The Digital Media Meltdown
Fact or Fake News?

FIPP Insider, Helsinki, March 15th 2018
Speaking
- Google ThinkPublishing
- Guardian Masterclasses
- Digital Media Strategies
- Big Issue in Glasgow
- Media24 in Cape Town

Writing
- The Drum
- The New Statesman
- Publishing Executive
- InPublishing
- The Media Briefing
- FIPP: Peter Houston Talks
Total Meltdown.
What's Ad Growth Going to Look Like in the Digital Arena?

Digital advertising revenue worldwide from 2015 to 2021, by format (in billion U.S. dollars)

- Banner Advertising
- Video Advertising
- Search Advertising
- Social Media Advertising
- Classifieds

Source: Statista Digital Market Outlook
“In the midst of chaos, there is also opportunity”

Sun Tzu,
The Art of War
Less than a Quarter Now Trust Social Media
Per cent trust in each source for general news and information

<table>
<thead>
<tr>
<th>Source: 2018 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box; Trust) General Population, United Kingdom, question asked of half the sample</th>
<th>2017</th>
<th>2018</th>
<th>Change, 2017 - 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional media</td>
<td>48</td>
<td>61</td>
<td>+13</td>
</tr>
<tr>
<td>Search engines</td>
<td>54</td>
<td>47</td>
<td>-7</td>
</tr>
<tr>
<td>Online-only media</td>
<td>40</td>
<td>45</td>
<td>+5</td>
</tr>
<tr>
<td>Owned media</td>
<td>31</td>
<td>26</td>
<td>-5</td>
</tr>
<tr>
<td>Social media</td>
<td>26</td>
<td>24</td>
<td>-2</td>
</tr>
<tr>
<td>Media as an institution</td>
<td>32</td>
<td>32</td>
<td>0</td>
</tr>
</tbody>
</table>
But, Trust Rebounds for Traditional Media

Per cent trust in traditional media for general news and information

Source: 2018 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box; Trust) General Population, United Kingdom, question asked of half the sample.
“If you are offering considered, quality content for your audiences that’s an understandable model and it works for everyone... it’s quality journalism, it’s quality imagery and it’s quality everything.”

Dylan Jones, Editor, GQ
“We have two houses. One is on fire and the other isn’t built yet. So our problem is that we have to fight the flames in the old house at the same time we’re trying to figure out how to build the new one.”

Jeff Jarvis, CUNY
31,536,000
“In the race to tackle the digital monster, people kind of forgot that what is at the heart of any media brand is the audience,”

Sam Baker, The Pool
SCOTS MAGAZINE.
CONTAINING
A GENERAL VIEW
OF THE
Religion, Politicks, Entertainment, &c.
IN
GREAT BRITAIN:
And a succinct Account of
PUBLICK AFFAIRS
FOREIGN and DOMESTICK.
For the Year MDCXXXXIX.
VOLUME I.
No quid sed, dico quid, non quid vero non audiam.
“There has never been a better time in the whole history of the world to invent something...”

Kevin Kelly, Wired