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**MEDIA**

**A time for transition**

**4.0**

**Mark Lyndersay**

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Thursday, May 14, 2009

Presentation of Newspapers' role in New Media at Caribbean Media and Communication Conference, May 14, 2009.

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**Who am I?**

**30 years as a writer and photographer**

**Writing BitDepth since 1995**

**First launched Quark Xpress in 1989**

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I love the smell of ink on paper in the morning. Sadly, it no longer smells like victory. I've built pages, specified type for publications, managed photographers and a daily tabloid. I wouldn't plan a new print publication today.

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## **Eating my own dogfood**

**Webmaster: lyndersaydigital.com**

**More than 500 pages of free content**

**Business engine runs via the web**

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You can't do it until you do it.

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## **So why media version 4?**

**Affordable printing - newspapers**

**Growing radio use sped up news**

**Television's growth into news**

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The Internet wasn't the first big change in the way information was shared in the world. Each step brought new challenges as well as new opportunities.

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## Media migrations

**Radio brought emphasis on voice**

**Television emphasised visuals**

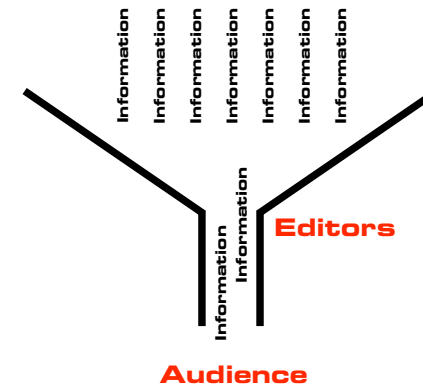
**Internet media emphasises speed**

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## Traditional media flow



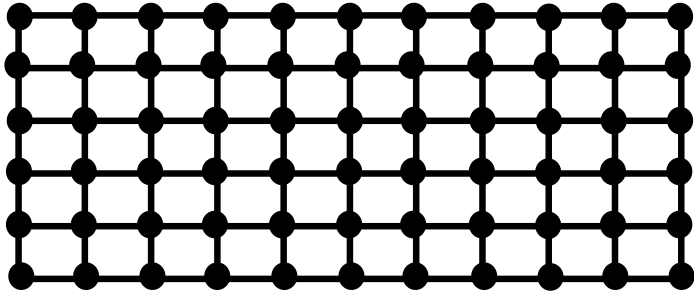
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What has remained constant is the model of information flow. Traditional media flow was based on gathering and filtering information which was relatively scarce.

# New media flow

Google™ The Filter

Google Search | I'm Feeling Lucky | Advanced Search | Preferences | Language Tools



The Audience and the information

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New media emphasises the free dissemination of information in a mesh of knowledge. Today's filters are search engines. Tomorrow's filters may be heuristic algorithms that bring artificial intelligence to information gathering.



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This is what most people think of the Internet as an information resource. Self involved, narcissistic dumps of information with a limited audience.



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That speed has become breathtaking, often overtaking traditional news outlets and becoming news on the web first.



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Media can have a number of responses to this situation. They can fight the systems that have evolved to slice and dice information the way the public wants it...

**Guardian** Tribune and Telegraph  
 COMMISSION NO MORE: GARDNER QUITS Page 4  
 JUST BECAUSE #PROMOTINGWELLNESS IN CHILDREN Page 11  
**Lawyers want protection at enquiry**  
**UFF PROBE BLOCKED**  
 FRANCIS JOSEPH Page A3  
**Tree crushes boy, 6**  
 Page A7  
 with your **BABY ON BOARD** you are even better off at **COLFIRE!**  
 For your baby on board between one day and four years, get **20% off your premiums.**

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They can participate, moving broadcast and print assets into bits flowing in the digital realm...

**Guardian** Tribune and Telegraph  
 FOR THE BEST DEALS YOU'D BETTER BE FAST  
**Alfonso gets the boot**  
 Alfonso Lopez, the former head of the Uff, has been dismissed from his post as chief executive of the Uff.  
**Guinness, beer gal in Las Vegas**  
 Guinness, the world's oldest and most famous stout, is being brewed in Las Vegas.  
**Uff Commission hearings set for June**  
 The Uff Commission will hold its first public hearing on June 15.  
**Call in Senate to scrap integrity amendment bill**  
 The Senate should scrap the integrity amendment bill.  
**Uff Commission hearings set for June**  
 The Uff Commission will hold its first public hearing on June 15.  
**Call in Senate to scrap integrity amendment bill**  
 The Senate should scrap the integrity amendment bill.

**CHI-TOWN DAILY NEWS**  
 Your neighborhood news source  
**Chi County voters will be asked to vote on a new tax**  
 Chi County voters will be asked to vote on a new tax.  
**Chi County voters will be asked to vote on a new tax**  
 Chi County voters will be asked to vote on a new tax.  
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 Chi County voters will be asked to vote on a new tax.

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Or they can adapt to the new realities of super specialisation and local authority that the Internet empowers ordinary citizens with a capacity to deliver unparalleled information.

**PITCO**  
 All Newsletters: Bay Area  
**Spotlight Video Spot**  
**Help Fund This Story**  
**PITCO A Toxic View of the Bay**  
 PITCO, the city's public utility, is being sued by a coalition of environmental groups.  
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 PITCO, the city's public utility, is being sued by a coalition of environmental groups.



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It's not easy getting from here to there and you have to leave something behind to arrive at a new place.

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## Lost opportunities

**People in T&T love to party**

**People in T&T are curious**

**We take pictures at those parties**

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Let's take a look at the way an audience can abandon a market that was once under newspaper's control. The Guardian created the coverage of social events in Trinidad and Tobago with Talk of Trinidad. In the age of the Internet, we kept editing the photographs and publishing a selection. These websites took another path...



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To this day, the Guardian still publishes Talk of Trinidad, but its function has largely been overtaken by a new breed of web entrepreneurs.



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Typical of a new breed of social reporting websites, these image aggregators went to the heart of the matter...

*toronto-lime.com*

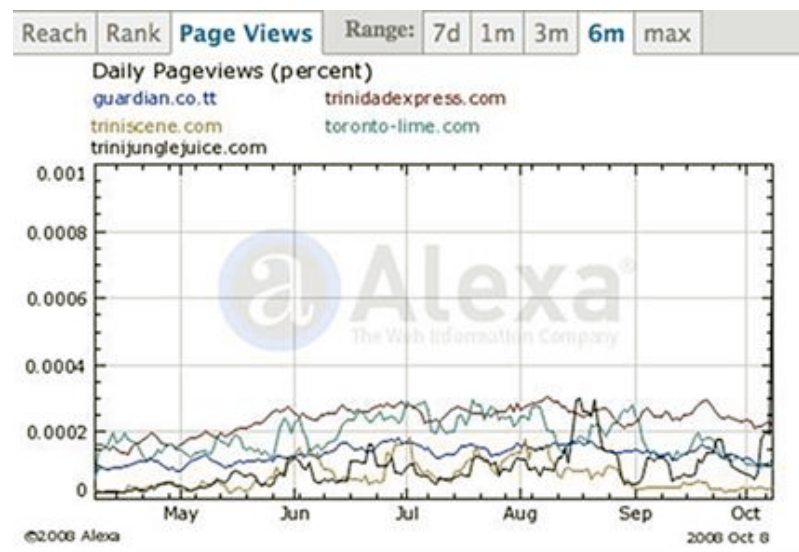




*triniscape.com*

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offering unedited image takes of all kinds of events that visitors click through with abandon.



*Alexa.com*

Thursday, May 14, 2009

**Guardian.co.tt users come from these countries:**

United States	43.9%
Canada	24.3%
Trinidad and Tobago	17.5%
United Kingdom	8.1%
India	4.4%

More guardian.co.tt users...

**Guardian.co.tt traffic rank in other countries:**

Trinidad and Tobago	86
Canada	3,420
United Kingdom	19,900
United States	22,638
India	48,265

More guardian.co.tt traffic rank...

**Trinidadexpress.com users come from these countries:**

United States	49.5%
Canada	19.1%
Trinidad and Tobago	16.2%
United Kingdom	6.0%
India	2.5%

More trinidadexpress.com users...

**Trinidadexpress.com traffic rank in other countries:**

Trinidad and Tobago	35
Canada	2,220
United States	10,042
United Kingdom	15,045
India	44,575

More trinidadexpress.com traffic rank...

**Triniscene.com users come from these countries:**

Trinidad and Tobago	65.7%
United States	23.4%
Canada	4.3%
Colombia	2.0%
Barbados	1.6%

More triniscene.com users...

**Triniscene.com traffic rank in other countries:**

Trinidad and Tobago	106
Barbados	1,267
Colombia	32,976
Canada	112,597
United States	166,921

**Trinjunglejuice.com users come from these countries:**

United States	56.2%
Trinidad and Tobago	18.5%
Canada	7.9%
Barbados	5.0%
United Kingdom	2.3%

More trinjunglejuice.com users...

**Trinjunglejuice.com traffic rank in other countries:**

Trinidad and Tobago	153
Barbados	207
Canada	31,301
United States	39,362
United Kingdom	168,698

More trinjunglejuice.com traffic rank...

**Joe McNally**  
 Photo Packages...  
 Blog Subscription  
 More Job  
 Equipment  
 Categories

**STROBIST**  
 midwest studio and lighting  
 Waste Braker's 'Dirty Light'  
 Brad Braker  
 Services

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But look at the balance of users. These social event image aggregators have largely succeeded in building a profile among local Internet users that traditional media haven't.

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The media landscape that's with us today is one that rewards subject matter specialists, particularly those who refine their skills toward ever thinner slices of subject matter. Masters of these superniches are writing columns for the world.

# The Internet is a media enabler

From the mesh, information flows to a new generation of devices...

- Computers
- Mobile phones
- Information tablets

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The Internet isn't a place, it is a distribution channel and new devices will be created to tap into it in ways that are still to be defined.

The screenshot shows the Flickr interface for 'The Official White House Photostream'. The page features a grid of photo thumbnails with captions and metadata. The top navigation bar includes 'Home', 'You', 'Organize', 'Contacts', 'Groups', and 'Explore'. A search bar is located in the top right corner. The main content area displays several photo sets, including one titled 'President Barack Obama signs the proclamation marking the National Day of Prayer in the Oval Office...' and another titled 'President Barack Obama (center) with Afghan President Karzai and Pakistan President Zardari during...'. A vertical sidebar on the right contains additional photo sets like 'Trilateral...', 'First 100 Days - Delivering on...', and 'East Room Press Conference...'. The Flickr logo and user information 'Signed in as macmark58' are visible at the top.

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Increasingly, information providers and content producers will simply bypass the funnel and offer their own access to the hose of their information.

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## BitDepth #79, 1997

“...a personal tablet, perhaps about nine inches wide by eleven inches high, which accepts broadcast information from the Web and specialised information providers, displaying access to this information...”

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In March 1997 I wrote a piece about a confluence I imagined between computing power, LCD screens and the need for a really useful electronic reader...

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## Jeff Bezos' Kindle DX

**3,500 books**  
**Wireless delivery**  
**Access to NYT, WSJ**  
**A third of an inch thick**



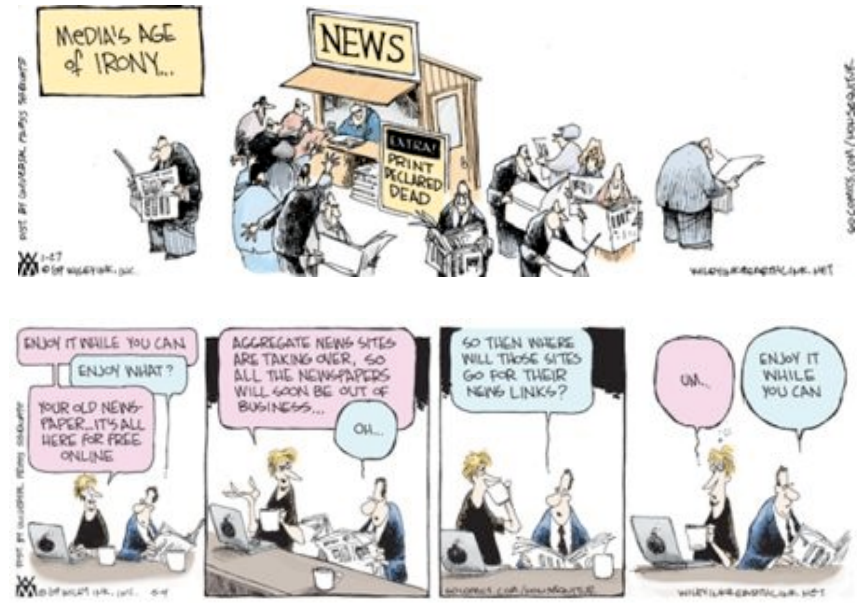
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Bezos's Kindle can download a novel across its wireless network in 60 seconds, maintain a live link to web based publications like the New York Times, Wall Street Journal, New Yorker and Time and blogs. Battery life is measured in days. Oh, and it's 10 x 7 inches.



Thursday, May 14, 2009

Difficult situation. Before we go to my to do list, here's a cartoon of the worst case scenario for a senior journalist, Doonesbury's Rick Redfern.



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And then, there's this, from Wiley's Non Sequitur...

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## **Media to do list**

**Expand the news online**

**Forge links with your audience**

**Invest in real, accessible archives**

**Social media is an opportunity**

**Establish yourself as a key filter**

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**Download a PDF of this presentation at  
[lyndersaydigital.com/preso/slides.html](http://lyndersaydigital.com/preso/slides.html)**

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The published version doesn't have to be the only version. There is no page or word count on the web.

Publish editor and reporter e-mail addresses and encourage them to respond to e-mails and to share interesting and useful.

Before you drop a beat or a column, explore whether it occupies a niche or commands sufficient interest to deliver interest and audience on the web.

Archives establish your authority. They are the pillars that will push your fresh content above your competition.

If your reporters are spending time on Facebook and Twitter, make them your evangelists on those networks and encourage them to forage for leads among their peers.

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