

# Ultimate Media

What is the utility of an industry

# Ultimate Media

Media Access and Information  
in a context of rich data, social  
interaction, infinite bandwidth,  
and no silos

Narrative, news and spectacle

# Ultimate Media

Clean slate

- Explore
- Create
- Engage

Visual Media

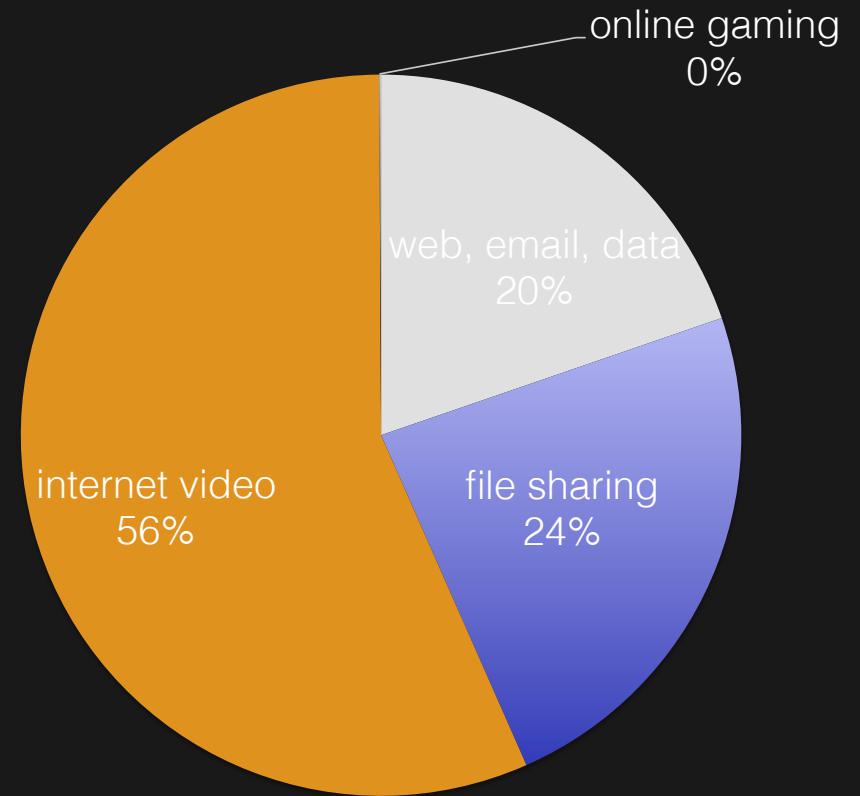
- Narrative
- Synchronous
- Informative

Items divorced from medium

# Internet Media

- Media is
- Exclusive
  - Segregated
  - Scheduled

Aereo  
Comcast/TWC  
Neutrality



Total Consumer Internet Traffic 2012 (PB/month), Cisco VNI 2013

Defining the future of the net



# Ultimate Media

Narrative: emotional, intellectual, social

News: Create and engage an informed society

Sports: Unifying spectacle

Slice by use, not medium

# Visual Internet

Video will be 75% of traffic by 2018, Cisco

Video will be 79% of traffic by 2018, AT&T

Video is now 66%, AT&T

“Linear TV” will drop from 61% to 43%”, AT&T

Top 34 of 35 of broadcast TV shows are the NFL\*

Bits are less than streams

\*According to the NFL

# Television

CAGR 4% (Noam, Columbia)

“Passcode sharing is rampant” (HBO)

“Cord-cutting is about economics” (Advertising Research FDN)

“About 1%/yr cord cutters” (RNeuman, NYU)

“Media Concentration growing 4%/yr, more in EU”

Mutual Admiration Society

# Bypassing TV

Children and family time

Advertising to Children

V-chips

Safe Harbor

Ownership

None apply to Internet, yet...

# Will the Internet swallow TV or Will TV swallow the Internet?

Attempts v Successes

A Learning Engine

Symmetric

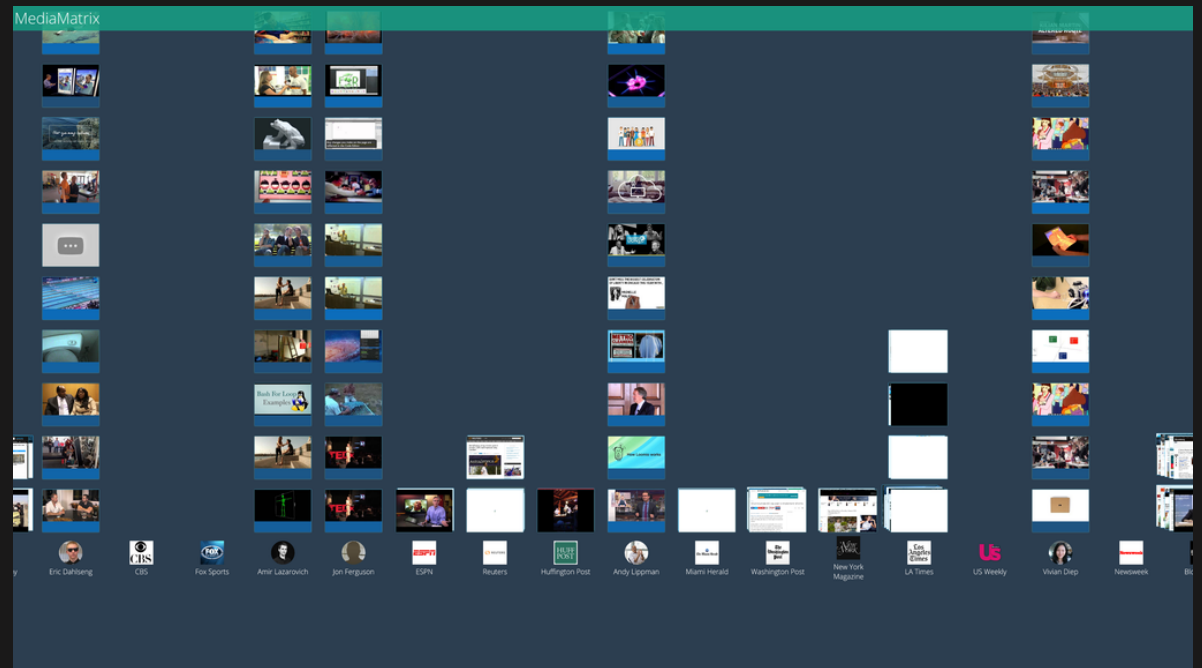
Open ++

Coupled growth

John Oliver

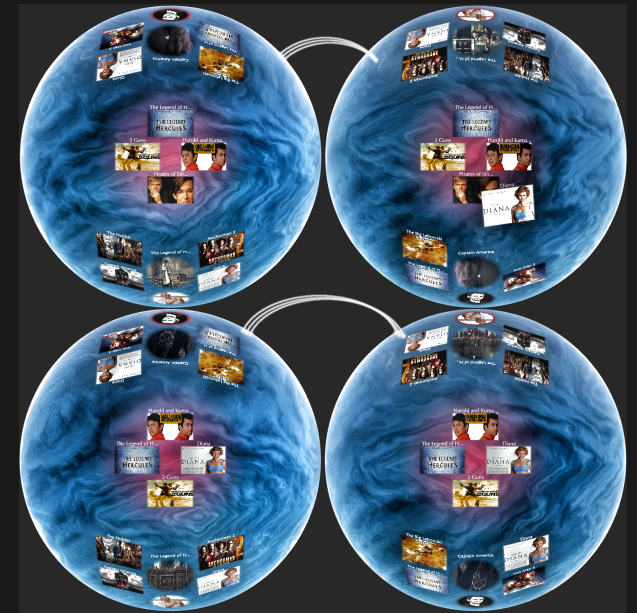
# Media Matrix

Broad view by topic,  
person, source  
Across formats  
**select and distribute**



Social with no Social App

# Physical



Personal Scale, Social Scale

# News in the Future

Personalized  
Debate by topic  
Fishwrap by pagers  
Network Plus  
Jersey City Journal

1990's Arch Mach



# The End of News[media]

Collection (gathering)

Selection (editorial)

Analysis (storytelling)

Perspective (Editorial)

Creation (investigation)

Participation (discourse)

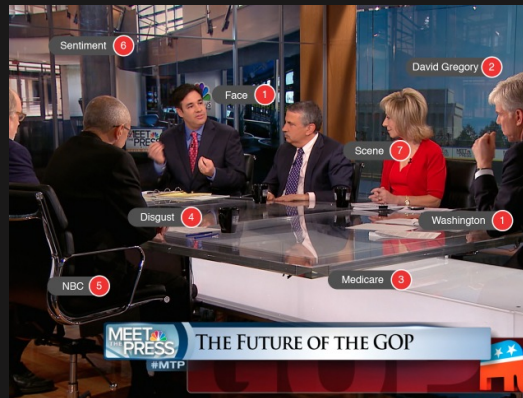
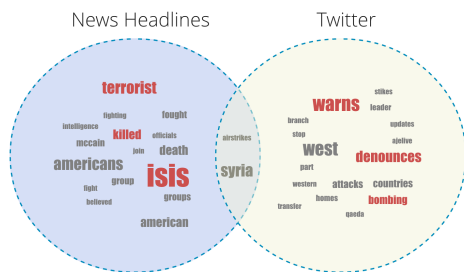
Informed versus current

# Glue

Extensible analysis of news  
Shared experiences

## Word Cloud Analyzer - The Nusra Front

The Al-Nusra Front, a branch of al-Qaeda operating in Syria and Lebanon, recently released a statement denouncing the US involvement in Syria.



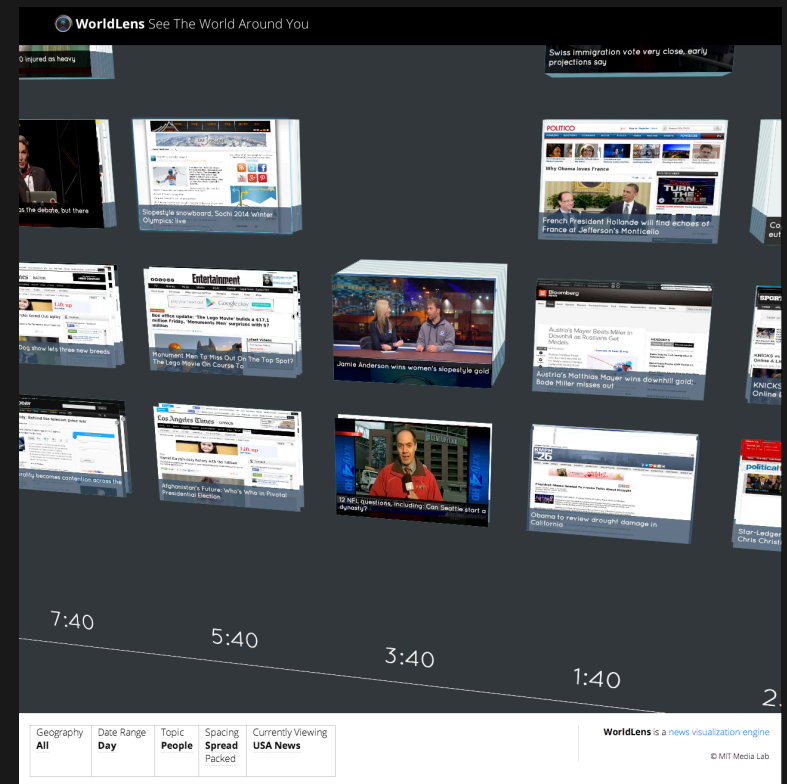
- face detector module
- audio emotion markers
- Open Calais topic identification
- location
- scene detection
- excitement detection
- gif generation
- frame-by-frame color histogram
- twitter analysis

Intrinsic and extrinsic



# World Lens

Stacks in 3D  
Topics, time, space



Explore and analyze

# Recast

Edit by content  
Add archive

Recast	Country	Continent
City	Organization	Person
Company	Industryterm	Product
Region	Sportsevent	Politicalevent
Include Channel	Exclude Channel	Video Type
Video Sources	Before Date	After Date

The interface displays a grid of video thumbnails. The top row includes 'Today', 'Last Month', and 'Yesterday'. The middle row includes 'Facebook', 'Twitter', and 'CINN'. The bottom row includes 'eNews', 'eReview', and a plus sign in a dashed box.

Create/Publish in realtime

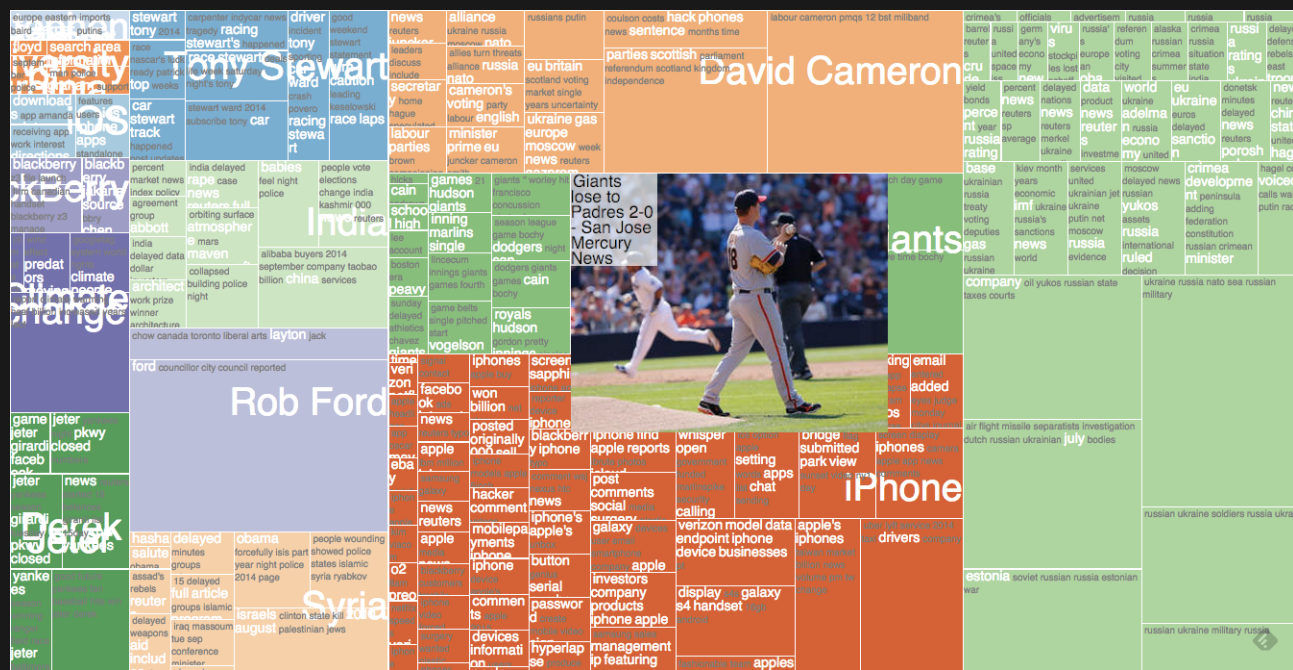




# News At a Glance

The dimensions of news and societal reactions to the trending topics

- Reveals metadata by comparison.
- Distinguishes between sources with metrics like 'depth' and 'buzz' rather than pure headline appeal or known bias.



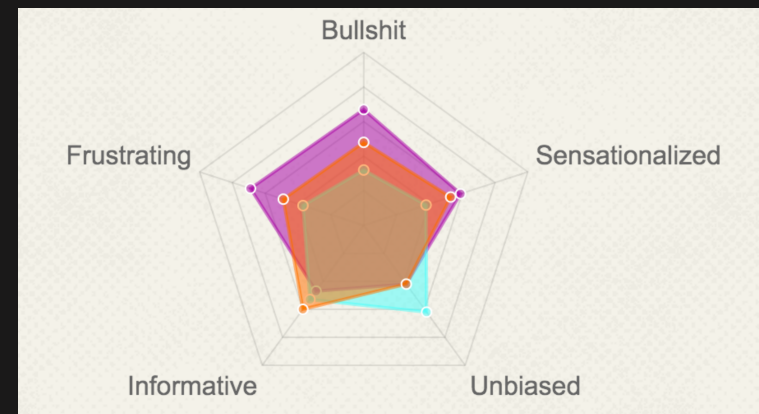
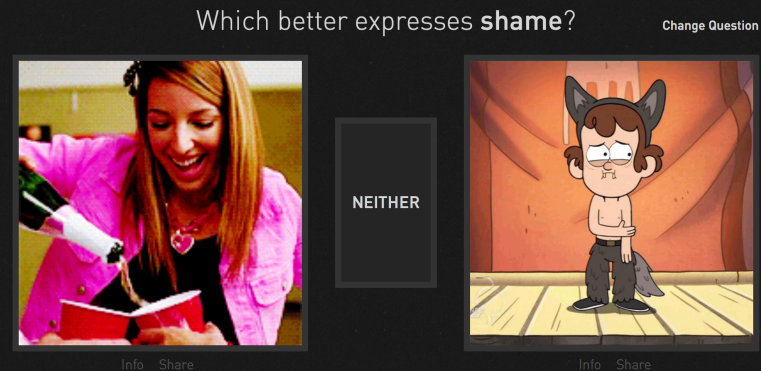
News Into Data Into News

# Quantify

Measuring subjective elements of media  
- Emotion, Informativeness, Relevance  
- Qualitative metrics revealed

Generalized framework and library to allow rapid multi-dimensional 'measurement' of subjective qualities of media.

Number of contributors and users...



Representing Subjective Experience



# Upcoming and recent

News

Glue 2.0

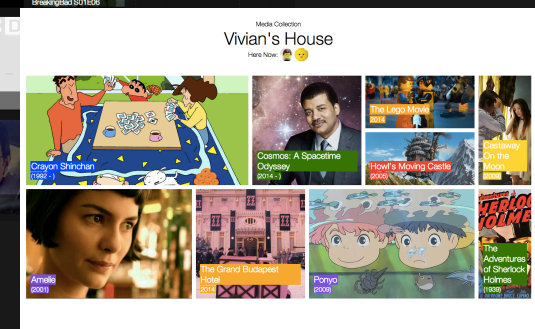
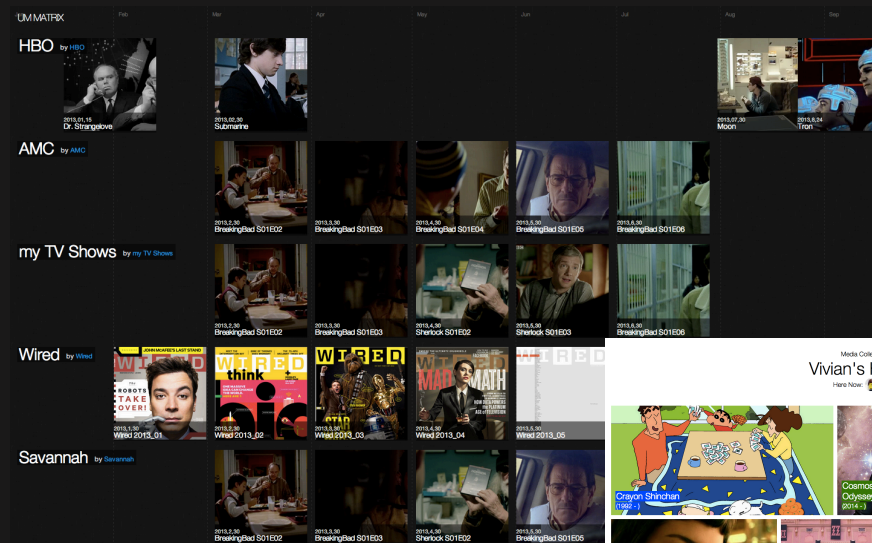
5 Global browsers:

Physical

Spatial

2D/3D

Quantify: public API



Embedded social and data

# Ultimate Media

Comcast, Directv, Singtel, Cisco,  
(Aegis/Isobar)

\$600K/year, incremental

Lippman, Bove, Slavin, Carroll

