New reading habits, new distribution models

- ✓We are going to discuss today:
  - Implications and future of devices
  - Ways in which content can be deployed
  - Business models
  - Standards development
  - User data ownership

Standards development

- ✓ In the Spring of 2009 BPA began to explore the future of digital magazine reporting
- ✓ The core issue:
  - *How long will the market accept "gross delivery" of email notifications as circulation?*
- ✓ We established a JIC of Digital Media Enablers (DME's), Publishers and Media Buyers

Standards development

- ✓ The first thing we discovered is that we needed an updated definition of a digital magazine – much had changed since we established our first definition in 2001

Standards development

- ✓ Digital Magazine – A magazine (either with a companion print version or as a stand alone digital product) delivered periodically in a digital format with metered (i.e., linear) navigation, that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a printed version).

Standards development

- ✓ A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Standards development

- ✓ **Dynamic** – Editorial can be created and/or selected at point of delivery.
  - With a dynamic digital product, each recipient can receive a copy with different content and that content can change at any time.

Standards development

- ✓ **Targeted** – Editorial is changed for specifically defined groups and/or platforms before point of delivery.
  - With a targeted digital product, each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group.
  - Apart from minor updates, the content cannot change once the issue is made available.

Standards development

- ✓ **Enhanced** – If a print brand existed first, "enhanced" is editorial that is retained from the original edition and is redesigned and/or supplemented.
  - With an enhanced digital product, each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital).
  - Apart from minor updates, the content cannot change once the issue is made available.

Standards development

- ✓ **Replica** – If a print brand existed first, editorial and design are unchanged from the original print edition.
  - With a replica digital product, each issue's content and design are identical to the original edition.
  - Apart from minor updates, the content cannot change once the issue is made available.

Standards development

- ✓ Some were of the opinion they can meet the criteria of a digital magazine with minor tweaks to their websites
  - Delivered periodically, metered, linear navigation, date stamped

Standards development

- ✓ Next steps- establish benchmark data for digital magazines, including:
  - open rates,
  - unique user,
  - duration,
  - unique page impressions, etc.

Standards development

- ✓ This project will help the industry establish performance metrics for the medium
- ✓ BPA has reached out to its global membership to elicit cooperation
- ✓ Data being collected now