

# Designing the Daily Digital

innovatieplatform voor de NL media

## eReader scenarios

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# eReader scenarios: introduction

- What are scenarios NOT?
  - Not a prescribed development path
  - Not a concrete set of guidelines for action
- Why then scenarios?
  - Media managers need to master uncertainty
  - A tool to help define possible strategies
- Your role as an expert
  - Define key actors and main change drivers
  - Assess possible transition scenarios



# eReader scenarios – key actors and stakes

- Who is playing?
  - incumbent media companies / staying alive
  - startup eReader initiatives / getting a life
  - content aggregators / connecting the dots
  - content suppliers / getting the message across
  - media consumers / reading convenience at last

» who else ?



# eReader scenarios – main change drivers

- advertisement dropping / conjuncture, economic
- readership shrinking / structural, demographic
- declining credibility / media failure, societal
- emerging alternatives / disintermediation,  
technological
- waning attraction / peer group communication,  
cultural
- mounting competition / level playing field

» what else ?



# eReader scenarios – business model variables (1)

- **attitude**: immediate action or reflective response?
- **strategy**: compete for the market or collaborate to have a market?
- **mandate**: investment in future prosperity or cost saving opportunity?
- **pricing**: free or fee (service or content), user- or advertiser-focus



## eReader scenarios – business model variables (2)

- **target group:** niche or main, present or new readership?
- **platform:** paper or net, producer- or user-driven?
- **content:** existing or original, standardised or customised?
- **organisation:** integrated or decentralised, editors-only or third-parties?

» what else?



# meer weten? meedoen?

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