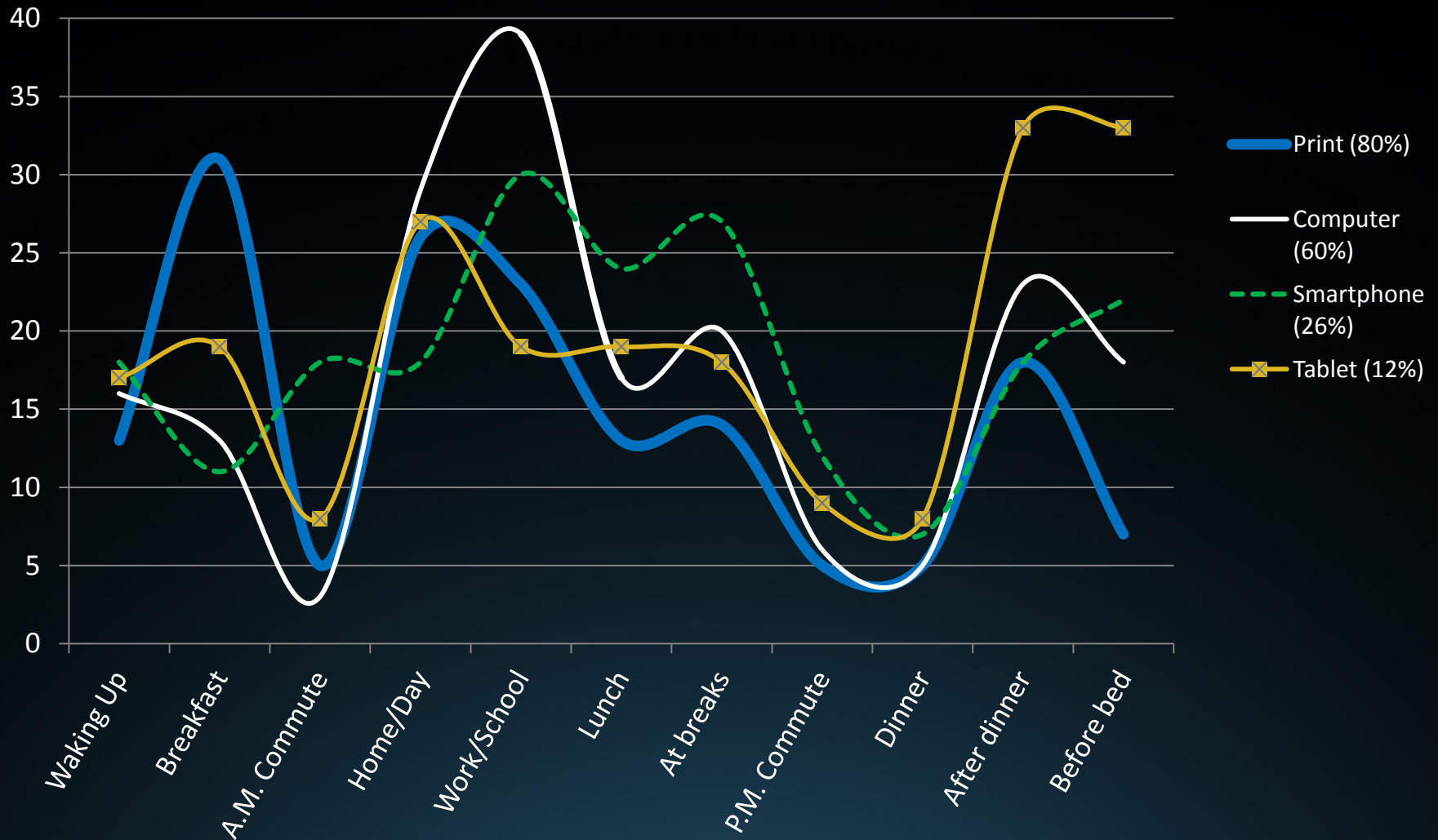
Note: Connected devices include any type of desktop computer, laptop computer, netbook, tablet or smartphone.

# Most online adults have multiple devices



Source: North American Technographics® Consumer Technology Online Benchmark Recontact Survey, Q2 2010 (US)

# Weekday Patterns by Newspaper Platform

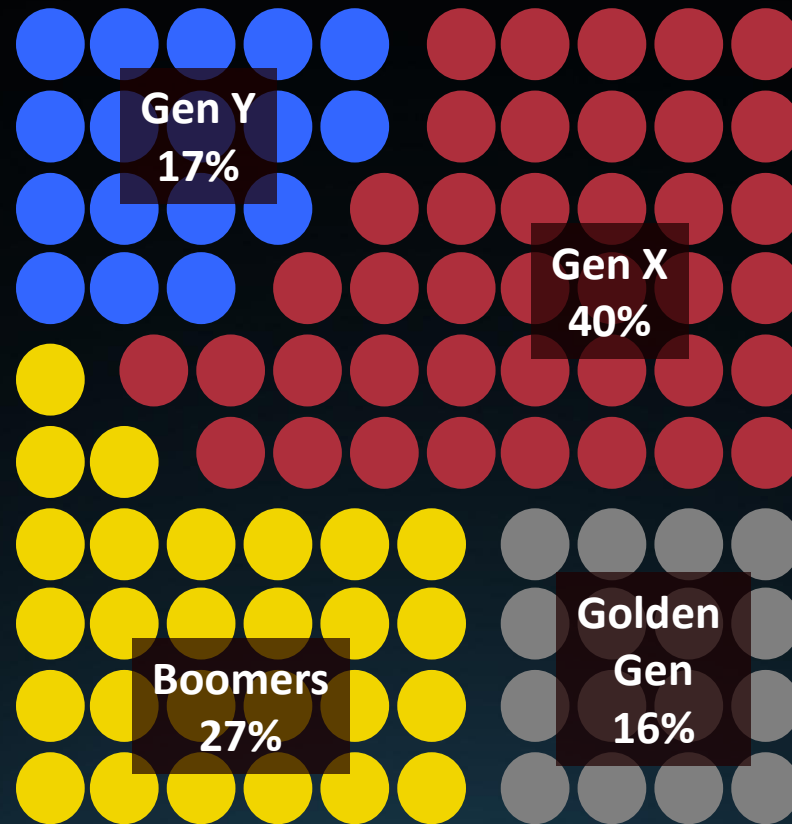


Question: Thinking of your typical weekday, when do you usually read or use a local daily newspaper in the following format?

(N=1,896) Multiple mentions allowed.

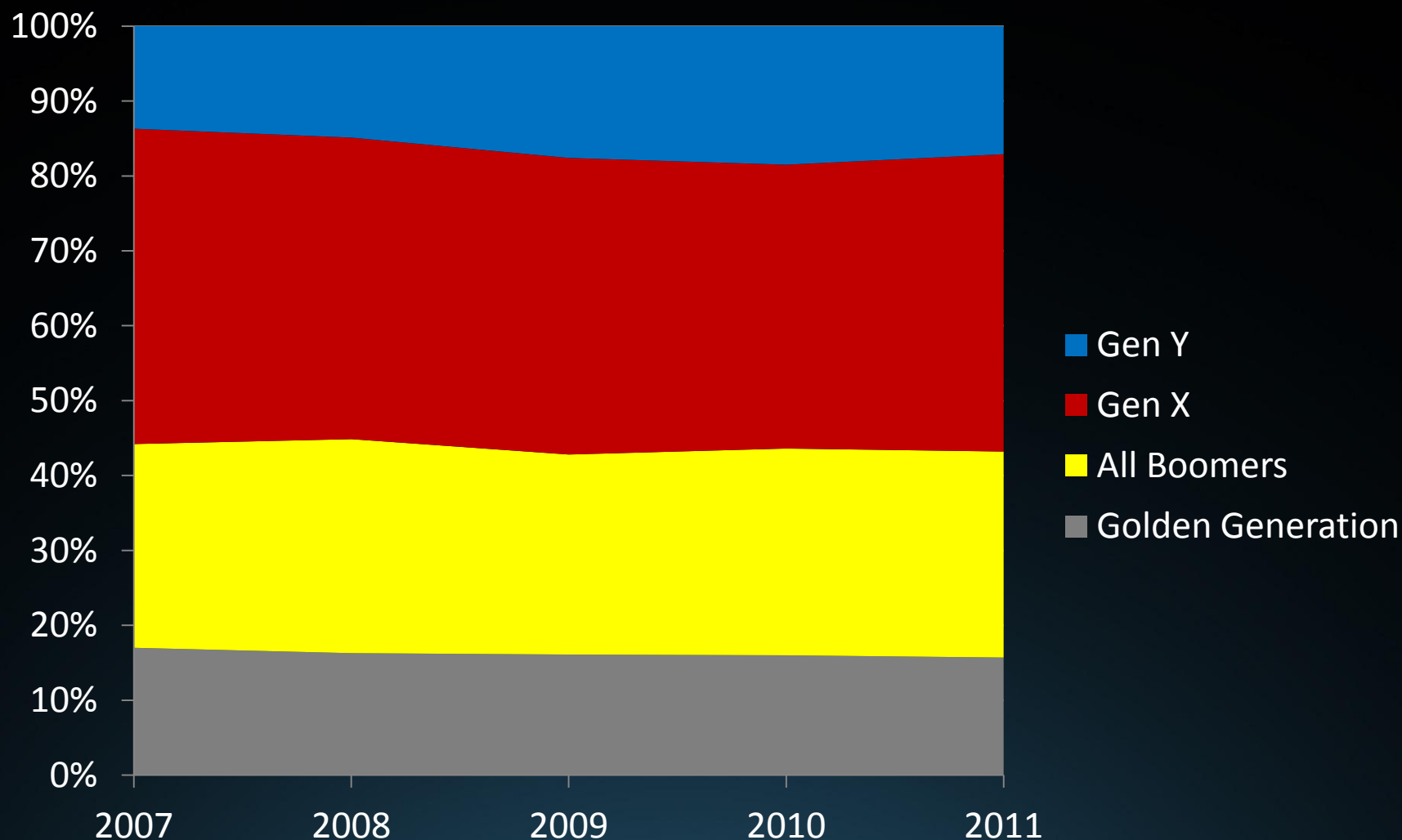
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# Boston Globe Media's audience: % by generation



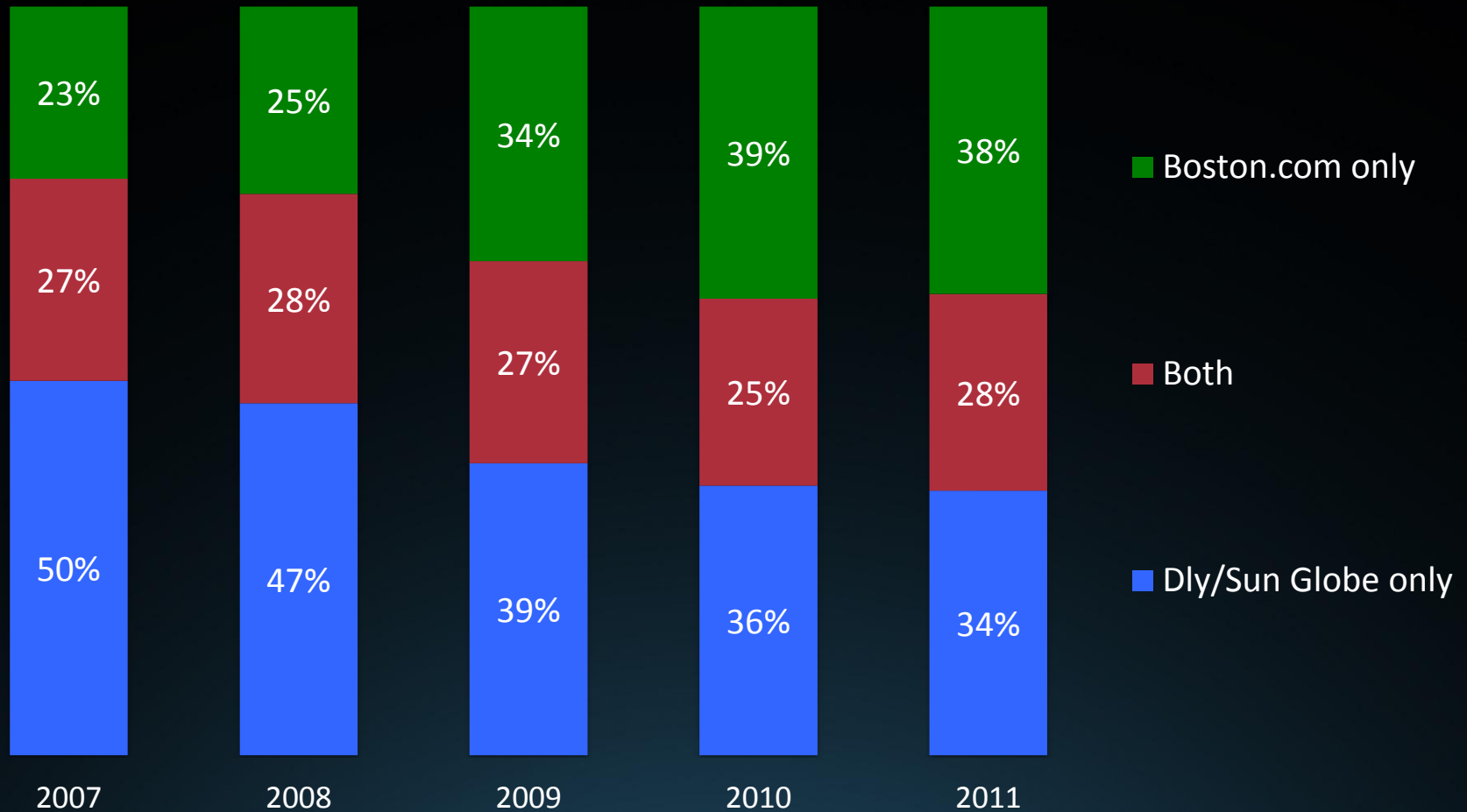
Source: 2011 Scarborough Rel 2, Boston DMA

# Boston Globe Media is growing through Gen X & Gen Y



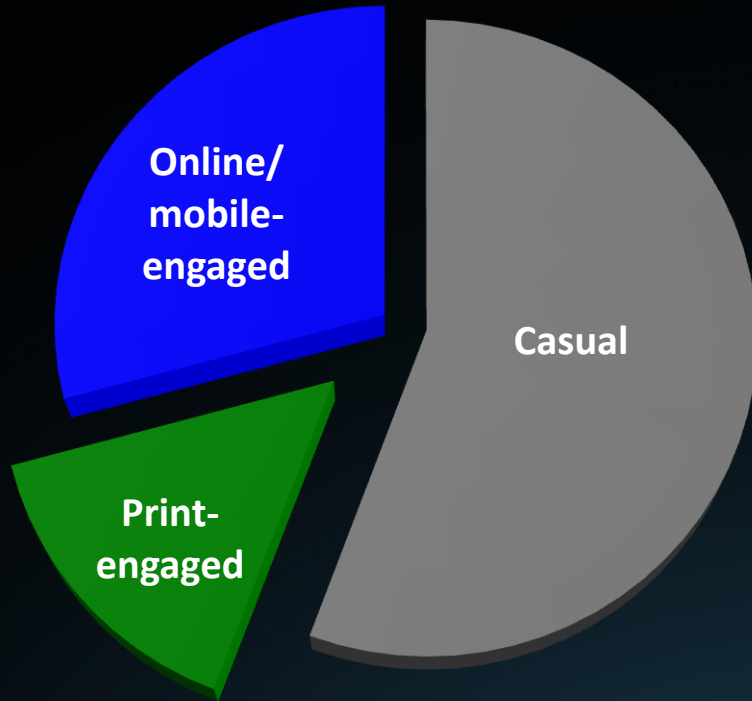
Source: 2011 Scarborough Rel 2, Boston DMA

# Print & online usage trend



Source: 2011 Scarborough Rel 2, Boston DMA

# Three segments of Globe digital readers



**Print-engaged** favor a format and editorial approach that resembles a newspaper, even though they are eager users of new technology, more willing to pay for Globe content (18%)

**Online/mobile-engaged** prefer a wider “news surveillance” activity that draws them to search engines, email links, and other digitally-directed modes of discovery, could be attracted at a lower weekly price point

**Casual readers** prefer to engage Globe content – some print and some web, but both less frequently, some willingness to pay

Source: Forrester Research



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**Exclusive destination for all of  
Globe's news, insight and  
analysis**

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The Boston Globe

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*“Inconsistent window widths, screen resolutions, user preferences, and our users’ installed fonts are but a few of the intangibles we negotiate when we publish our work, and over the years, we’ve become incredibly adept at doing so.*

*But the landscape is shifting, perhaps more quickly than we might like.”*

*Ethan Marcotte, Web designer and developer and Author,  
Responsive Web Design*

# BostonGlobe.com: On any platform

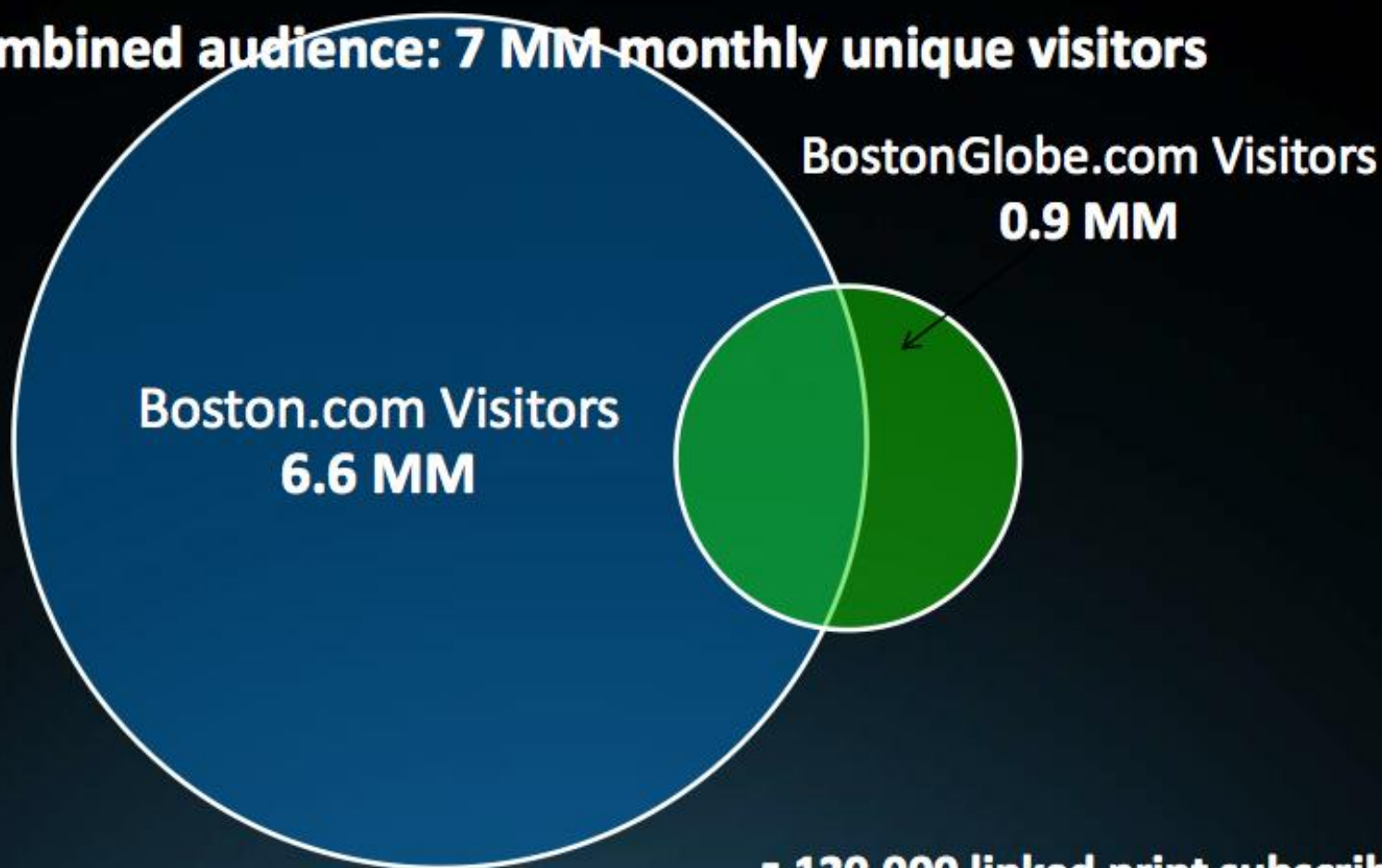






# Digital audience has grown 11% since BG.com paid launch

Combined audience: 7 MM monthly unique visitors



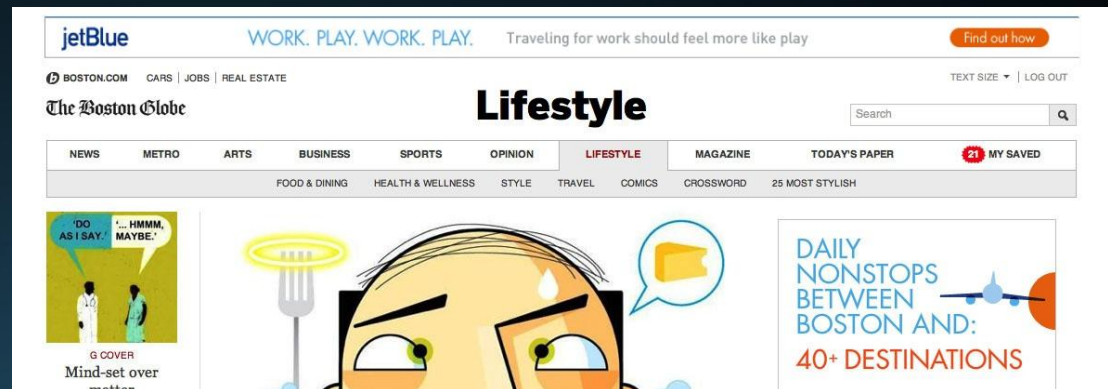
- 120,000 linked print subscribers
- 19,000 paid digital subscribers

Source: ComScore National Unique Visitors,  
March 2012



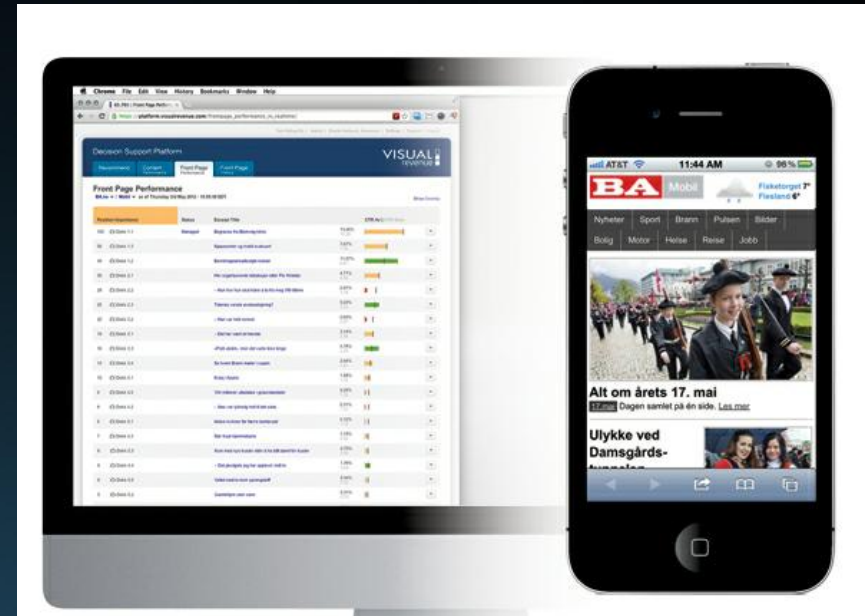
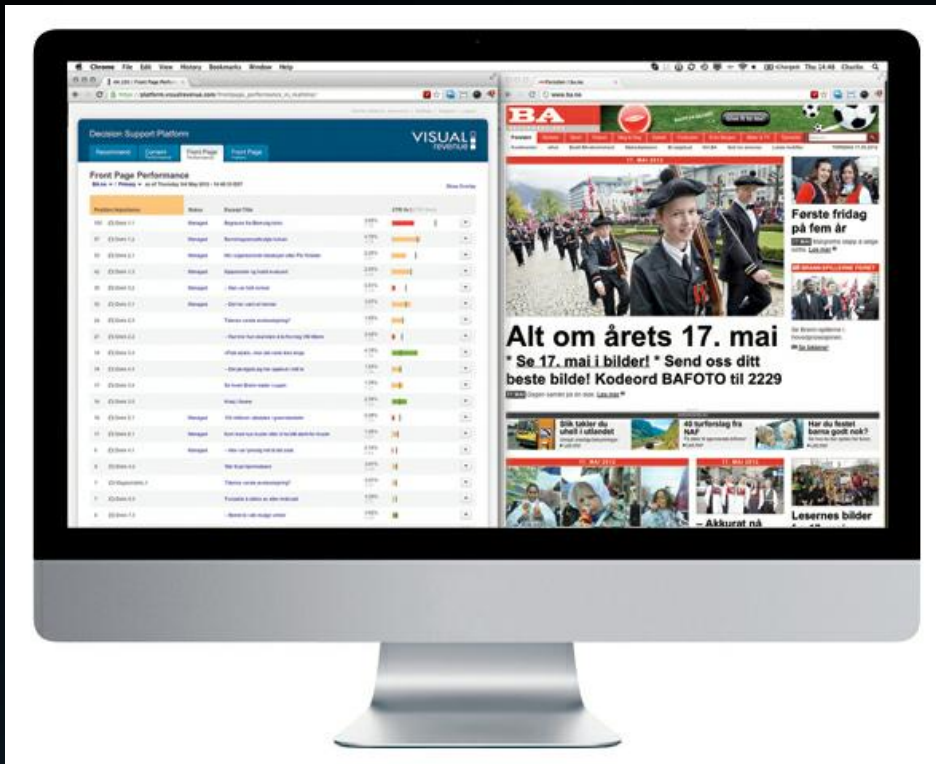
# Early learnings -- “One site: All Devices”

- Responsive design and having one URL for all devices concentrates traffic to a single URL
  - Google has officially acknowledged Responsive Design as the best practice for Search Engine Optimization
- Accommodating advertising focused sites will be the next major hurdle
  - Experimentation with “responsive ads”

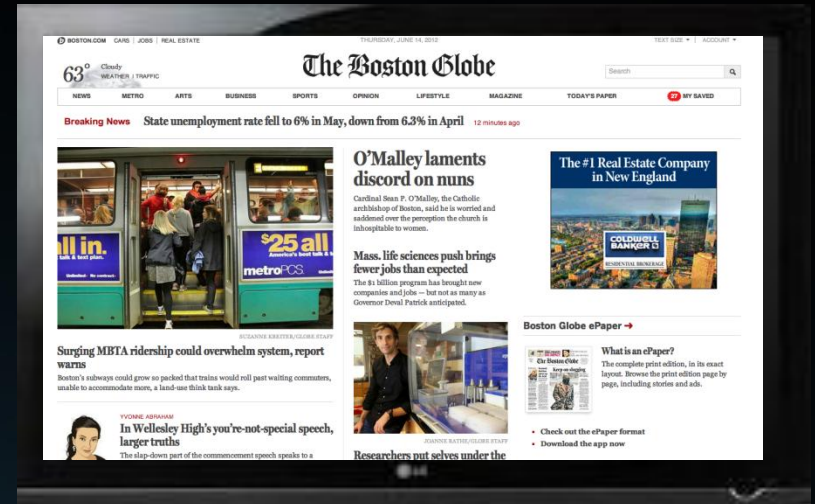


# The Next frontier – “Responsive Content”

- Data is supporting different content order for different devices
- Content can and should respond to user’s screen size, location and context of usage.



# The range of 1" to 100" screens is a reality



## Are you ready?