

Mobile: The Future Is Now

ONA Parachute Training, Ann Arbor, MI

October 22, 2009



Brief history of mobile journalism

- Dictation via landline
- TRS-80s (using couplers)
- Dictation via mobile phone
- Blogging via laptop
- Filing via smartphone
- Microblogging via Twitter, Facebook, etc.

2009: The Year of Mobile

- Predicted forever, mobile has finally arrived
- ComScore reports show mobile news consumption doubled from January 2008-January 2009

Fastest-Growing Categories for Daily Mobile Web Access * Three-month Average Ending January 2008 and January 2009 U.S. Mobile Phone Users comScore, Inc.			
	Unique Users (000)		
	Daily Unique Users Jan-08	Daily Unique Users Jan-09	% Change
Accessed News and Information (any)	10,821	22,369	107
Accessed social networking site or blog	1,761	9,278	427
Traded stocks or accessed financial account	1,135	3,274	188
Accessed movie information	1,077	3,072	185
Accessed business directories	939	2,447	161
Accessed entertainment news	2,104	5,470	160

**For categories of usage with monthly audiences above 15 million*



What's Changed?

- **Rise of the smartphone**
 - No longer tortuous to get news and information via mobile
- **Rise of the mobile application**
 - Now, smartphone is more of a mini-computer than a phone with a browser
- **Introduction of GPS services**
 - Consumers can now be targeted based on exact locations

Smartphones

- Types of devices: Smartphones on track to outpace cell phones by 2010



Smartphones

- Impact of iPhone: Full HTML browsers becoming commonplace



Mobile applications

- Give companies more control over performance and to develop dedicated tools.



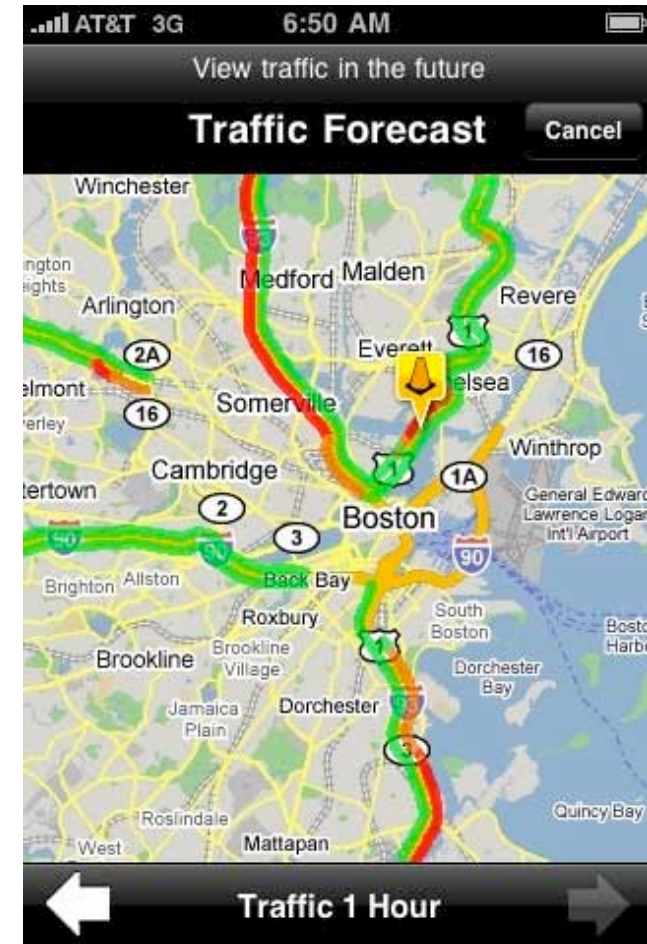
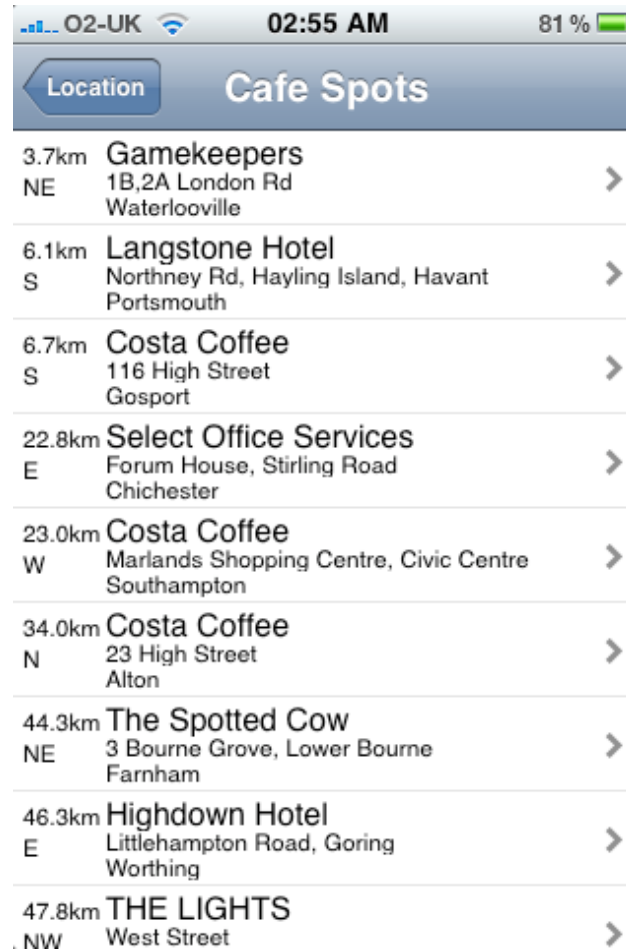
Mobile applications

- For example, via my iTouch, I can:
 - Get news headlines via multiple applications
 - Get geo-located weather info via The Weather Channel
 - Get sports scores via ESPN
 - Check stock prices via Wall Street Journal
 - Check live traffic reports via Traffic.com
 - View live traffic cameras in the DC area via NBC4
 - Get real-time reports on speed traps via Trapster
 - Easily scan all my RSS feeds via Newsstand
 - Watch news video via CNN or YouTube applications
 - Post updates to Facebook, Twitter and LinkedIn
 - Listen to live police scanners across the US via iScanner

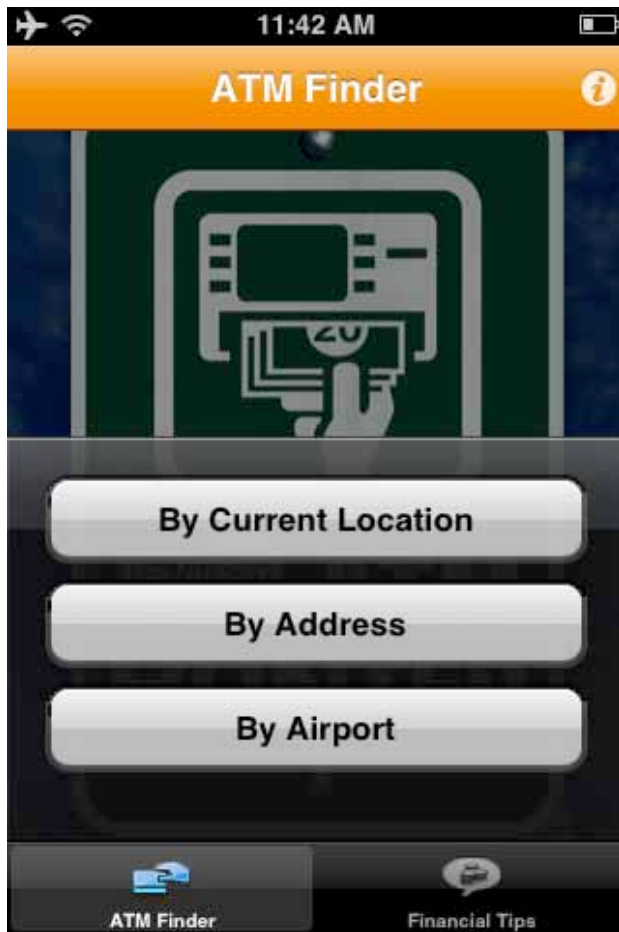
Mobile applications

- On my iTouch, I can also:
 - Find restaurants near where I'm standing via Yelp
 - Listen to music via Pandora
 - Listen to satellite radio via Sirius/XM
 - Watch NFL or MLB games live via DirecTV
 - Find nearest ATMs via ATM Hunter
 - Find nearest Wi-Fi hotspots via Wi-Fi Locator
 - Post to my blog via TypePad
 - Get directions on public transit in New York or DC
 - Make rental car and hotel reservations
 - Read the complete works of Shakespeare
- YOU GET THE POINT...

GPS Services



GPS Services



What's Coming?

- **Mobile as a video platform**
 - Watching video on mobile phones no longer impossible.
 - Live video on mobile now possible (conventions, NFL, etc.)
- **Increased advertising opportunities**
 - Location-based advertising
 - Location-based alerts
 - Augmented reality-based advertising
- **Augmented reality applications**
 - GPS applications overlaid on live cameras

Augmented Reality



Augmented Reality



Traps to Avoid

- **Don't replicate your paper in the mobile world**
 - Overfocusing a mobile site on articles and headlines is a common error
- **Don't fall for the term "platform agnostic"**
 - Content shouldn't be produced in a vacuum and distributed blindly
- **Don't fall in love with mobile reading devices**
 - The Kindle is wonderful for books, but has severe limitations for news
- **Don't understaff mobile**
 - Many news organizations still don't have dedicated mobile producers or developers.



Mobile: The Future Is Now

- Questions?