



What will the digital natives do?

Panelists

Eric Bright

VP eCommerce/Deseret Media

Liz Lufkin

Editorial Director/Ozy Media

John Temple

Senior Knight Fellow/Stanford

Alan Mutter

Newsosaur/UC-Berkeley



The Washington Post

Digital

New breaking news desk from 8a-midnight; enhanced overnight team

Beefed-up The Fix, adding five new political reporters

Upgraded commentary and analysis

Revitalized Wonkblog and KnowMore; expanded Reliable Source

“Wide array” of new vertical blogs like The Switch and GovBeat

Print

Expanded Sunday magazine, bigger in dimension and pages

New Sunday Style & Arts section

FIRST LOOK MEDIA



facebook® Paper



How is news changing?

What is news?

Who produces it?

(Who is a journalist?)

Original vs. aggregated?

What is new work flow?

Are there new standards?

Clicks vs. gravitas?

What is the ROI on news?



How do you build audience?

Print

Can you attract youth?

Digital

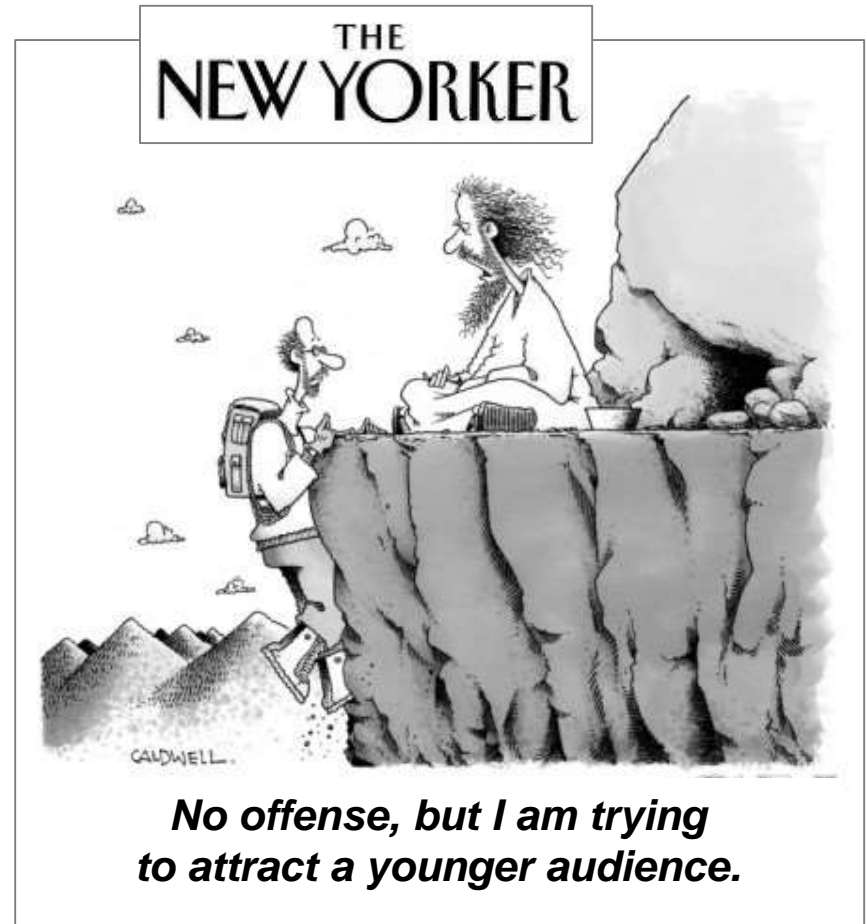
Mobile vs. desktop

Visibility and scale

Building viral growth

Loyalty and engagement

Capturing customer data



What are the business models?

Print vs. digital?

Profit vs. non-profit?

Paywall: Pro or con?

New revenue sources:

- Commerce
- Native ads
- Events
- Other?

Value of customer data



What should publishers do?

Content

Audience

Ad formats

Revenue models

Technology

Other

