



# SHOREVIEWS



## Content Industry Outlook 2005: Models for Success

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## TABLE OF CONTENTS

1.	Report Profile .....	1
2.	Executive Summary .....	1
3.	John Blossom: Models for Success.....	2
4.	Jean Bedord: The Unintended Consequences of Innovation .....	4
5.	Janice McCallum: Content Value Centers on Effective Storytelling.....	5
6.	Jack McConville: Financial Market Data Continues Tough Times .....	7
7.	Russell Perkins: A Quality Year for Publishers.....	8
8.	Conclusion and Recommendations .....	9
8.1	Recommendations for Content Vendors .....	10
8.2	Recommendations for Technology Vendors.....	11
8.3	Recommendations for Institutions .....	11
9.	About the Authors.....	14
10.	About Shore .....	19

## 1. REPORT PROFILE

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### FOCUS

**An overview of major trends in the content industry in 2005**, as seen by Shore President John Blossom and senior analysts in the Shore network.

### AUDIENCE

**Buyers, sellers and facilitators of content and the technologies that enable its value in individual and institutional environments.** Executives in the community of vendors creating content services and technology services will be especially interested to understand how Shore's network of senior industry analysts view both broad content industry issues affecting their marketing and product development in 2005.

### CONTENT

**Insights into general content industry trends and specific forecasts for major content industry sectors.** Shore President John Blossom highlights the "Models for Success" that will dominate the content industry in 2005, along with specific views from Shore analysts on business database publishers, scientific, technical and medical (STM) publishers, financial publishers, online ad-supported content, eBooks, library resources, weblogs, search engines, content publishing technologies and intellectual property rights management, with recommendations for buyers, sellers and facilitators of content and related technologies on key strategic positioning for 2005.

### USE

**An overview of Shore's latest outlook on the content industry and an introduction to the resources available from Shore.** Those needing a feeling for the range of outlooks available from the Shore network of leading industry analysts will find both immediately useful insights and an understanding of the areas in which specific analysts can be of use to them.

## 2. EXECUTIVE SUMMARY

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As the year 2005 rumbles into full view the rubble of old business models that began to come tumbling down in 2004 is being pushed aside to make room for new business models that span old categories and define highly profitable niches where profits were never imagined before. Shore sees four key areas where the rapidly shifting action will unfold in creating and expanding these new models: cooperation, commercialization, containerization and consolidation. There's a model for success for many this year, but success will go to those who are willing to align themselves with revenues from new models as quickly as possible.

This ShoreViews report provides an overview of Shore's major themes for the content industry in 2005 from Shore President John Blossom, followed by a sampling of how other senior analysts in the Shore network view the content industry's evolution in 2005. As you will see there are many different ways of viewing the future of the content industry. Is it important to have one all-seeing, all-knowing answer to this evolving story? There are many intertwined elements in the content industry, increasingly so in light of the continuing integration of individual and institutional sources of content. As you read these interconnected threads you'll begin to see the importance of having a range of resources at your disposal to address the multidimensional nature of today's content industry.