

# Prescriptions instead of prognostications

Major, successful innovations, especially in mobile, big data, video, and native advertising, are finally laying out a clear roadmap to success



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ooks about innovation are often guesswork.

Maybe this idea will work. Or this one. Or that one. Maybe...

In years past, we have published a lot of those types of case studies. We often felt as though we were like the editors of the famous US long-range weather-predicting publication, *The Farmer's Almanac*: Looking at the best available data and hazarding our best guess.

Not this year. This year we feel like editors of a guide rather than a forecast.

Among many others, five major changes are exploding on the magazine media scene that will definitely affect publishing for years



to come: mobile as the dominant platform, big data, programmatic advertising, video, and native advertising.

This past year was stunning for the speed with which these five phenomena moved from the idea, early adoption, or too-resource-intensive stage to becoming accessible, critical elements of publishing.

- Mobile will very soon become the dominant platform for information distribution and consumption, and it is so revolutionary that some are calling it a “do-over” chance for legacy media who got the whole internet thing so terribly wrong.
- Meanwhile, video has also quickly become the most effective, most powerful, and fastest-growing method of delivering content and advertising to the largest audience, all in ways that are increasingly accessible to all publishers, not just those with big budgets.
- Programmatic advertising suddenly appears on its way to becoming the way most ads will be sold and scheduled
- Big data is now able to put serious science and analysis behind every decision, from content to advertising to new products to customer relations. Not that every decision should be data-driven—but we’re fools to ignore it.
- And, finally, native advertising is revolutionising the world of content, advertiser-magazine relationships, advertiser-reader relationships, and revenue models.

Of course, there is a lot more in this book, including case studies about programmatic advertising, e- and m-commerce, Google Glass, paywalls, innovation labs, e-newsletters, publishing frequency, startups to watch, events as revenue producers, and more. And, of course, our annual favourite: Odd, edgy, and envelope-pushing magazine innovations (look for the magazines that turn into flowers and print magazines as wifi hot spots!)

Bottom line? This year, you can take this book home and say: Here’s a roadmap.

Bon voyage!

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