

# 2011 Information Industry Outlook

Capital Content Network  
October 19, 2010

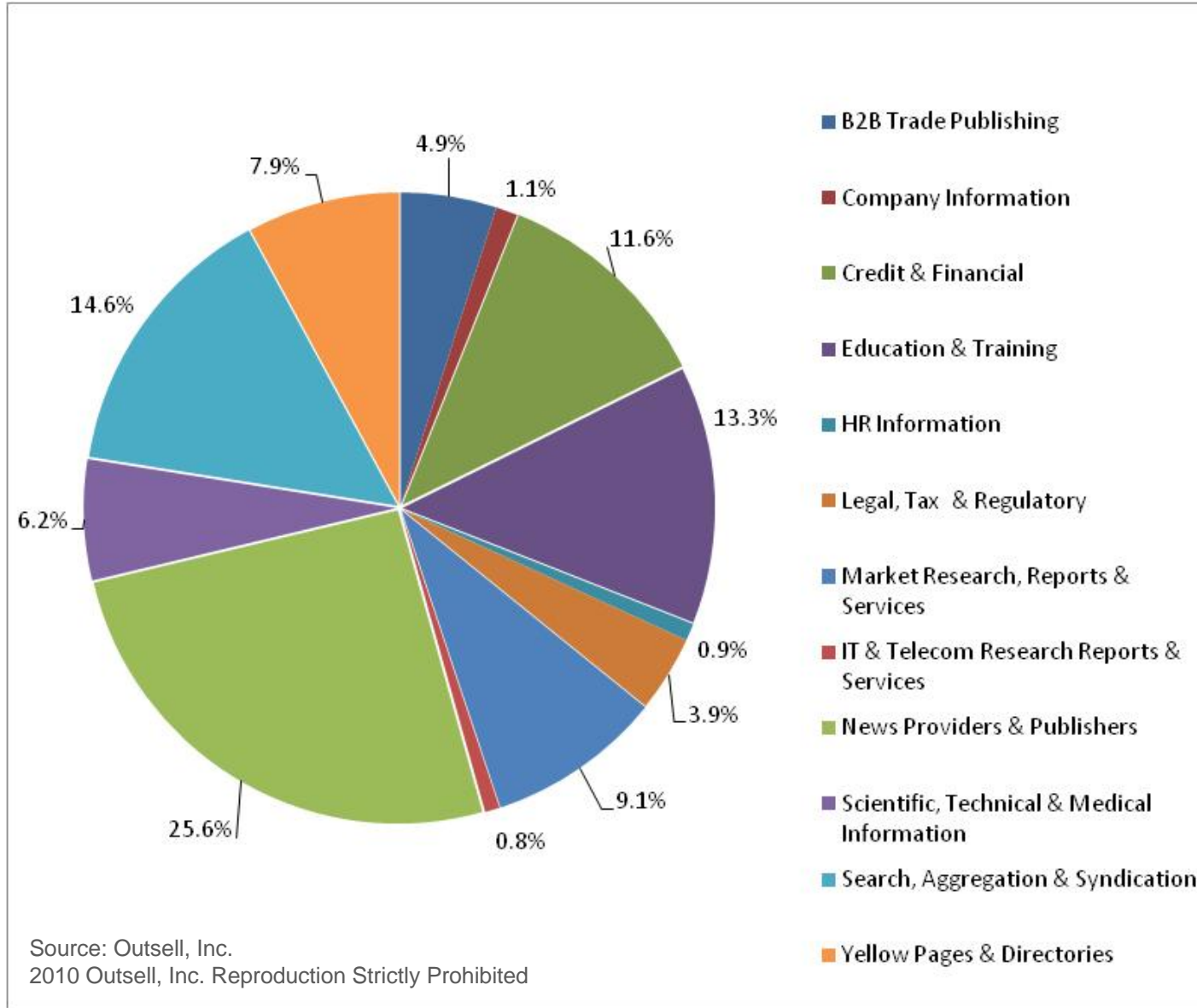


Anthea Stratigos  
Co-founder & CEO

# The Outlook



# 2010 Information Industry - \$366 bn



# Who Grew?

*Niche*

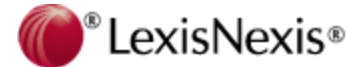
## FOCUSED

*Scale*

EQUILAR®



THOMSON REUTERS



INPUT®

ONVIA™



INFOTech  
RESEARCH STUDIES



EPOCRATES®

## ACQUISITIVE



THE HUFFINGTON POST  
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

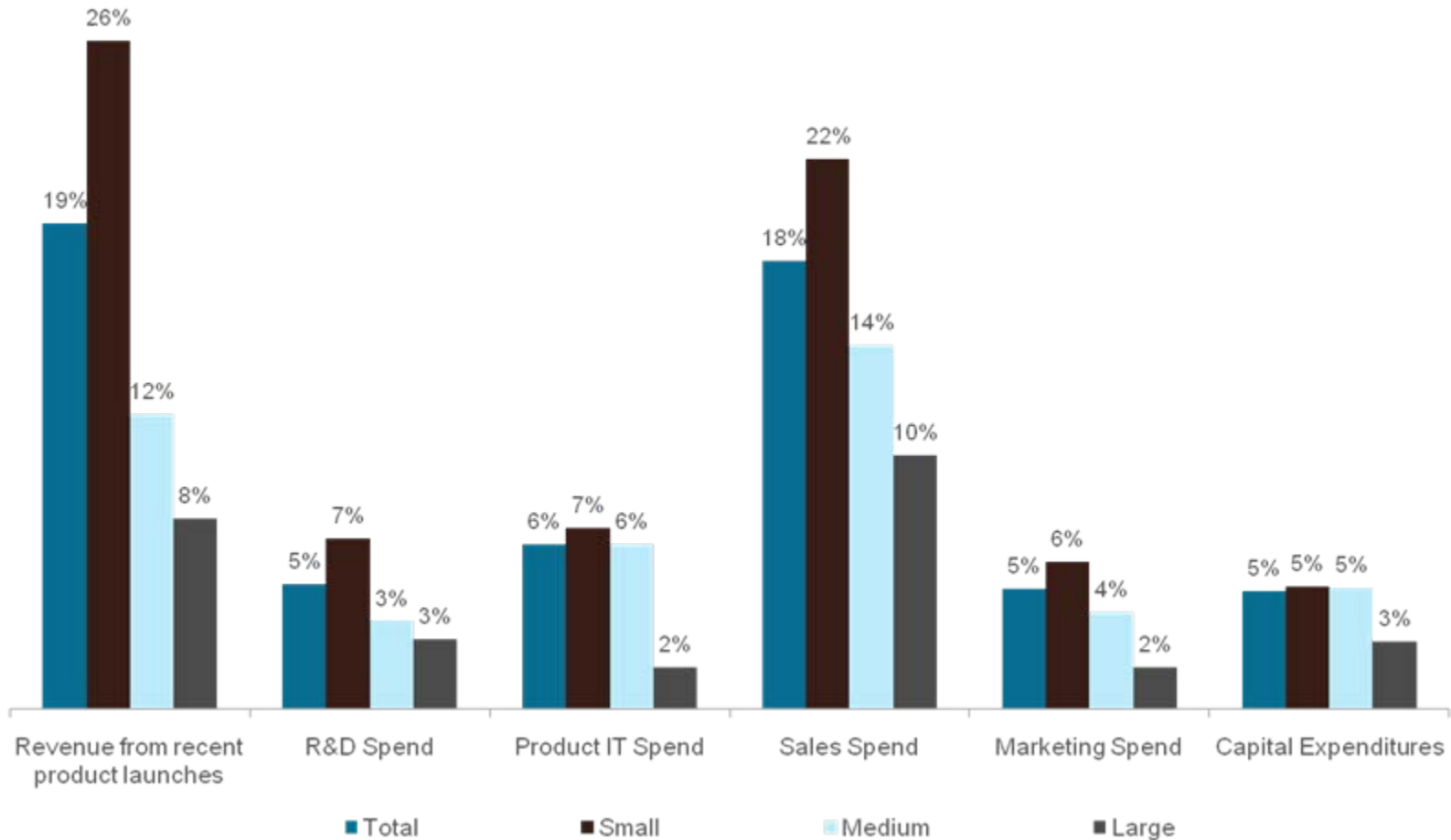


## SEARCH/SOCIAL



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# Important Benchmarks



Source: Outsell's PIP Benchmark, June 2010 Survey  
Q7. Please indicate each of the following as a percentage of 2009 revenue:  
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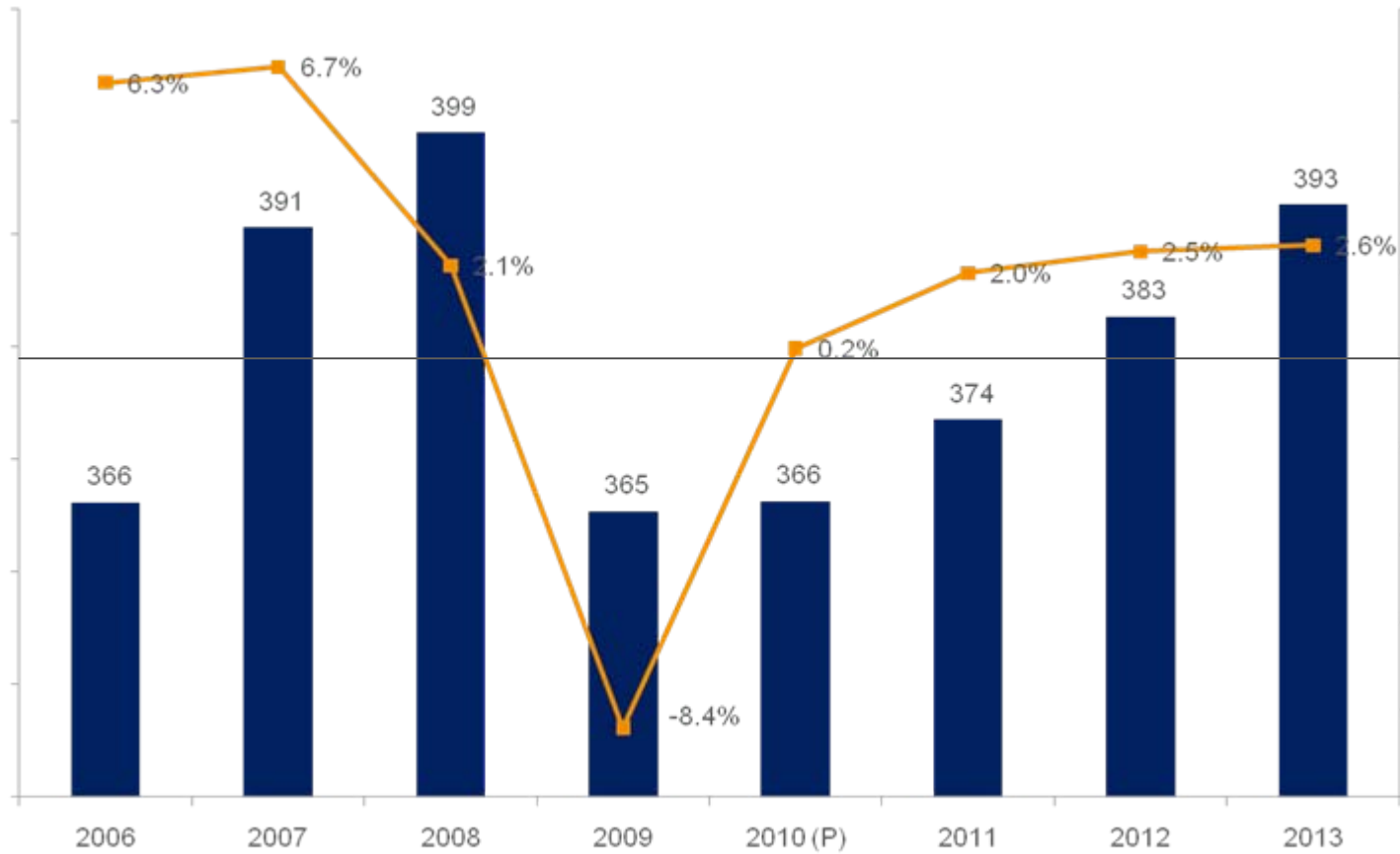
# Industry Drivers

- The global economy
- Customer money flows
- Content ubiquity
- Next generation technologies

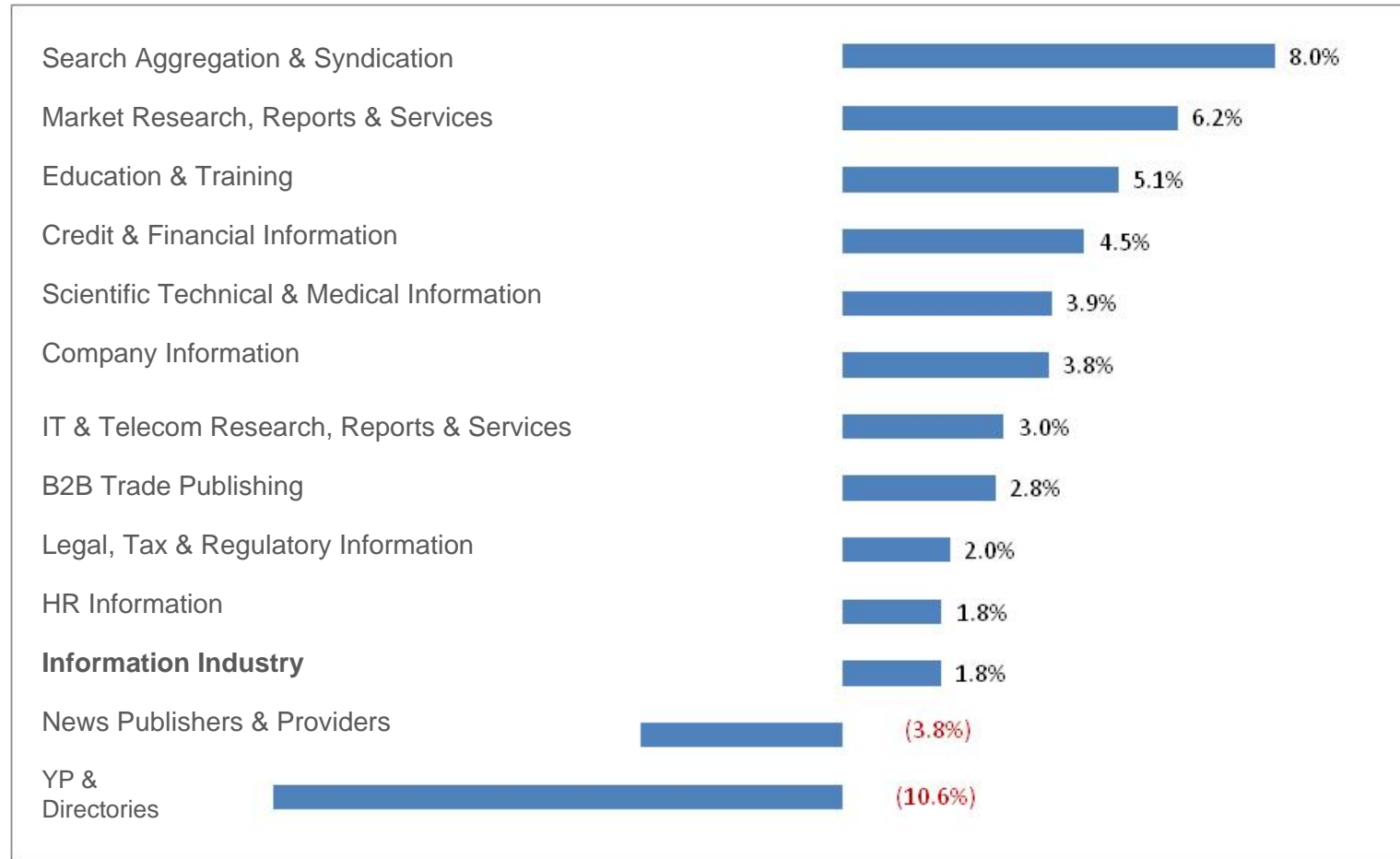


# Information Industry Forecast

## Total Estimated Revenues (\$B) and Growth (%)

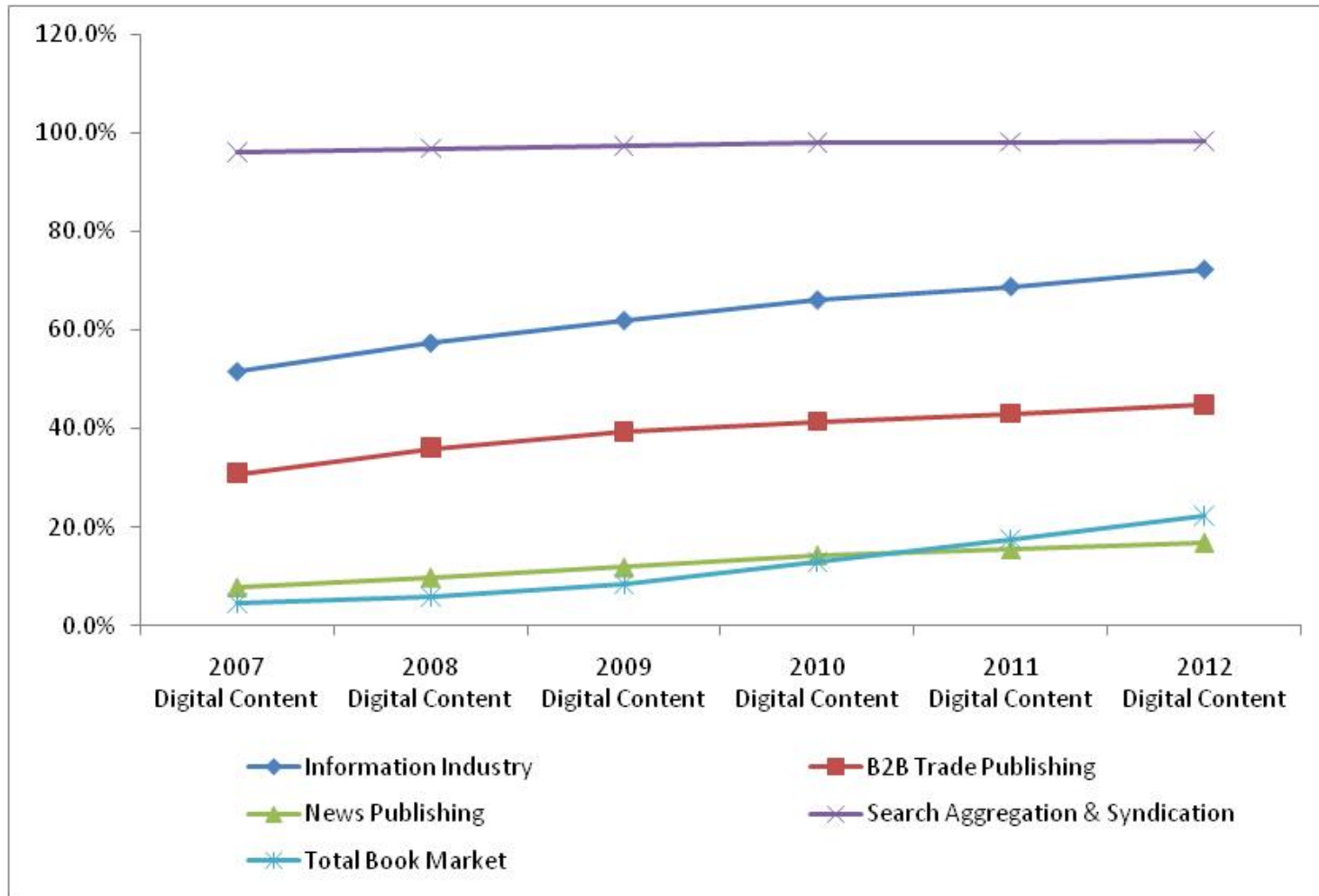


# Industry Forecast by Segment – 2010-2013 CAGR





# Percent of Revenue from Digital



# What Buyers Want

- Transparent pricing
- Product simplicity
- Great customer service
- Freedom of choice vs. forced bundling
- Flexible pricing and licensing



# Top Problems Buying Advertising



% Choosing  
As Problem

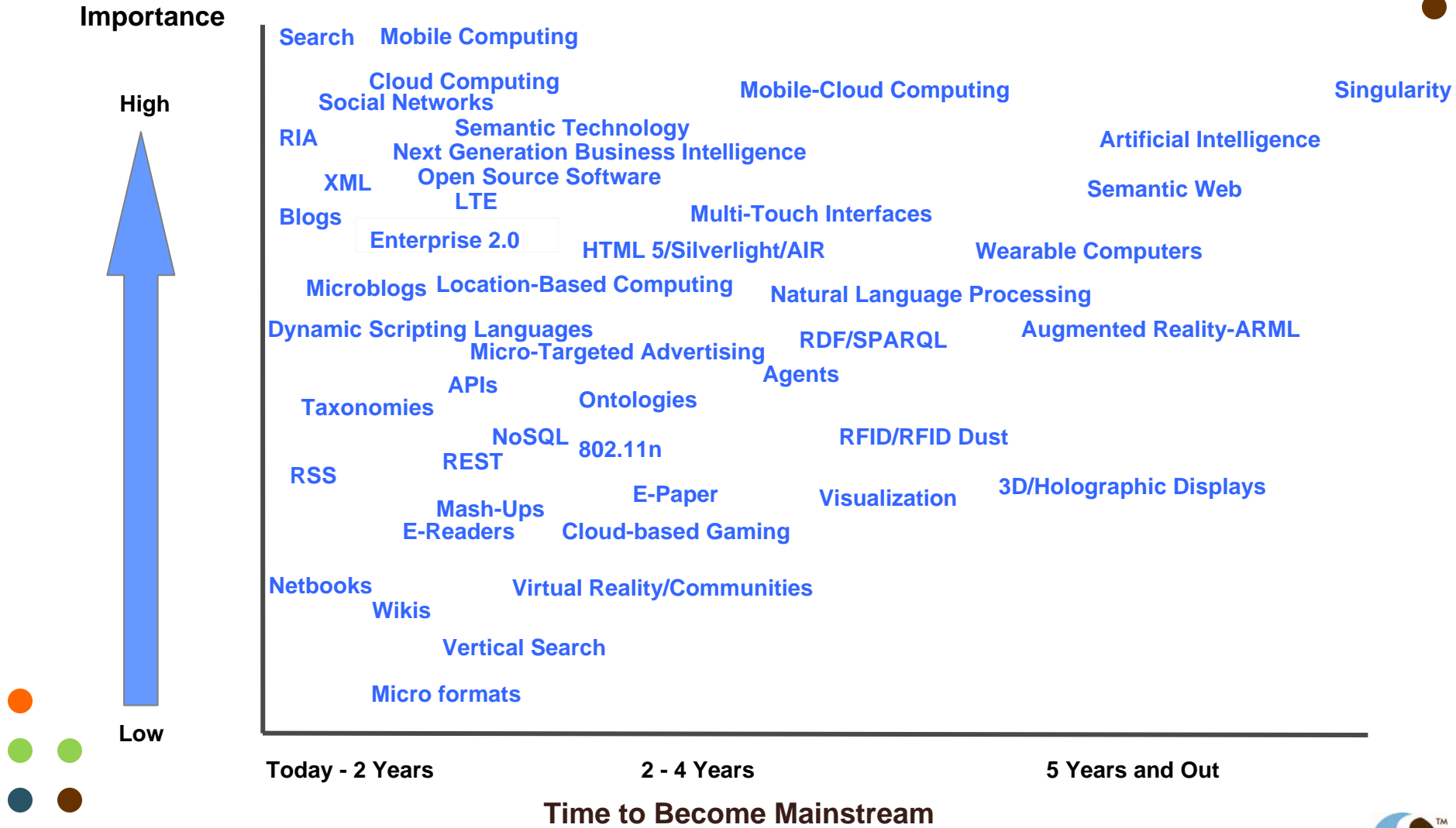
#1 Difficulty in evaluating effectiveness	80 %
#2 Publishers push products vs. solutions	72 %
#3 Difficulty / expense of receiving good metrics	72 %
#4 Lack of personnel experienced in digital media	63 %

**Analytics and Training are Key**

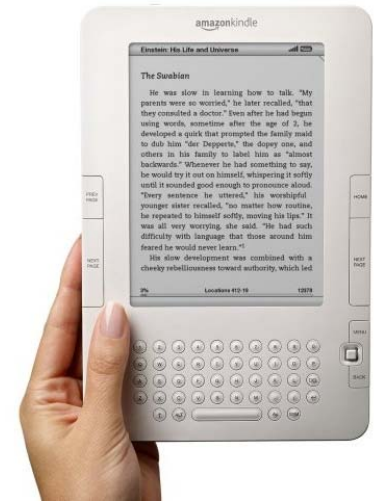
Source: Outsell Annual Marketing and Advertising Spending Study



# Next Generation Technology

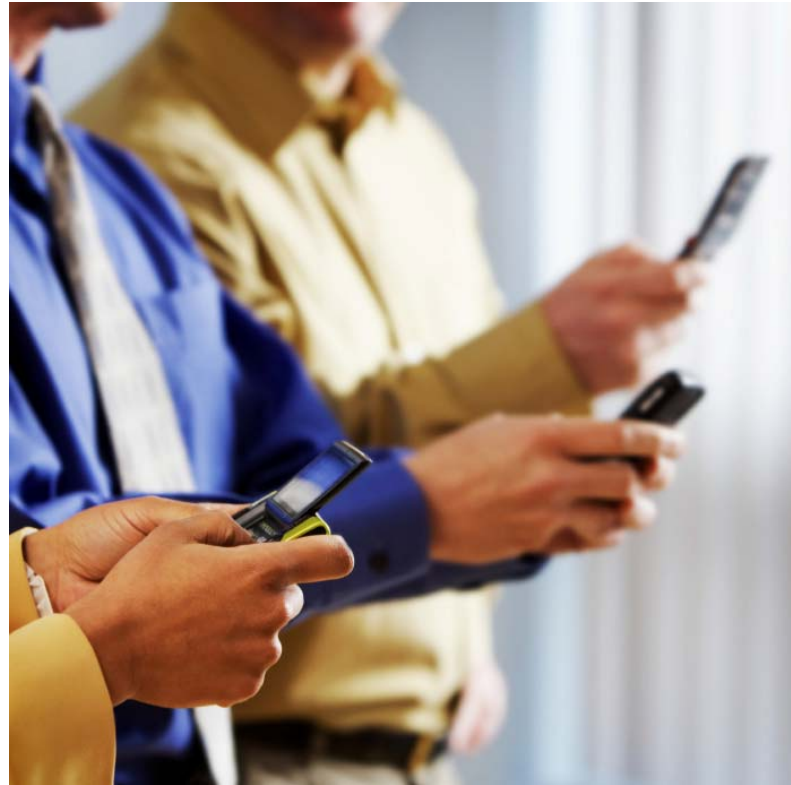


# A Few Words About Mobile



# Consumer Survey Demographics:

- Highly mobile
- Above average wealth
- Above average education

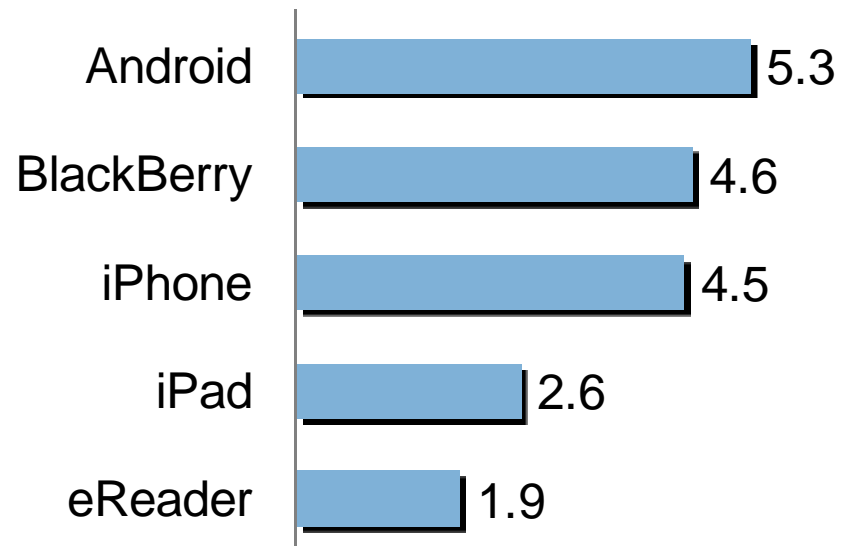


# Growing Mobile Device Dependence



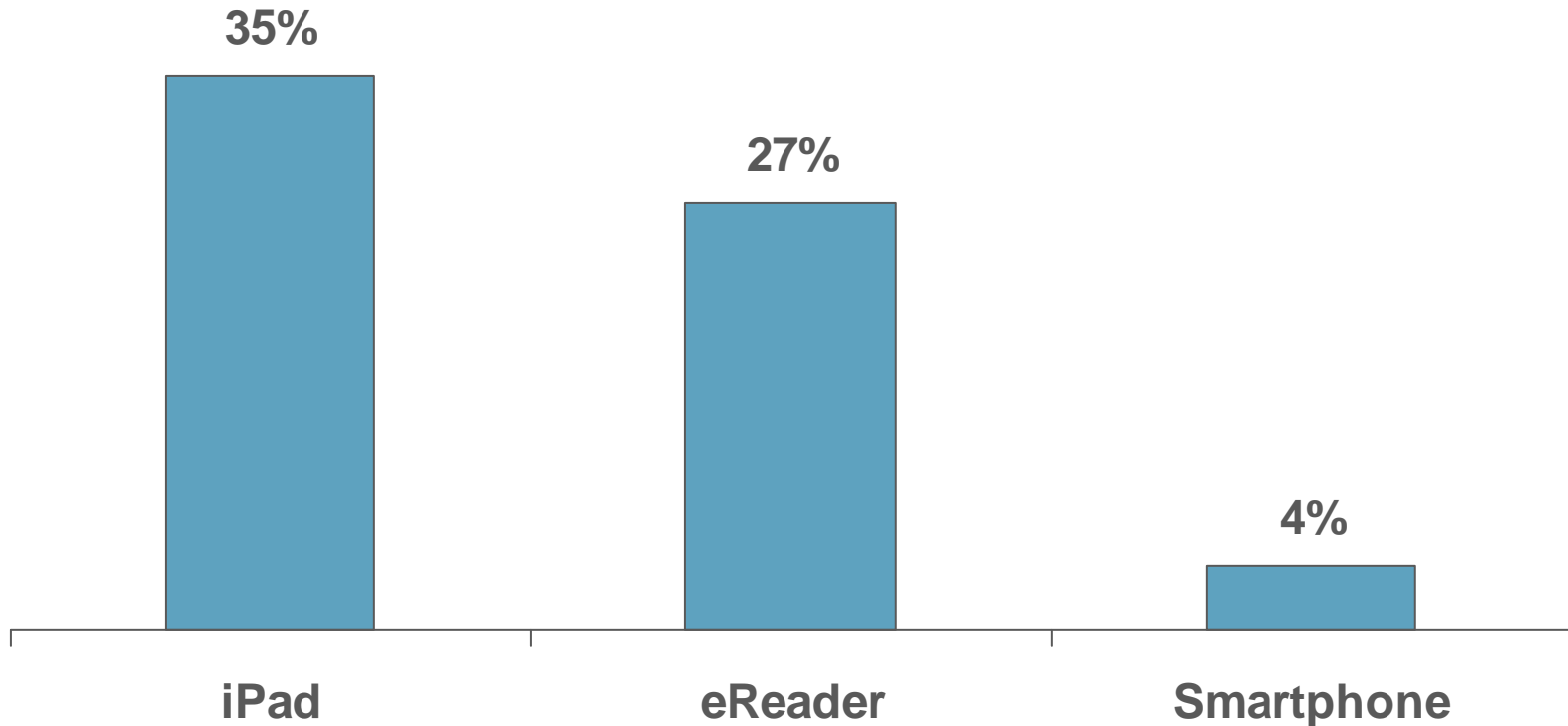
**~25%**  
*of waking hours  
are spent on  
mobile devices*

*Hours per Day Spent on Device*



# Mobile Device Sharing

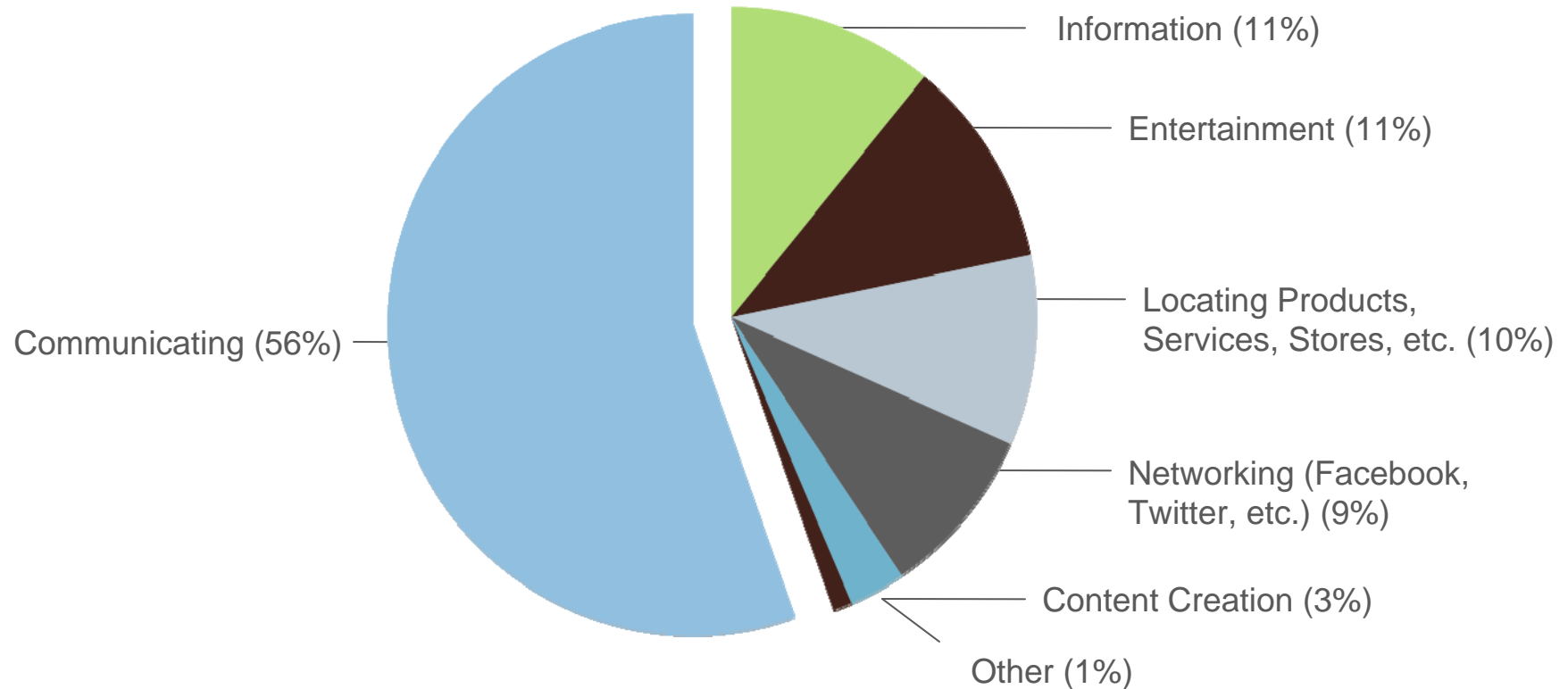
*Percent of Mobile-Dependent Consumers Sharing Devices*





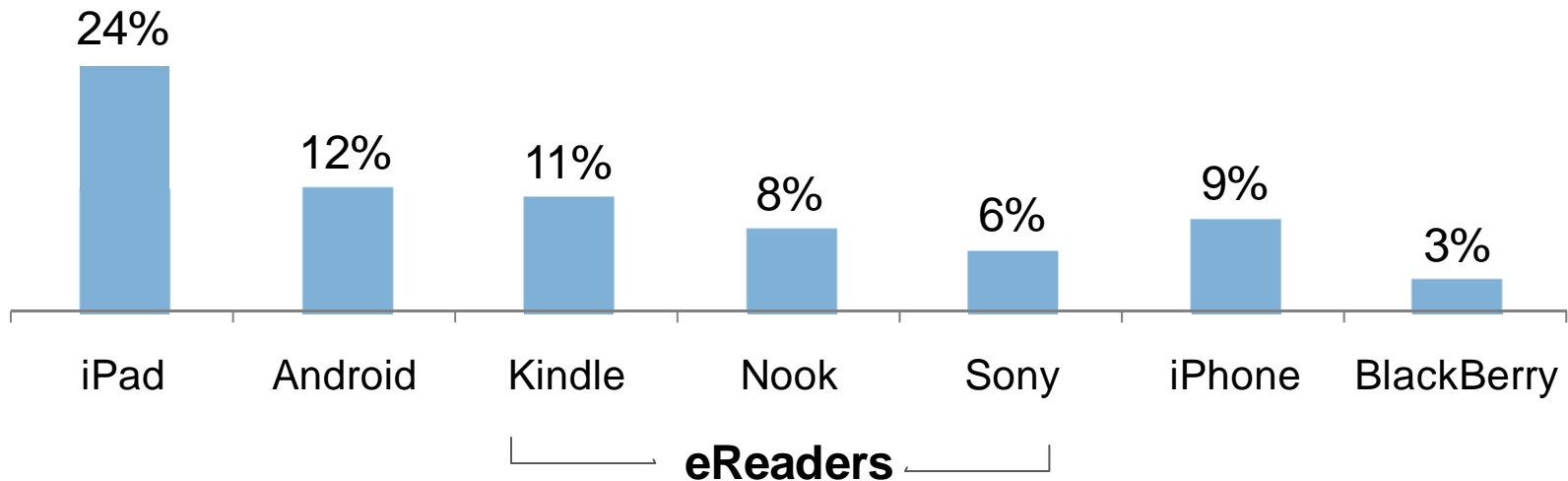
# A Blend of Functions

## *Share of Total Time Spent on Mobile Devices*



# iPad Purchase Intent Double

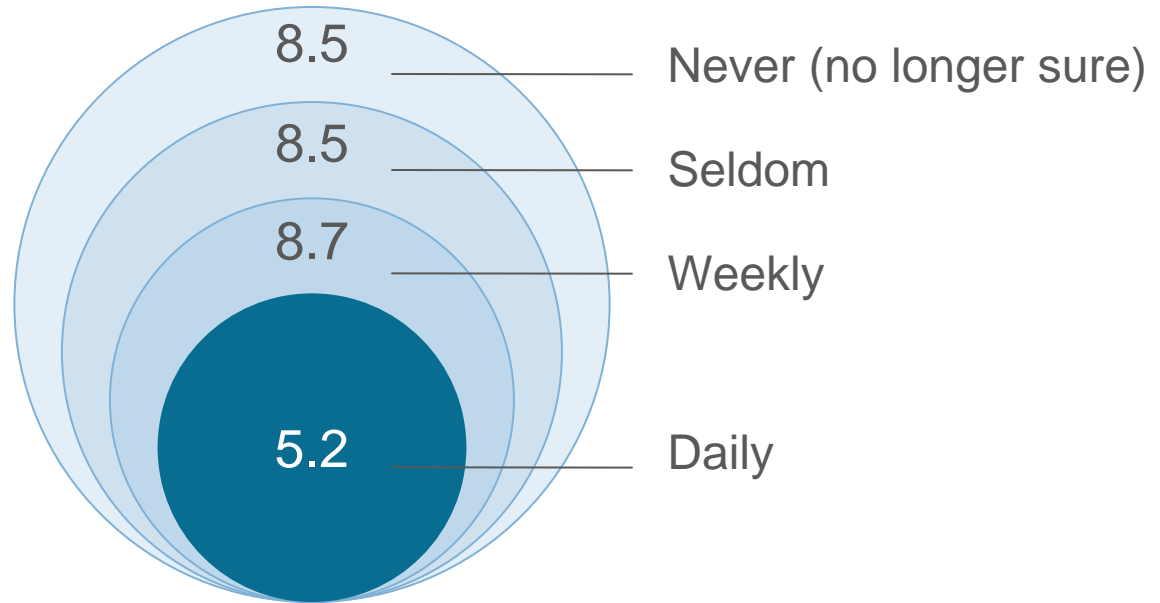
*Percent Planning to Purchase in Next 3 Months*



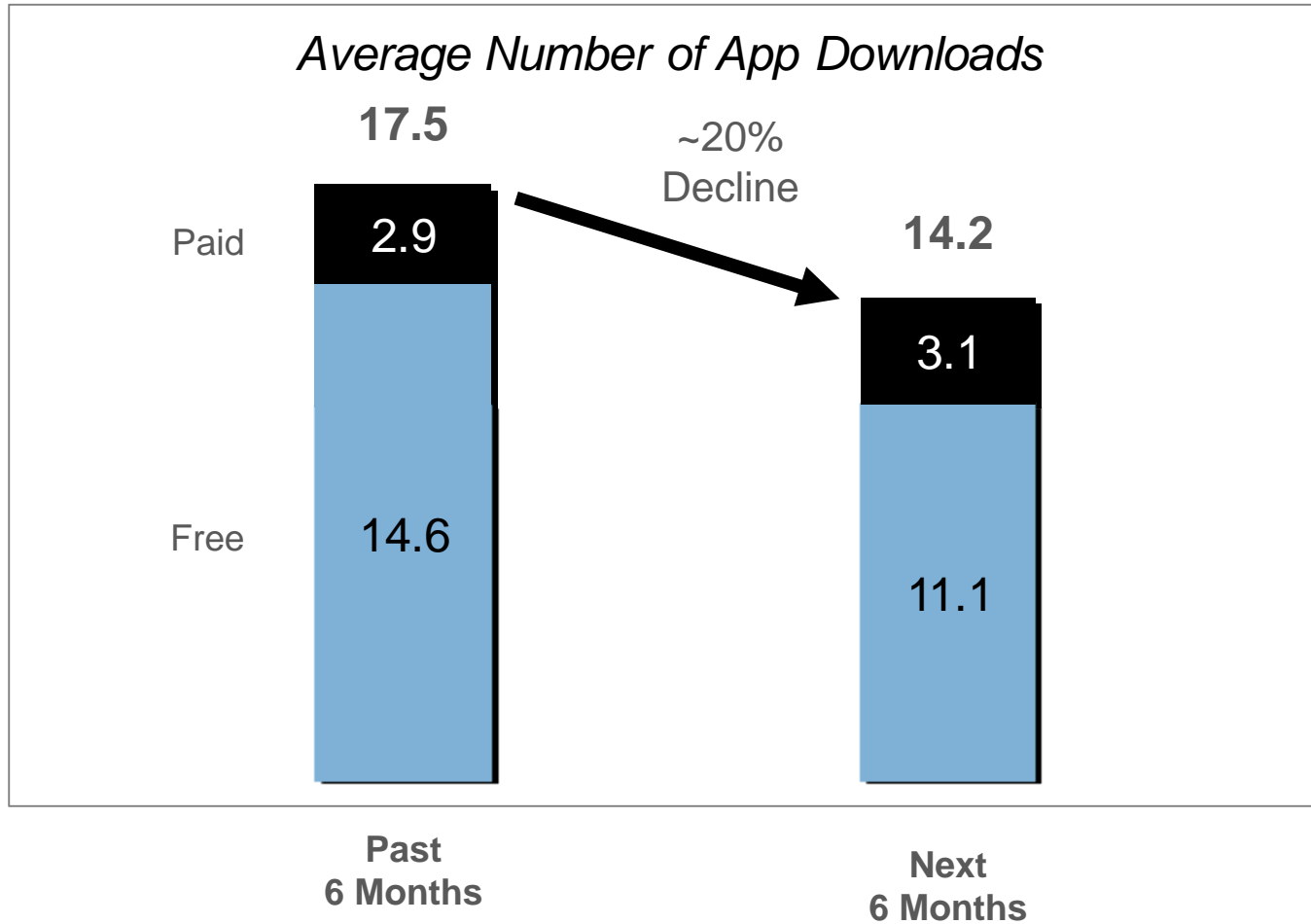
# Refining App Use

## *Average Number of Apps Used*

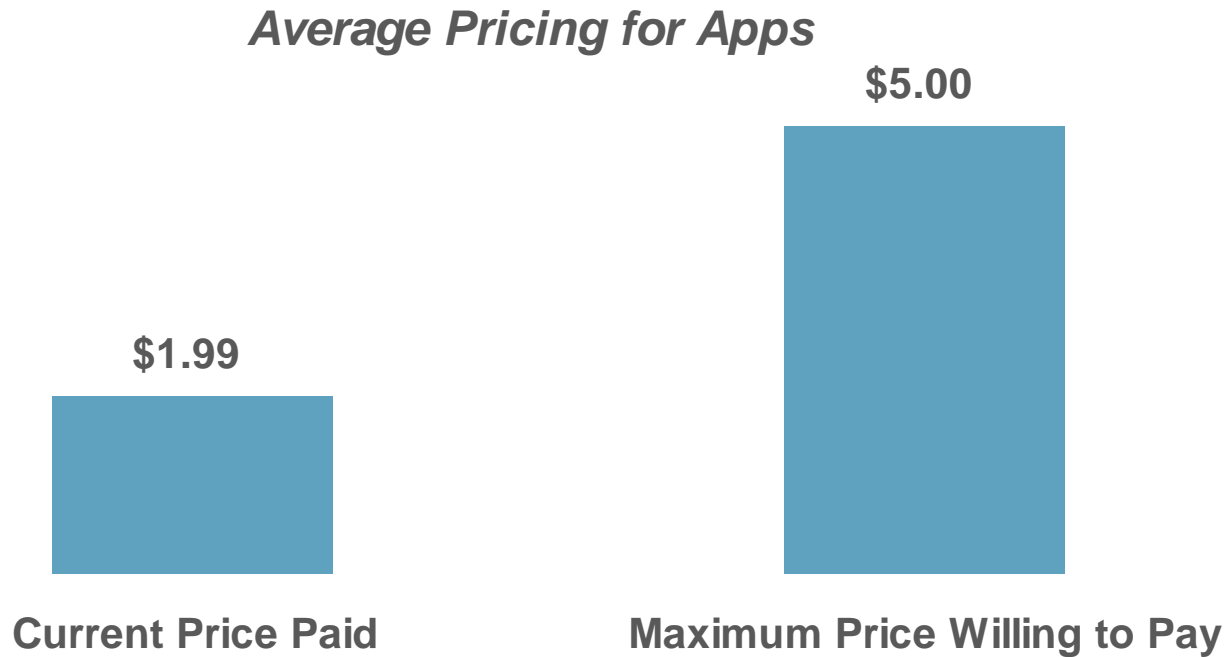
Total = 30.9 Apps



# ...Resulting in Fewer Free Downloads

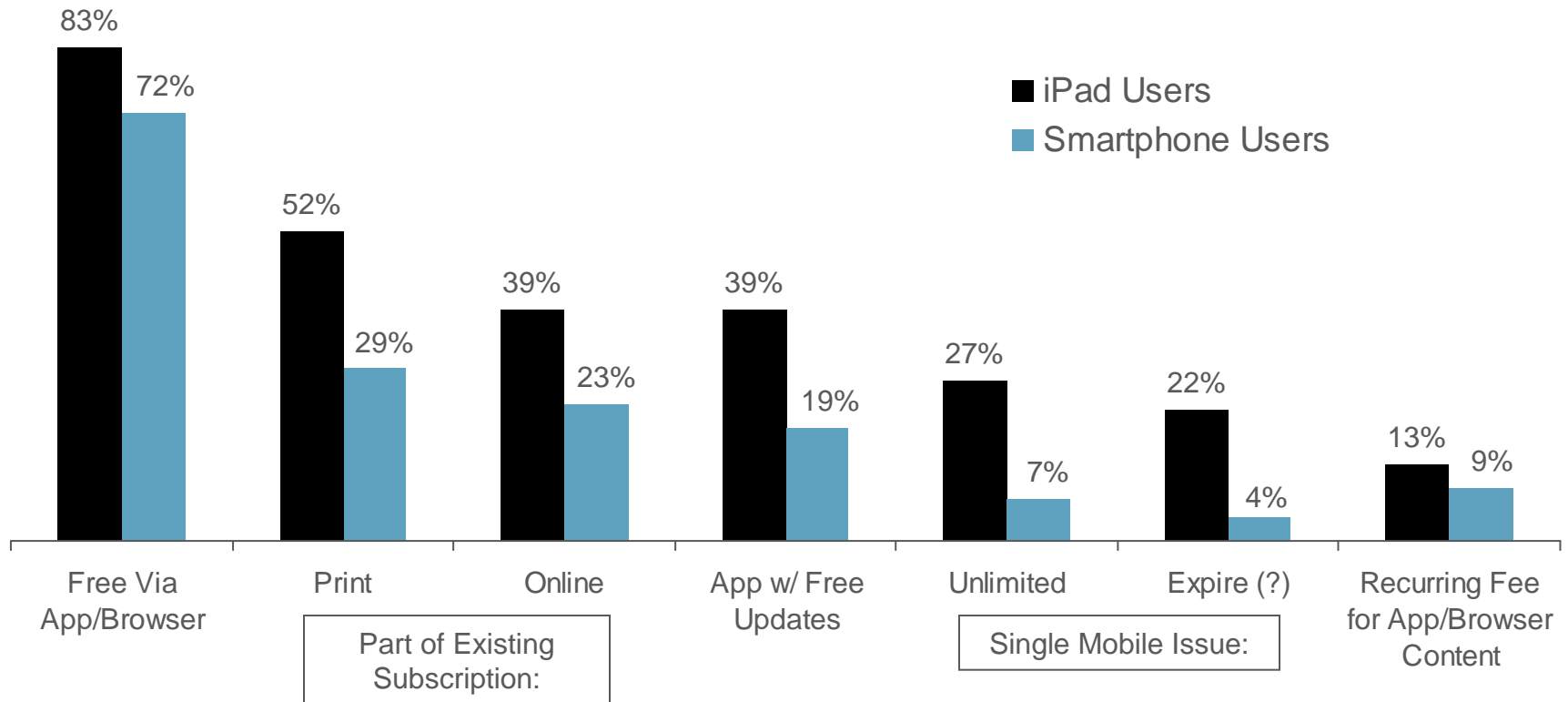


# Pricing for Applications



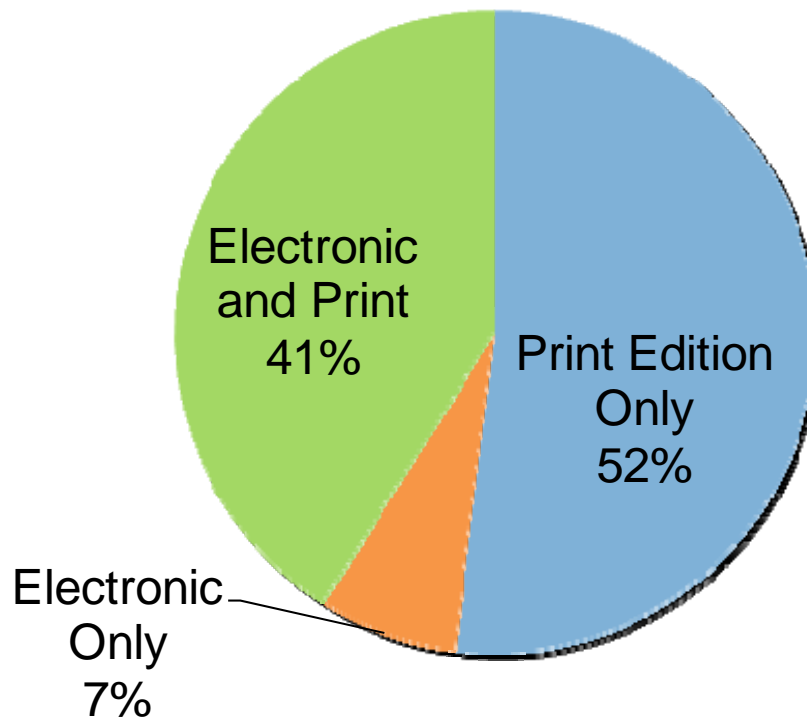
# Accessing Publisher Content

*Acceptable Methods for Accessing Publisher Content  
(Multiple Responses Allowed)*



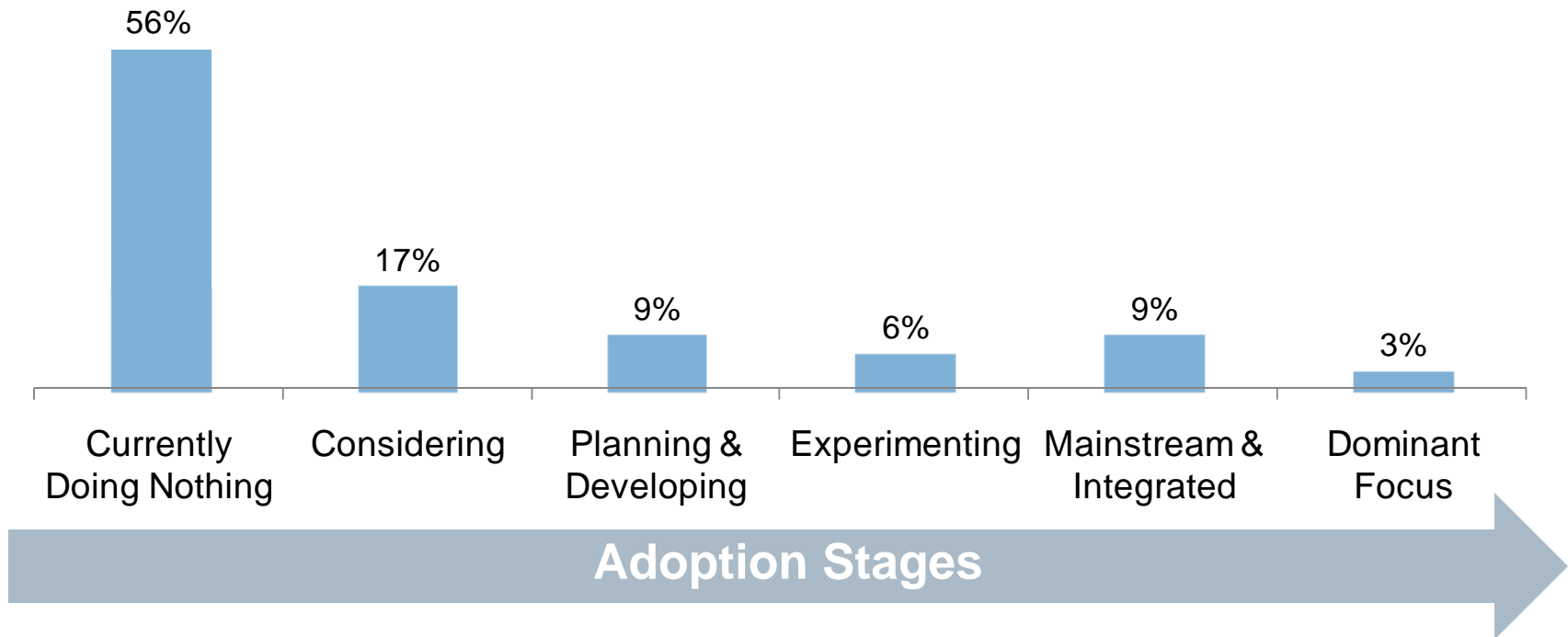
# Digital Access of Magazines

*Preferences for Magazine Access in the Future*



# Mobile Advertising: Still Early Days

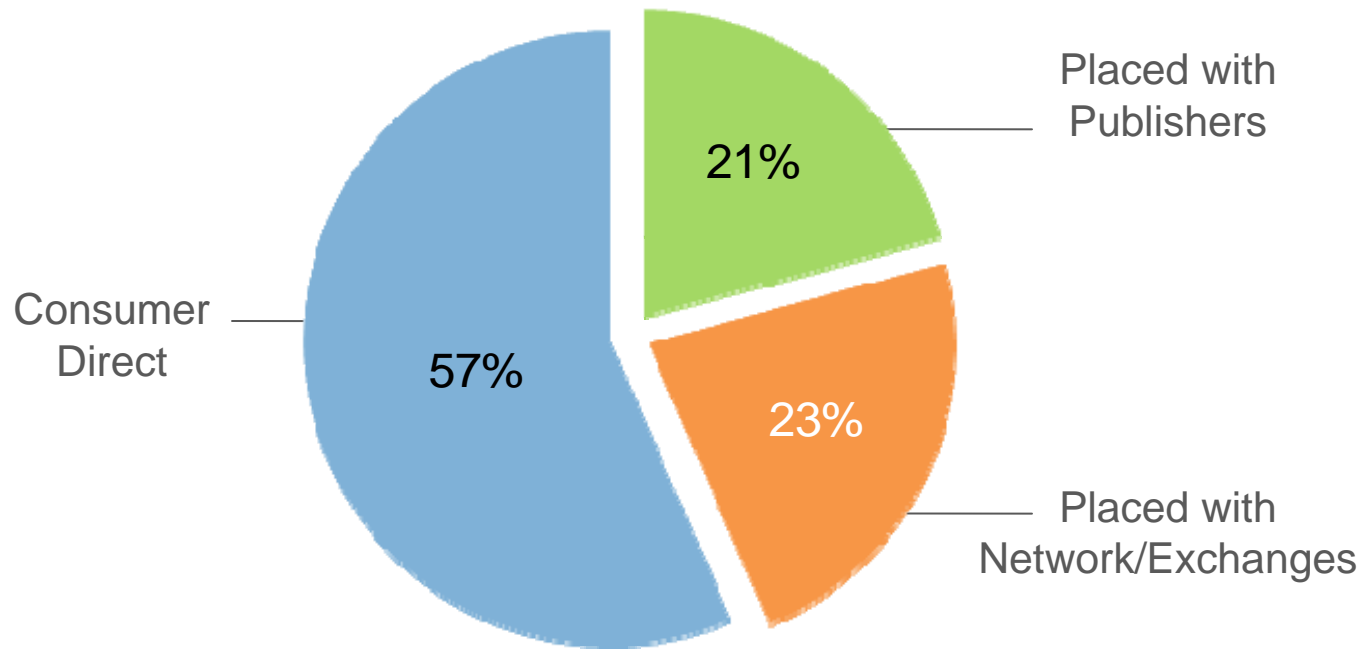
## Mobile App & Browser Advertising (% of Consumer Advertisers)



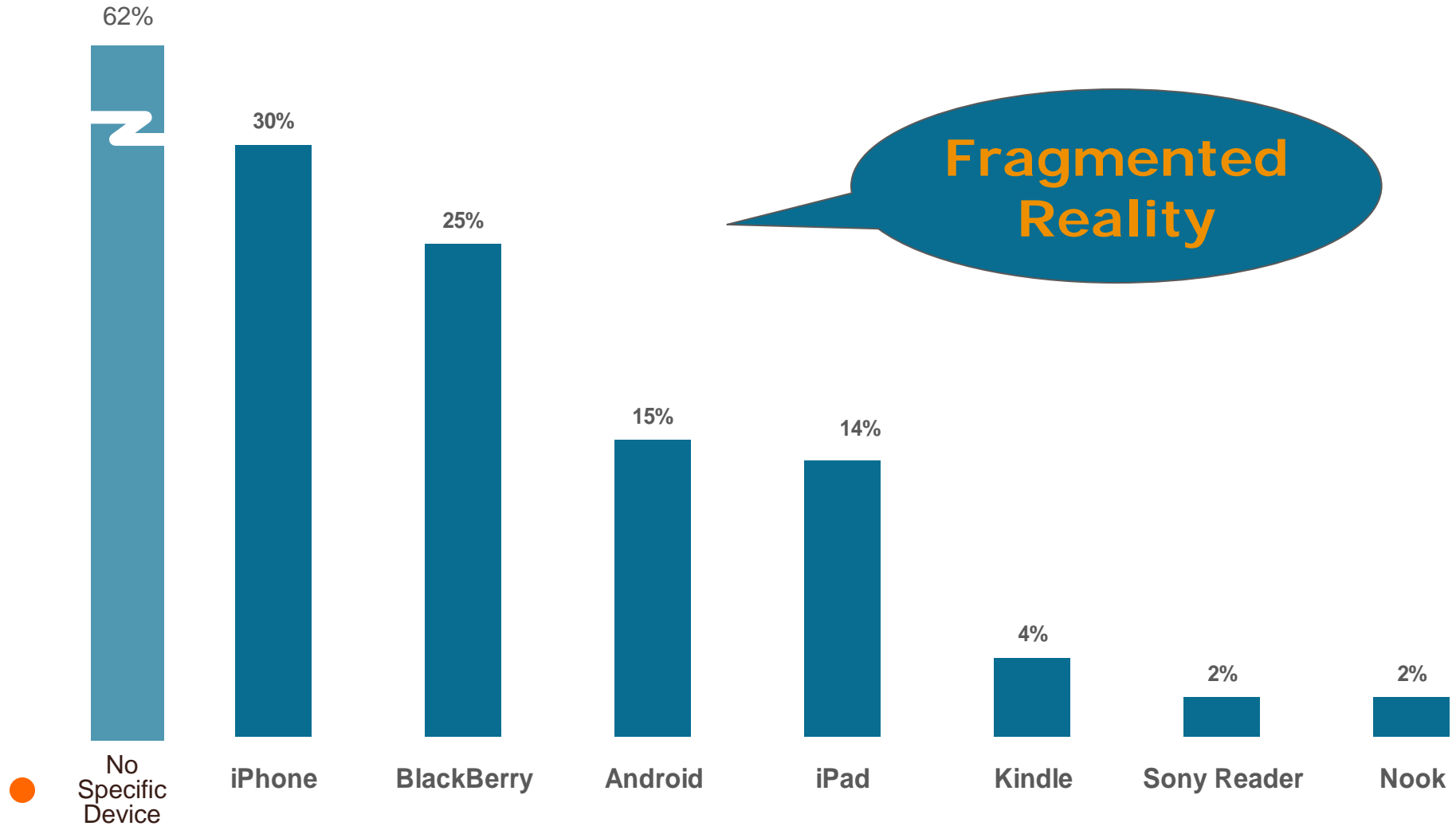


# Where Mobile Ad \$s are Spent

*Percent of Mobile Advertising Spend*



# Marketers Design Ads for Specific Devices



- No Specific Device
- 
- 
- 
- 26

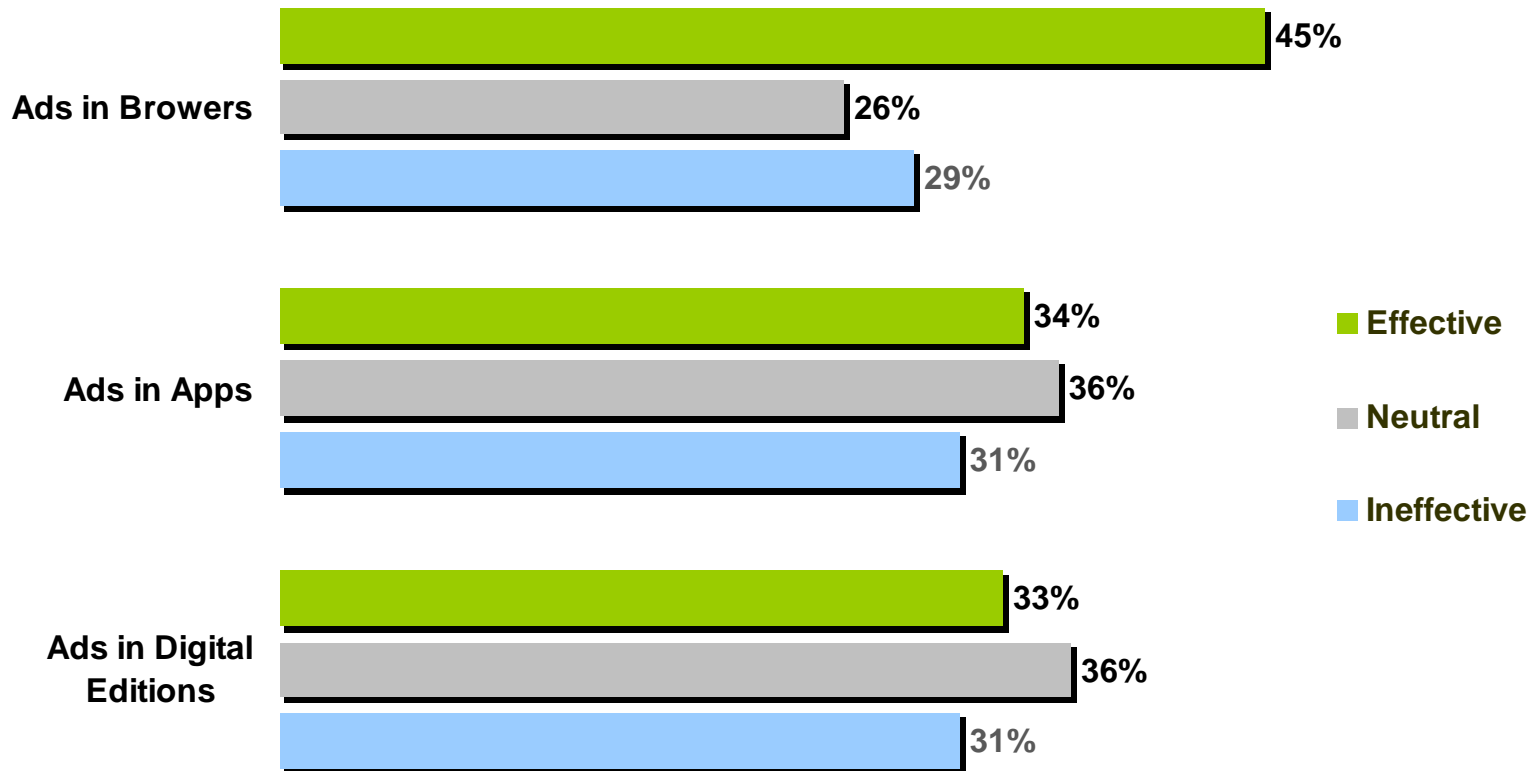


# Mobile: Growing \$\$\$ The Goal

## *Primary Objectives by Device (Among Advertisers Focused on Mobile Advertising)*

iPhone	BlackBerry	iPad	eReaders
1. Revenue Generation	1. Revenue Generation	1. Revenue Generation	1. Revenue Generation
2. Promote trendsetting image	2. Reach highly mobile consumers	2. Create superior digital environment	2. Promote trendsetting image

# Mobile Advertising Effectiveness



# Essential Actions



# 10 Trends That Matter

1. Slower growth
2. Emerging markets
3. Mobile
4. Social
5. Open
6. Big Data
7. Extreme Analytics
8. Value-added services/solutions
9. Mass-customization
10. Design-driven innovation



# Essential Actions

- **Develop platforms not products**
- **Create IP flow – let users have it their way**
- **Focus on discovery**
- **Crowd-source faster**
- **Perform at industry benchmarks or better**
- **Invest in web and customer analytics**
- **Help make money, save money or mitigate risk**



# Come By and Visit Us

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# Major Themes and Trends in Government Information

- There is “zeitgeist” of open access to government information in Washington, London and elsewhere.
- Specific government and nonprofit initiatives are moving things forward.
- Publisher responses are varied.
- Increasing opportunities for integration of legal/regulatory data with non-legal data.



# The Open Access Zeitgeist



- **General tone of openness set by Obama administration**
  - Key nominations – Vivek Kundra as Federal CIO. Created better access to DC data as CTO there.
  - Legislation pending to require legislative information to be released low level data for further manipulation.
- **Active organizations promoting open access**
  - Sunshine Foundation
  - UK Power of Information Task Force
- **In a nutshell: governments are moving toward publishing data, not documents.**



# Specific Open Gov/Legal Initiatives

- **Data.gov** – Central repository for high value, machine readable datasets generated by the Executive Branch.
- **Law.gov** – Consortium that is identifying all sources of law and creating a distributed repository, recommending standards.
- **OpenRegs.gov** – Alternative interface to the Federal Register. Opens up access to rulemaking procedures and commenting processes.
- **Data.gov.uk** – Repository similar to Data.gov with UK government data.