

**IFRA NEWSPLEX®**

## In search of the new (media) world...

Randy Covington  
Director, IFRA Newsplex  
at the University of South Carolina



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**IFRA NEWSPLEX®**

## Newsrooms will be different



IFRA Newsplex  
at the University of South Carolina



Newsplex Europe  
Darmstadt, Germany

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- Impresa
- El Neuvo Dia
- El Tiempo
- Financial Times



## Journalists preparing for the future

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## IFRA NEWSPLEX®

### Roles training in convergent journalism

- Writing across formats
  - Blogging
  - Podcasting
  - Slide shows
  - Video production



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## IFRA NEWSPLEX®

### People use media differently

About 30% of all media time is spent exposed to more than one medium at a time.



Middletown Media Studies 2  
Ball State University

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## IFRA NEWSPLEX®

### Fewer using traditional media in U.S.

1994-2006

- Daily newspaper use down 18%
- TV news viewership down 21%
- Radio news listenership down 23%

News and Daily Life  
Pew Research Center

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**New media trending up in the U.S.**



In the U.S.,  
78.6% are online

2006, University of  
Southern California

78% have home  
broadband

November, 2006  
Nielsen

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**New media trending up Puerto Rico**



38% are online

70% have home  
broadband

Axess Business Register,  
2008

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**Broadband changes the rules**



Broadband users  
more likely to  
access news via  
the Internet (43%  
vs. 26% for dial up  
users).

2006, Pew Internet Project

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## IFRA NEWSPLEX®

### Consumers seek out information

- 16 news brands per week
- "Brand promiscuity"
- TV and Internet "most useful"
- Threat or opportunity?



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## IFRA NEWSPLEX®

### New media trending up in U.S.

- Communications spending is one of the fastest growing sectors of the U.S. economy
  - Approaching \$1 trillion in 2008
- TV this year will surpass newspapers as nation's largest advertising medium

Veronis Suhler Stevenson  
Communications Industry Forecast  
2008-2012

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## IFRA NEWSPLEX®

### Global media growth 2008-2012

- Internet advertising 19.5% per year
- TV advertising 5.9% per year
- Newspaper adv. 2.2% per year
- Brazil & Mexico to lead Latin American growth



June 18, 2008

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### Blogs

- Technorati tracks more than 112 million blogs in the West
- Increasing rapidly
- Influential



The Internet is the meeting point for convergence

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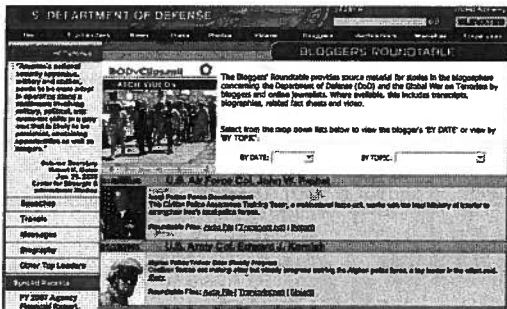
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Many voices, much to say

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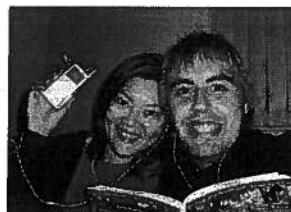
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### Podcasting reinvents audio journalism

- 152 million iPods
- Now there is video
- Increasing content choices
- Growing audience



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► SARAH HALLANDS  
Chicago, Ill. News



**Newspapers  
experiment  
with audio  
and video**

**Multimedia**

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80 x 10 x 34.3 mm (3.15 x 1.18 x 1.35 in.)



**Nokia N95  
with tripod and  
shotgun microphone**

**Multimedia**

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**IFRA NEWSPLEX®**

**We live in a multi-media world**



**Star Car  
Shelby, North  
Carolina, USA**

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# IFRA NEWSPLEX®

## The trends are clear

Of The Top 100 Newspapers in the U.S...

- 92% have video on their websites
- 95% have blogs
- 49% have Podcasts
- 33% allow comments

THE DIVINGS GROUP

July, 2007

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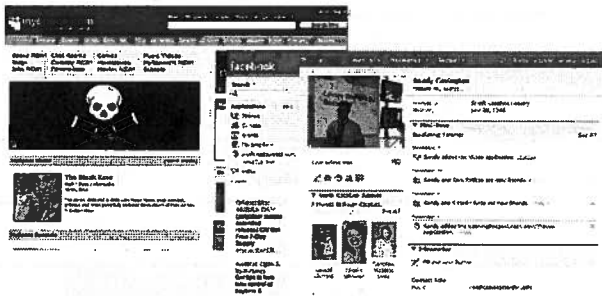
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# IFRA NEWSPLEX®



We see the power of social networking

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# IFRA NEWSPLEX®

Evolution of Dance



YouTube plays 100 million videos daily

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### The Third Screen

- 1.134 billion cell phones sold worldwide in 2007.
- Many camera phones
- Creating social communities



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### Photoblogs are popular

flickr®  
Home You Groups Contacts Groups Explore

El Morro, San Juan Puerto Rico at Night



High Dynamic Range night photos of El Morro Fort in San Juan, Puerto Rico.

- Flickr
- Buzznet
- Photobucket

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### News coverage

July 7, 2005  
The day "everything changed."

**BBC  
London**



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**citynoise**

Motorist Vs Courier



Toronto, Canada

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Toronto, Canada

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**citynoise**

Motorist Vs Courier



Site has received more than 471,000 visits

Posted 1/26/06

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**SMS**

- 1.9 trillion text messages sent worldwide in 2007
- Expected to increase 21% in 2008
- A way to interact with readers



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**A case study from Australia**

The Gold Coast Bulletin



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**Communication need not be "place specific"**

Dean Gould  
Associate Editor  
Gold Coast Bulletin



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**IFRA NEWSPLEX®**

**Changing  
times require  
changes  
in our newsrooms**



**El Tiempo  
Bogota**

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**Changing  
times require  
changes  
in our newsrooms**



**Daily Telegraph  
London**

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