Begin with the end in mind.

Stephen Covey
Vision without action is illusion.
Action without a vision is confusion.
He who rejects change is the architect of decay.

Harold Wilson
• Print is declining
• Print-faithful digital ✗
• Devices, mobile
• Lower barriers to entry
• Facebook/Twitter/Instagram
• History ≠ future
• Linear production ✗
• Free!
• Verticalization & fragmentation
• Isolation
• Inconsistency
• Duplication

• Rights visibility/mgmt
• Untrackable/unpredictable
• Slow reaction
• Ongoing silos
($ave. salary ÷ 52 weeks ÷ 40 hrs/wk)
× 2.5 hrs/wk searching
× # workers
× 50% unindexed information

= cost per week
= HUGE cost per year
(€50,000 ÷ 52 weeks ÷ 40 hrs/wk)
× 2.5 hrs/wk searching
× 1000 workers
× 50% unindexed information

= €30,048 per week
= €1,562,496 per year
(€50,000 ÷ 52 weeks ÷ 40 hrs/wk)

× 2.5 hrs/wk searching
× 50000 workers
× 50% unindexed information

= €1,502,400 per week
= €78,124,800 per year
• Verticalization & fragmentation
• Isolation
• Inconsistency
• Duplication

• Rights visibility/mgmt
• Untrackable/unpredictable
• Slow reaction
• Ongoing siloisation
INSANITY: DOING THE SAME THING OVER AND OVER AGAIN, AND EXPECTING DIFFERENT RESULTS.
The world keeps changing. It is one of the paradoxes of success that the things and the ways which got you where you are, are seldom those that keep you there.

Charles Handy
INCREASE REVENUES

INCREASE REVENUE FROM EXISTING CONTENT

NEW MARKETS
NEW CHANNELS
NEW REVENUE MODELS
MORE FREQUENT UPDATES

NEW PRODUCTS (LOW COST & FAST TRIALING)

RE-PACKAGING OF CONTENT
MORE NICHE OPPORTUNITIES AVAILABLE
IMPROVE MARGINS

- INCREASE PACE OF UPDATES / RELEASES
- FREQUENT UPDATES PROTECTS PRICE POINTS
- IMPROVE PUBLISHING PROCESSES AND EFFICIENCIES
- STREAMLINE AUTHORING / EDITORIAL / DESIGN INCREASE THROUGHPUT
Maximise Lifetime Value (LTV) of content

- Improving margins
  - Increase pace of updates/releases
  - Frequent updates protect price points
  - Improve publishing processes and efficiencies
  - Streamline authoring/editorial/design to increase throughput

- Increase revenues
  - Increase revenue from existing content
  - New markets, new channels, new revenue models, more frequent updates
  - New products (low cost & fast trialing)
  - Re-packaging of content: more niche opportunities available

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We're all pilgrims on the same journey – but some pilgrims have better road maps.

Nelson DeMille
“It’ll be too difficult”

“It’ll cost too much”

“What if the problem goes away?”

“It’ll compromise quality”

“It’ll take too long”

“We’ll need specialists”
next action?
Moveable type