Perspective: Tapping trends
Future trends for publishers

Josh Macht
EVP and Group Publisher, Harvard Business Review, USA
FIVE TRENDS TO WATCH IN PUBLISHING

Joshua Macht
Chief Product Innovation Officer & Group Publisher
FIPP Conference, October 2017
LIFE:
A PHOTO SITE

• 11 million photos
• Upload LIFE moments
• Share your photos
• Browse our library
• Create your own media with our photos
LIFE: A NEWSPAPER INSERT
A weak signal is an enduring and impactful trend that could significantly alter our business in 5-10 years.

We want to track trends that potentially:
- Change the needs/priorities of our customers significantly;
- Disrupt our current businesses;
- Alter our competitive set in the future;
- Force us to rethink our go-to market strategy;
- Redraw regulatory reforms (i.e. data privacy).
FIVE BIG TRENDS IN PUBLISHING

1. Conversational
2. Immersive Storytelling
3. Machine Learning
4. Online learning
5. Interactive video
#1 CONVERSATIONAL INTERFACES

- **Why is the signal getting stronger?**
  - Better interfaces from Alexa, Google, and Siri
  - Unabated smartphone growth
  - Future: Self-driving cars may turbo charge this trend

- **What’s happening now?**
  - Flash briefings, stock quotes, recipes
  - Podcast streaming

- **What about HBR?**
LISTENING TO HBR...

HBR IDEACAST

Now Available on Amazon Alexa
#2 IMMERSIVE STORYTELLING

- Why is the signal getting stronger?
  - Sharper screens
  - Maturing technology, such as AR and VR
  - Growth of social platforms

- What’s happening now?
  - Lots of magazine experimentation, such as Wired and Esquire
  - NYT use of VR

- What about HBR?
THE BIG IDEA
#3 MACHINE LEARNING

- **Why is the signal getting stronger?**
  - Google has lead the way with their massive amount of data
  - Other players such as Facebook and Amazon, and of course Big Blue

- **What’s happening now?**
  - Mostly small experiments. AP, for example, has automated corporate earnings report stories.

- **What about HBR?**
  - Experimenting with bots on Facebook Messenger and Slack
#4 ONLINE LEARNING

- **Why is the signal getting stronger?**
  - Growth of online learning platforms such as Coursera, EdX, Kahn Academy
  - Debt load of education in the U.S.

- **What’s happening now?**
  - Many schools are moving to online education
  - Publications such as Fortune are now experimenting

- **What about HBR?**
  - Ebooks with tools; developing sims, etc.
#5 INTERACTIVE VIDEO

- **Why is the signal getting stronger?**
  - Large social media players creating massive communities around video
  - Small companies with new interactive video technology

- **What’s happening now?**
  - FB Live is perhaps one of the best examples, with large number of media players jumping on board.

- **What about HBR?**
  - FB Live has become a regular channel of interaction for us
How to Get Up to Speed in Your New Leadership Role

Michael Watkins
www.agendiseadvises.com
www.imd.org

- Why leaders fail or underperform when joining new companies.
- How to avoid common traps during the onboarding process.
- How to get up to speed much more quickly.

40%
Learning

Technical

Cultural

Political

THE FIRST 90 DAYS

Con
Thank you!

Josh Macht
jmacht@harvardbusiness.org
@machtHBR