

A New Era !



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SATURDAY, NOVEMBER 15, 2008 | 66 DAYS UNTIL INAUGURATION

Email Address Zip Code

 **CHANGE.GOV**
OFFICE OF THE
PRESIDENT-ELECT

“Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today.”
- President-elect Barack Obama

HOME NEWSROOM BLOG LEARN AGENDA AMERICAN MOMENT AMERICA SERVES JOBS ABOUT SEARCH

YOUR WEEKLY ADDRESS
President-elect Barack Obama discusses the current economic crisis in a new web video.



AN AMERICAN MOMENT

The story of this campaign is your story. It is about the great things we can do when we come together around a common purpose.

We want to hear your inspiring stories from the campaign and Election Day.

THE NEWSROOM UPCOMING EVENTS

Five Simultaneous Crisis

- **Economic**
- **Business Model**
- **Attention**
- **Training**
- **Authority**

Digital Revolution & the News Industry

A Sytemic Change

- Désintermediation
- Reduced costs of news production & distribution
- Atomization of content and news consumption
- Mutually conflicting business models
- Abundance vs. scarcity
- End of monopolies, new monopolies
- Beyond walled gardens
- New currencies:

Some Figures

- **No more media in the top 100 US cies or top 500 worldwide**
- **Comb. 2008 loss of Time Warner, Gannett, CBS = \$ 32 billion**
- **Advertsing : -30 to 40% in Q1 (-18% in 08)**
- **Classified : cut by half , will disappear in 5 years**
- **Stocks value: -70 to -80% in months.**
- **Staff: -25 to -30% of editorial operation since 2001 (US newspapers)**
- **UK regional newspapers in the same situation. Canada same for big media cies.**

paper cuts

2009 total: 10,091+ jobs

Layoffs and buyouts at U.S. newspapers in 2009

[Jump to other layoff maps and information](#)

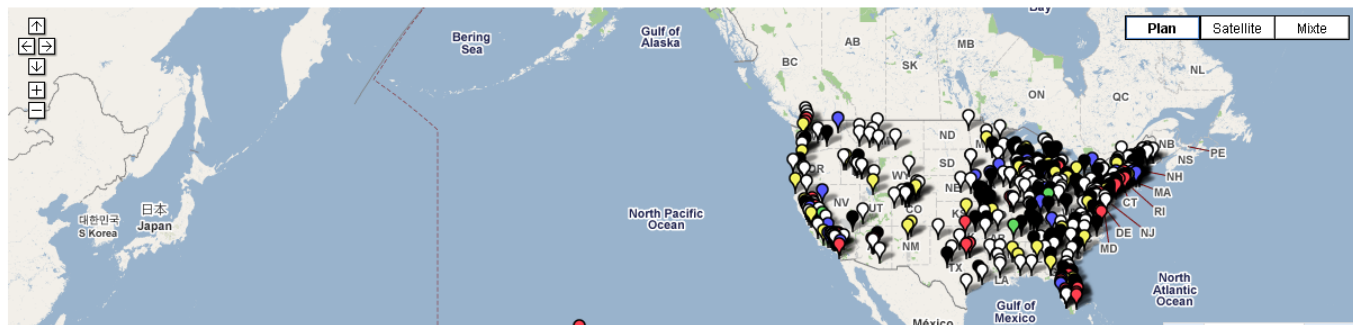


paper cuts

2008 total: 15,970+ jobs

Layoffs and buyouts at U.S. newspapers in 2008

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Risks

The Perfect Storm = acceleration of web migration + economic & financial crisis

Impact:

- **Destruction of previous years efforts**
- **Less time & resources to finance transition period**
- **Below poverty level: declining product quality, not enough money to invest**

Independant Journalism :

How to finance investigative journalism and a Bagdad bureau? How can we help the transition/reconversion?

AFP in the new news ecosystem

BEFORE

- Digital DNA
- Editorial content
- Breaking news

- 2 big competitors
- B2B (wholesaler)

AFTER

- Rich Media
- Content + services
- Int & Nat branded coverage

- 15 competitors
- B2B2C → M2M



Thank You !

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