

# MOBILE

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Should publishers bother

FOCUS PAST TO PRESENT:

# PRINT SOME BOOKS



- ❖ Mostly publisher assembled content only for PRINT.
- ❖ Skills were acquired and focused on PRINT.
- ❖ Content compiled for the best printed result, and BOOKS looked great.

FUTURE:

# STANDARDISED CONTENT



- ❖ Structure and format: Consistency
- ❖ Databases, validated XML work flow, templates
- ❖ Metadata: "data about other data"
- ❖ Style sheets
- ❖ Re-purpose

The BIG question

# HOW TO MONETISE DIGITAL?

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## **How to bill:**

- ❖ Subscription
- ❖ Micro billing
- ❖ Online purchases

## **“Taking” the money remains an issue:**

- ❖ Mobile billing
- ❖ Online banking

The mogul's solution:

# Murdoch signals end of free news



BBC NEWS | 6 August, 2009

**News Corp is set to start charging online customers for news content across all its websites.**

The media giant is looking for additional revenue streams after announcing big losses.

The company lost \$3.4bn (£2bn) in the year to the end of June, which chief executive Rupert Murdoch said had been "the most difficult in recent history".

News Corp owns the Times and Sun newspapers in the UK and the New York Post and Wall Street Journal in the US.

## 'Revolution'

Mr Murdoch said he was "satisfied" that the company could produce "significant revenues from the sale of digital delivery of newspaper content".

"The digital revolution has opened many new and inexpensive methods of distribution," he added.

"But it has not made content free. Accordingly, we intend to charge for all our news websites. I believe that if we are successful, we will be followed by other media.

"Quality journalism is not cheap, and an industry that gives away its content is simply cannibalising its ability to produce good reporting," he said.

In order to stop readers from moving to the huge number of free news websites, Mr Murdoch said News Corp would simply make its content "better and differentiate it from other people".

... and the public responded:

## Murdoch signals end of free news

### Popular opinion

- ❖ Not a cat in hell's chance of me paying to read Chairman Murdoch drivel.
- ❖ Idiots. Too many free outlets for news these days. They might as well roll up the carpets right now.
- ❖ Why doesn't Murdoch get it? Who cares? This is an evolutionary shakedown. The dinosaur line forms on the right.
- ❖ Pay? For a website access? A NEWS website access? Not likely! I'll never darken their URL again, more like...

### The realistic minority

There is a workable model in the digital age for newspapers, free access to the basic website, and charging for archived material and specialised reports.

The quality of the free access on the website will determine whether the newspapers gain the critical mass of consumers from which to charge (for archived material and specialised reports) and gain sufficient advertising revenue.

# A FEW SUCCESSFULL MODELS



- ❖ Dating sites: you can look but cannot speak.
- ❖ Free online gaming: play for free but fear the paying few.
- ❖ License online gaming: pay once, enjoy forever.
- ❖ Shareware: Use it all, just for a while – pay if it's for you.
- ❖ Adware: Use it for free, but endure all the ad spam.

# A BOLD FUTURE FOR MOBILE



Frost & Sullivan | 06 May, 2010

For the past number of years, Africa's mobile telecommunications market has been booming. Operators have enjoyed ever-increasing revenue and subscriber growth as the continent's appetite for the technology has taken off.

However, 2009 reversed this trend. For the first time, negative subscriber growth was recorded in key markets like South Africa, where connections declined by three percent. Zain, a traditional market leader, reported losses of on average \$20 million in all but three of its 15 operations in the region. EBITDA margins for market leaders such as Vodacom, MTN and Zain all decreased and in some cases were negative.

Head of Network Solutions at Ericsson, Aingharan Kanagaratnam, predicted that there will be 50 billion mobile devices connected globally by 2020. He said that broadband is becoming a basic necessity in today's information society.



# A BOLD FUTURE FOR MOBILE (continued)

“Tomorrow's consumer will expect connectivity in virtually every device they use,” Kanagaratnam explained. “The technology to do this is already available, and connectivity is about to explode exponentially. Soon we will connect our cars, our cameras, our MP3-players, e-books and even our smart fridges. The list is endless.”

He said that broadband deployment means that communications will go beyond people-to-people communications and will revolutionise not only how we talk to machines, but how machine-to-machine communication works as well. The way our world and societies work is already changing, creating a demand for new value creation.

“The demand is being driven by the individualisation of products, services and content, resulting in services becoming highly personal and in turn the fragmentation of products and services,” Kanagaratnam said. “This is giving the consumer more choice.”

# CONTENT OF THE FUTURE



- ❖ Accessible across platforms
- ❖ Multimedia
- ❖ Social participation
- ❖ Real-time and interactive



**the**  
**END**