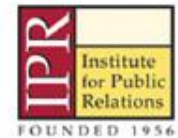




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8-10 June 2011, Lisbon
3rd European Summit on Measurement

Which is now the most influential and powerful - traditional Media or Digital?

Marcus Gault
MD, Insight and Social Media
Precise

Precise.



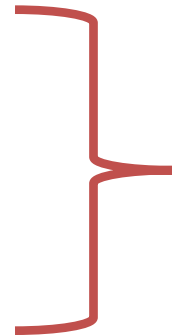
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Wrong Question, Wrong Focus

‘Barking up the wrong Tree’

- Channel Agnostic
- What really matters
 - Content
 - Influence
 - Audience
 - Author/Journalist/Presenter
 - Trust, credibility and authority



Media brand



Bloomberg



THE HUFFINGTON POST

The New York Times



TechCrunch

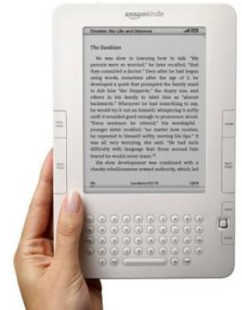
Media Brands (Anywhere)

- Media Channel is simply a hygiene factor. A convenience of location (home / travelling / work etc)
- We select editorial based on Media Brand (and therefore content) . This is the key dynamic for PR/Comms and media
- Journalists work across media channels



Past predictions of how digital would kill traditional has a patchy track record

- 1999 – ‘Online Banking will kill High Street banking’
- 1999 – ‘Online shopping will kill the High Street’
- ‘Music downloads will kill CD’s’
Probably.
- ‘Kindle will kill books’
Partly true
- Will digital media kill traditional media?
Maybe, eventually



Predictions for the future

- Traditional will continue to play a role (Print, Broadcast) for foreseeable future
- Digital will grow through increasingly improved and lower cost mobile devices and rich media experiences
- Broadcast will become digital
- Print media will eventually die out
- Media Brand and content is what carries Influence and Power, not the Media Channel