

# NEW MEDIA MEDIA AGILITY

## WHAT IS NEW MEDIA?

The print, film, digital information and telecommunications worlds are colliding, with printing and publishing becoming part of a larger media communications industry. To insure yourself of success in this new multi-faceted environment, digital mastery is essential and cross-media competence is strategic. Over the next 5 years, 70% of media growth will come through networked forms of printing and interactive content delivery.

In the media environment, content is not only king, it has a life cycle. And since it builds value as it is used, reused, repurposed and licensed, it must be managed as a core asset. Still, don't lose sight of the fact that conventional media processes are where 90% of the action is. And that least cost production is a sound way to fund new media investments.

### THE CYCLE OF UNDERSTANDING



This infomap expands the first two steps of the five-part 'cycle of understanding' presented in the "New Business" map. Step-1 of the cycle is shown at the core of this map: five key trends that are reshaping the media environment and your customers' needs.

Step-2 surrounds this core. It charts eleven dimensions of media products and services that will generate new value for your customers. Think of it as a value space for targeting new media choices.

As the media environment evolves, customers will be increasingly "media agile"—adept at reaching the right person (or group) with the right content, in the right place, in the right form, for the right price, by whatever means (or media) that is most appropriate.

As customer needs and expectations change, your content and media competencies must grow. Align your infrastructure accordingly. Network digital content development, management, and media processes are needed and will afford fresh service opportunities. First, improve the economics of existing products and services. Then, selectively target new and complementary areas where they make sense for your customers, always remembering to test before you invest.

### RIGHT ECONOMICS

The drive to increase media effectiveness and differentiation tends towards greater content specificity, multiple channels of expression, and higher production values. But not all combinations of attributes are equally feasible, or will be equally valued by customers.

The practical issue is to find the right mix and match of valued attributes, that can be delivered within an acceptable performance, cost and service envelope.

In assessing the potential viability of alternative media, ask the following questions:

How complex is the information and media process? Less complex processes are easier to automate. The spectrum runs from business transactions to specialty printing and converting.

Can the infrastructure requirements be met economically? Production, delivery, and media use have infrastructure implications for producer and consumer. The more distributed the process, the more digital the delivery, then the

more complex the infrastructure. If the needed infrastructure is not in place, the risk is greater.

If you build it, will they come? Cultural acceptance of new forms of communication may lag technology. Being among the first may position you to reap huge rewards; however, the wiser course may be to focus on media capabilities for which you can demonstrate need. Test the market.

