



SHOREVIEWS

Content Industry Outlook 2006: Investing in Users

by

Jean Bedord
John Blossom
Patricia Joseph
Jack McConville
Deb Wiley

Shore Communications Inc.

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1. REPORT PROFILE

FOCUS

An overview of major trends in the content industry in 2006, as seen by 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 2006.

CONTENT

Insights into general content industry trends and specific forecasts for major content industry sectors. Shore President John Blossom highlights how "Investing in Users" will dominate the content industry in 2006, along with specific views from Shore analysts on business database publishers, business journal and magazine publishers, scientific, technical and medical (STM) publishers, financial publishers, online ad-supported content, eBooks, library resources, user-generated media sources such as 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 2006.

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

If 2005 was the year that forced publishers, aggregators and content technology companies to come to grips with thriving new business models for content, 2006 is going to be the year in which these new models will need far greater investment in infrastructure and in new ways of publishing and marketing to tailor their services to increasingly sophisticated users untethered from many traditional content sources, distribution channels and platforms. Shore sees four key areas where investing in users will be most active: **packaging, platform, premium and personalization**. These themes will play out in a global marketplace for content that is developing local and localized sources to bring content closer to user's personal needs than ever before. Established content services providers will begin to learn how to adapt the strength of traditional content marketing models to a wider range of sources, including user-generated media and content aggregated via search technologies and archiving services.

This ShoreViews report provides an overview of Shore's major themes for the content industry in 2006 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 2006. As you will see there are many different ways of viewing the future of the content industry.