

Video Killed the Radio Star

Traditional Media on the Ropes

If you're not growing...

- Newspaper Association of America, 28 Mar 2008, reports "most severe percent decline" (9.4%) in revenue since 1950.
- Online revenue increased 1.3% from 2006 to 2007, but still only represents 7% of total revenue (mostly advertising).

You're not the iNT3rn3tz!

- Technorati currently tracks 112M+ blogs, as of Dec 2007.
- comScore reports substantial readership growth across social media.

So how does this affect
responsible journalism?

Pick on someone your own size...!

- Big news corps have the resources and power to slam other powerful organizations.
- Independent social media is ill-equipped to combat the powerful organizations when they fight back.
- Volume is powerful, too, and independent media represents a broader scope of knowledge and expertise.

Does increasing the
number of voices affect
journalistic quality?

The Future of Media

- Print media is on the decline
- Niche media is on the rise
- Independent media is EXPLODING
- What will the media look like tomorrow?