

**FIPP WORLD  
CONGRESS  
LONDON**  
9-11 OCTOBER



Perspective: Tapping trends  
**Future trends  
for publishers**

**Josh Macht**

EVP and Group Publisher,  
Harvard Business Review, USA

# FIVE TRENDS TO WATCH IN PUBLISHING



Joshua Macht  
Chief Product Innovation Officer & Group Publisher  
FIPP Conference, October 2017

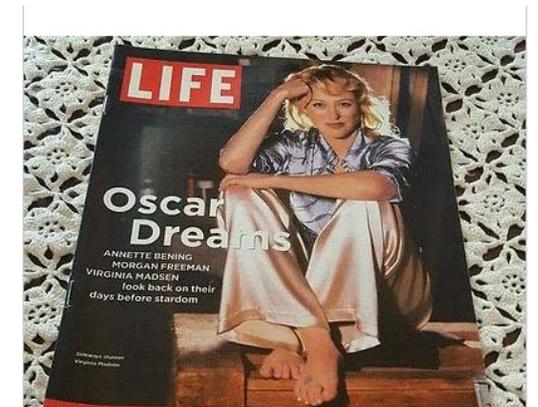
# LIFE:

## A PHOTO SITE

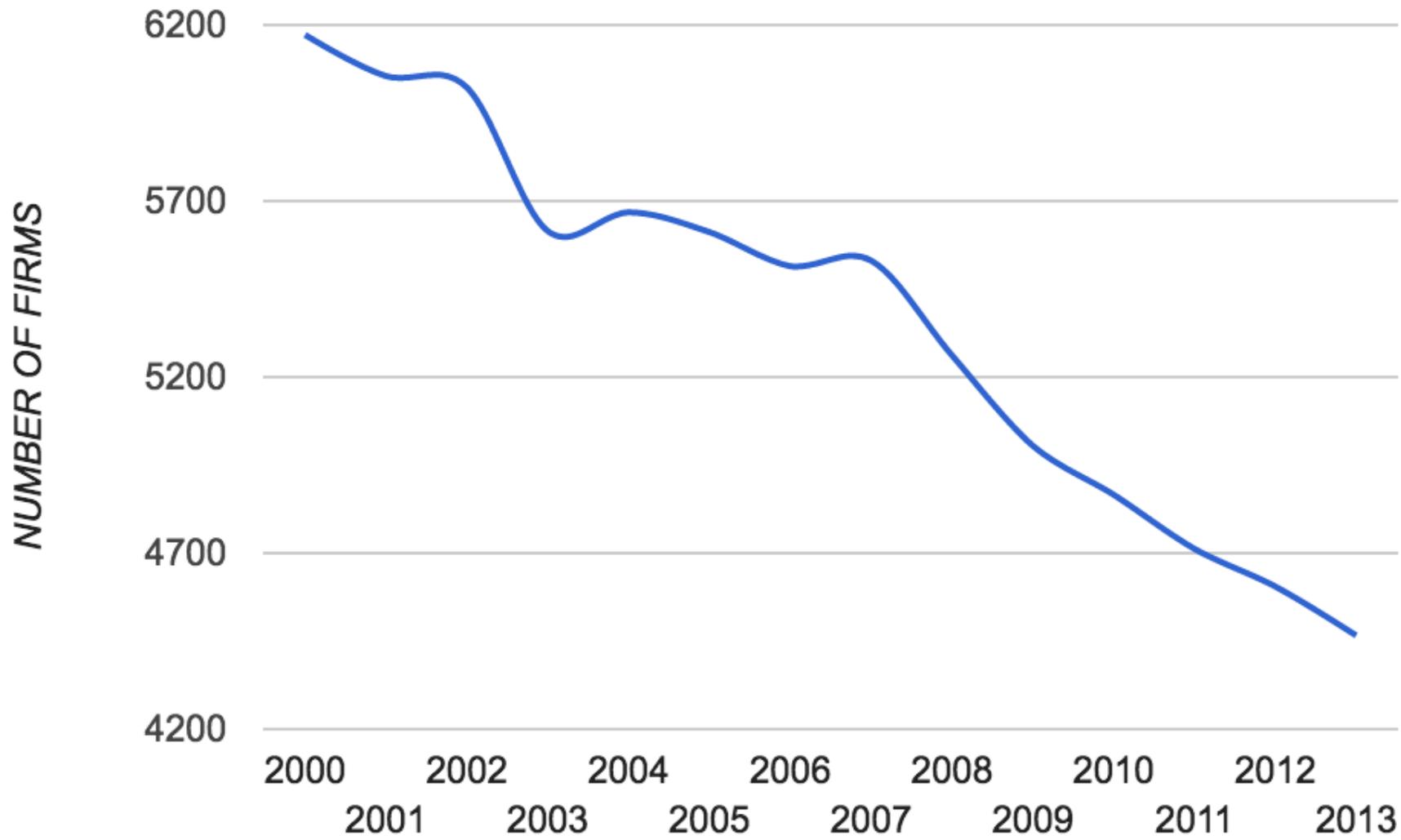
- 11 million photos
- Upload LIFE moments
- Share your photos
- Browse our library
- Create your own media with our photos



# LIFE: A NEWSPAPER INSERT



## Number of Newspaper Firms



# TRACKING WEAK SIGNALS

---

- A weak signal is an enduring and impactful **trend** that could **significantly alter** our business in **5-10 years**.
- We want to track trends that potentially:
  - Change the **needs/priorities of our customers** significantly;
  - Disrupt our current businesses;
  - Alter our competitive set in the future;
  - Force us to rethink our go-to market strategy;
  - Redraw regulatory reforms (i.e. data privacy).

---

# FIVE BIG TRENDS IN PUBLISHING

---

1. Conversational
2. Immersive Storytelling
3. Machine Learning
4. Online learning
5. Interactive video



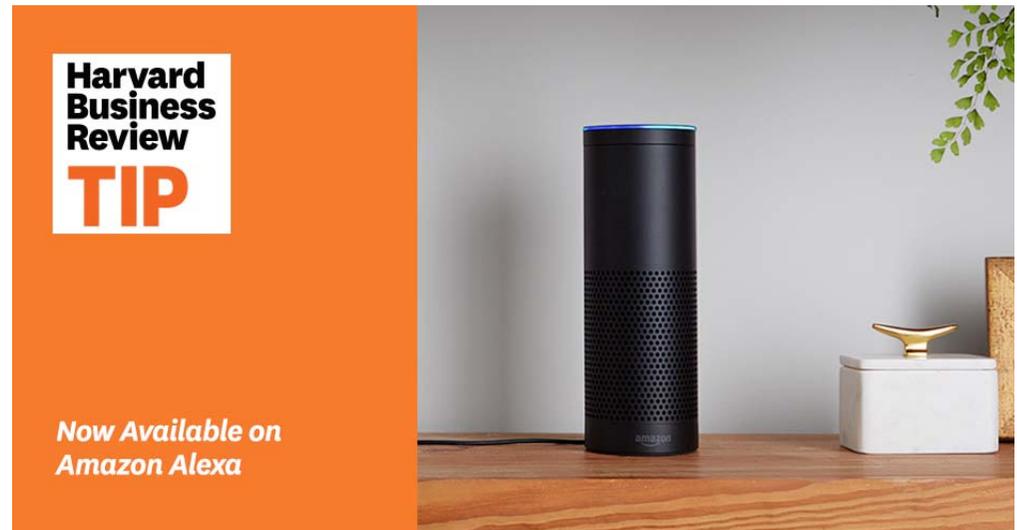
# #1 CONVERSATIONAL INTERFACES

---

- **Why is the signal getting stronger?**
  - Better interfaces from Alexa, Google, and Siri
  - Unabated smartphone growth
  - Future: Self-driving cars may turbo charge this trend
- **What's happening now?**
  - Flash briefings, stock quotes, recipes
  - Podcast streaming
- **What about HBR?**



# LISTENING TO HBR...



# #2 IMMERSIVE STORYTELLING

- **Why is the signal getting stronger?**
  - Sharper screens
  - Maturing technology, such as AR and VR
  - Growth of social platforms
- **What's happening now?**
  - Lots of magazine experimentation, such as Wired and Esquire
  - NYT use of VR
- **What about HBR?**



# THE BIG IDEA



# #3 MACHINE LEARNING

---

- **Why is the signal getting stronger?**
  - Google has lead the way with their massive amount of data
  - Other players such as Facebook and Amazon, and of course Big Blue
- **What's happening now?**
  - Mostly small experiments. AP, for example, has automated corporate earnings report stories.
- **What about HBR?**
  - Experimenting with bots on Facebook Messenger and Slack



# #4 ONLINE LEARNING

---

- **Why is the signal getting stronger?**
  - Growth of online learning platforms such as Coursera, EdX, Kahn Academy
  - Debt load of education in the U.S.
- **What's happening now?**
  - Many schools are moving to online education
  - Publications such as Fortune are now experimenting
- **What about HBR?**
  - Ebooks with tools; developing sims, etc.



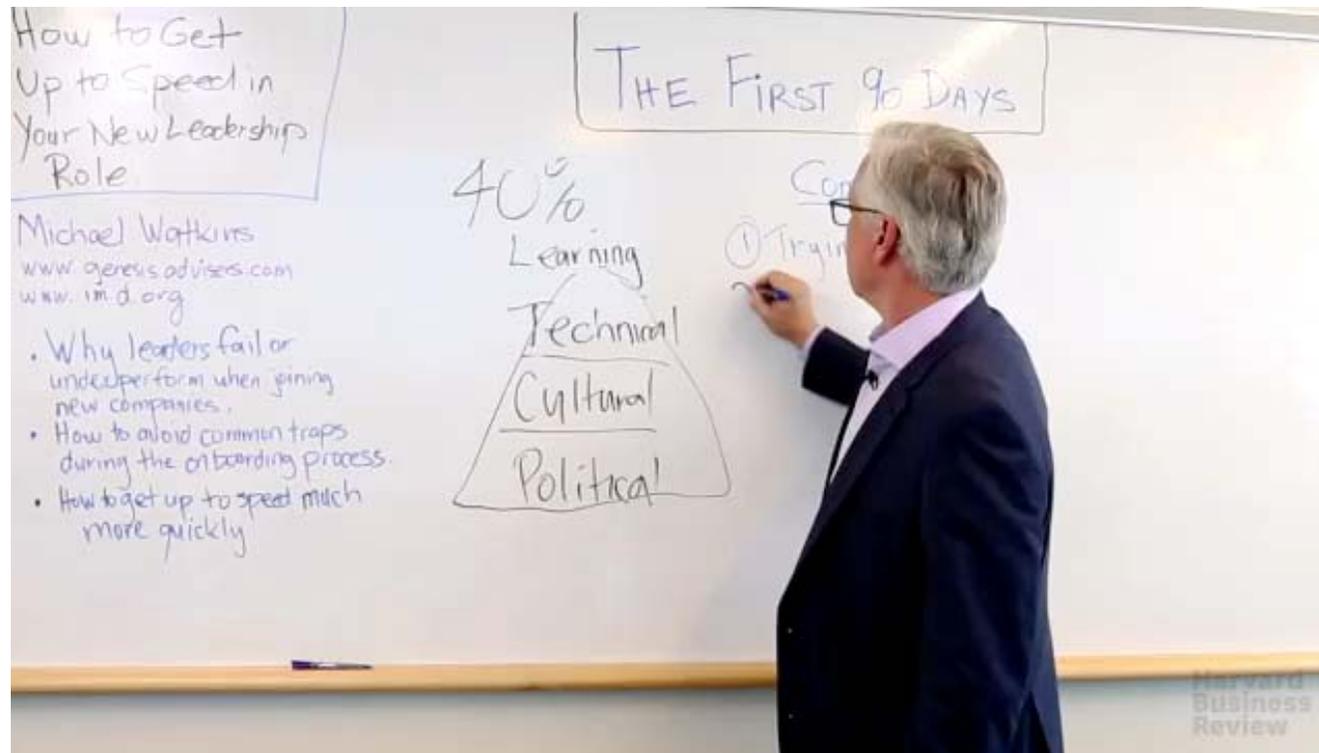
# #5 INTERACTIVE VIDEO

---

- **Why is the signal getting stronger?**
  - Large social media players creating massive communities around video
  - Small companies with new interactive video technology
- **What's happening now?**
  - FB Live is perhaps one of the best examples, with large number of media players jumping on board.
- **What about HBR?**
  - FB Live has become a regular channel of interaction for us



# FB LIVE



---

**Thank you!**

Josh Macht

[jmacht@harvardbusiness.org](mailto:jmacht@harvardbusiness.org)

[@machtHBR](#)

