



# SHOREVIEWS



## Content Industry Outlook 2007: Reality Checks

Shore Communications Inc.

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## 1. REPORT PROFILE

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### FOCUS

**An overview of major trends in the content industry in 2007**, 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 2007.

### CONTENT

**Insights into general content industry trends and specific forecasts for major content industry sectors.** Shore President John Blossom highlights how "Reality Checks" will dominate the content industry in 2007, 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 2007.

### 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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After a 2006 filled with blockbuster mergers, acquisitions and breakthroughs in the content industry by social media products the pace of change for content producers in 2007 doesn't promise to slow down a whit - and in fact is likely to gain steam as a stalling economy promises to push slow-to-change publishers off the stage altogether and to accelerate the shift to electronic revenues in Web and mobile venues. This means that there will be "reality checks" for both new and emerging players in content and for established players that had bet on a more leisurely transition to new sources of revenues. The winners in 2007 will be those who have done their homework and are ready to weather more challenging times for ad-supported products and who are able to pass the grade for subscription customers who are looking for maximum productivity and social connectivity. In Outlook 2007 Shore focuses on seven key "A"s for the new year: **Answers, Audience, Aggregation, APIs, Alternatives, Acceleration and Asia.**

This ShoreViews report provides an overview of Shore's major themes for the content industry in 2007, including an analysis of major industry trends within the Shore Content Market Model™ and key recommendations for sellers, buyers and facilitators of content products.