



New Media, New Danger? The Remix '06

The Foundation for Science
and Technology June 2006



The Triple A

Adopt – GPS receivers

Adapt – internet and PC

Absorb – mobile phone



Some thoughts on what might be happening to content

Choice

Context

Control

Communication (and conversation)

Community



Choice

Infobesity? (aaargh!)

Fragmenting audiences

New consumption patterns

Things to think about...

What's good?

Who can I trust?

How do I find what I want?

Channel	Program 1	Program 2	Program 3	Program 4
101 BBC ONE	Eastenders	Lakesiders	News	
102 BBC TWO	WideWorld	Travel Show	Have I Got ...	
103 Sky One	Star Trek Voyager	Siders		
109 UK Gold	Comedy Alternative	Casualty		
112 Living	Murder Call	A Woman ...		
113 Disney	Dastny	The Wonder Years		
118 Granada Plus	Return of Sherlock Holmes	Classic Co...		
121 Challenge TV	The Crystal Maze	Prime Time		
124 Bravo	The A-Team	Real Stories		
127 Paramount	Grace ...	Caroline ...	Span City	

8:05pm Mon 17
guide TV GUIDE LISTINGS
Page Up Page Down +24 Hours -24 Hours
Choose title and press SELECT



Context

Media everywhere

Fragmenting audiences

New media consumption patterns

Things to think about...

Which contexts?

Why?

What works and what might?



Control

Interactive Media Forms

Not same old content

Not consumption

Things to think about...

What's it like to be in control?

What skills do creators need?

Which platforms do I use?





Communication

Old activity, new media

Camera phones?

Blogs?

Things to think about...

Why do people do it?

How big can it be?

What makes it work?



Community

Groups with affinity...

To each other

To ideas and image

To brands

Things to think about...

Is it authentic?

Can I afford to do it properly?





Final Musings...

Niche distribution and the “long tail”

The people formerly known as the audience

Media don't usually die

They evolve into better media

All technologies are interim in the end

Ideas and stories can last forever



Thanks

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