

Scenario Planning: A Snapshot of 4 Futures

All Media Are Local

How is content available?

- A large number of content creators, both amateur and professional, often focus on local, niche communities
- The web allows for easy distribution from all sources
- On-line tools allow content to be easily aggregated or sorted based on the local community it serves
- More video devices work together to allow content to move from place to place
- Big brands are hard to maintain

What do consumers want?

- Information that connects them to their immediate geographic community
- Information that is specific, locally focused and relatively “real time”
- Content that is highly relevant to them

Users want a media experience built around geography

Déjà vu Again

How is content available?

- A limited number of major content creators tailor their basic products to reflect individual communities
- Major markets have diversified their portfolios to provide content across many different platforms over which they have strong control

What do consumers want?

- Information that connects them to their immediate geographic community
- High quality content from trusted big brands
- Major media players with localized capabilities that help make their selection choices
- By and large, consumers are satisfied with “faux local” media content—primarily national content that has been given a local flavor

A³: Anytime, Anyplace, Anyone

How is content available?

- Inexpensive, high-quality video technology allows amateurs to easily become authors
- The web allows for easy distribution from all sources
- More video devices work together to allow content to move from place to place
- Digital rights regulation is outpaced by demand and market trends
- Big brands are hard to maintain

What do consumers want?

- Content that matches their niche interests
- Content that is highly relevant to them
- The ability to find what they want, when they want it from a large array of content
- Geographic sensibilities are more important than actual geographic location

Users want a media experience built around something other than geography

Rupert's World

Ruperts' World

How is content available?

- A limited number of major content creators have diversified their portfolio to provide content across many different platforms to a range of audience segments
- Despite existing video sharing/transfer technology, the big brands have strong control over their contents' rights and can require consumers to access all material directly from them

What do consumers want?

- Content that matches their niche interests
- High quality content from trusted big brands that will curate and guide consumers' selections
- Video on Demand, rather than Digital Video Recorders

New Intermediaries

Traditional Intermediaries

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