

The 12 Principles of New Media

We don't need more content. We need more TV Guides.

Conversation video transcript

Subject: Customers will find the information

GARY A. BOLLES
MICROCAST

What's happen up until now with the Internet is that we have created the tools for the atomization for content. So bloggers, and individual writers, and individual websites, and microfocused niche targeted sources of information are all king. Content is king. But it's atomized content that's king. And that in turn has made traditional media die a death of a thousand cuts as the attention has been syphoned away by all of these microtargeted sites and these really intelligent people writing interesting things.

CHRIS PETERSON
CHAUTAUQUA COMMUNICATIONS

The process of marketing communications in advertising is broken. Because that process assumes that you control the marketing conversation. That you can pump messages out there. People can receive them, make a decision, and go buy or not buy. Today people perform end arounds on you in terms of going to trusted networks and as a result you have to be truthful and trusted in your marketing communications. Because if you're not, they're just going to find another real story another way. So in our communications, what we're always trying to do is have customers tell the story. Have customers do the selling.

Subject: Trusted sources

GARY A. BOLLES

In the past with traditional media, basically think of as content being aggregated by people you probably didn't know and the filtering process being determined by a faceless editor that you would never meet. But you would come to rely on the brand of that aggregated content.

CHRIS PETERSON

In the end I think we're all looking for trusted advisors. And a trusted advisor could be a friend. Could be a family member. It could be someone you don't even know online who appears to be knowledgeable about a topic. It could be someone on the other side of the world.

DAVID SPARK
SPARK MEDIA SOLUTIONS

Do you know most of the podcasters?

COLETTE VOGELE
VOGELE LAW

I know a lot of them of the ones I listen to.

DAVID SPARK
And is that important to you?

COLETTE VOGELE
It means more to me. Like oh, what's Rob doing today? What's in his latest podcast. I think that's really fun. Especially when they're really bright people that you respect and you really care about what it is they find worth putting out there.

GARY A. BOLLES
Right now we rely on less than perfect sources for that. So I tend to rely on email lists of groups of people that I have some relationship with.

GREG STERLING
STERLING MARKET INTELLIGENCE
The headline, the source, and the subject matter are the three variables, right. So there are certain individuals or writers I respect. Certain kinds of authorities in certain subject areas I respect and I'm interested in what they have to say.

CHRIS PETERSON
They take a little more chance in terms of their position. And therefore I find them more credible. And they're not afraid to say that something is really bad for fear of any kind of retribution.

SAMANTHA MUCHMORE
DRAFTFCB

What I look for in finding those people or finding that control over the media if you will is looking for people, busy people, or looking for people who have mastered time. So where they can show me a shortcut to where I want to get I'm going to follow their lead. And people who have figured out a way to organize and kind of synthesize the information I want to get out I'm going to look to them and see how they've done it and take their lead on it.

GARY A. BOLLES

And again I go back to relying on your communications network or on trusted sources for filtering what's going on in the industry and for filtering content because you can't stay on top of it all. You really have to rely on those trusted sources to tell you what's important.

Subject: Aggregated knowledge

GARY A. BOLLES

We outsourced the process of aggregation. And as a business, the reason that we did that. The reason we created that content is it's an attractor which then sponsors and advertisers want to pay for. And because people don't want to pay much more than the newsstand price or if it's a trade magazine, nothing at all. The fact that those sponsors and advertisers are willing to pay means you get great value, essentially for free, for your attention. Well that translates very well into the web

CHRIS SHIPLEY
GUIDEWIRE GROUP

I think two things are guiding principles here and I call one The Wisdom of Crowds. What are communities saying is important. What are other people reading? I think that's one index of importance and relevance of information. The other is one I think of as the wisdom of algorithms. I think there are better smarter ways to search for and find information. And algorithms that allow not only to bring back a specific result, but to bring back related results and some of the serendipity that's important in discovery is key. So I look at a balance of both of those things along with sort of the editorial expertise of some of the old media type at least a style to help drive that.