

WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

2017 THE FUTURE OF MEDIA REPORT

2017未来媒体报告

Piero Scaruffi

WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trend 1: User Experience Technology

趋势 1: 用户体验技术

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

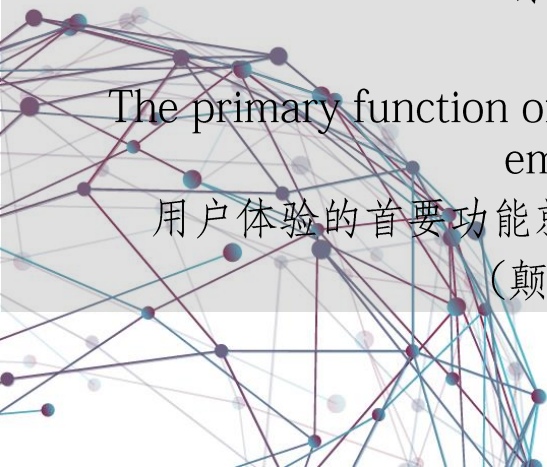


User Experience technology 用户体验技术很重要

Jaime Levy, creative director of WORD magazine, is now a UX consultant
WORD杂志创意总监贾米·莱维目前已转型成为用户体验顾问

The primary function of UX is the development of an architecture that creates a delightful, emotional, and sensory experience (Brian Solis)

用户体验的首要功能就是开发出一种可以创造令人心情愉悦、有感情的体验的体系结构
(颠覆性技术分析师、数字分析师-布莱恩·索利斯)



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

sina 新浪新闻

Trend 2: Big Data

趋势2：大数据

Big Data is what the media industry REALLY does

大数据才是媒体行业的本质

WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The news media read, store and write data
新闻媒介读取、存储、书写数据

The news media accumulate data about everything that is happening in the world
新闻媒介计算全球所发生事情的数据



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



So the real story is:

News media collects data

News media creates data

News media distributes data

News media monetizes data

所以真实的新闻行业是：

收集数据

创建数据

分发数据

数据变现



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trends 3: A new kind of content

趋势3：新内容时代

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The age of the viral
The age of brevity
The age of the amateur
The age of the multi-source channel

病毒式传播时代
碎片化时代
非职业选手时代
多元消息渠道时代



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trend 4: Streaming

趋势4：流媒体

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Facebook Live

脸书直播

Twitter Periscope

推特直播

Google Connect

谷歌连接



WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Buzzfeed watermelon-bursting LIVE video had one million live viewers
2016年100万人收看Buzzfeed上的西瓜爆炸直播



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



- June 22, 2016 - Facebook has signed \$50 million in contracts with nearly 140 media companies and celebrities for content that will feed its new live-video feature, Facebook Live.

脸书与140家媒体和名人签订了5千万美元的合同以满足其直播需求

Google working on a Periscope competitor called YouTube Connect

谷歌与一家名为YouTube连接的公司 在流媒体视频业务上产生竞争



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trend 5: The App

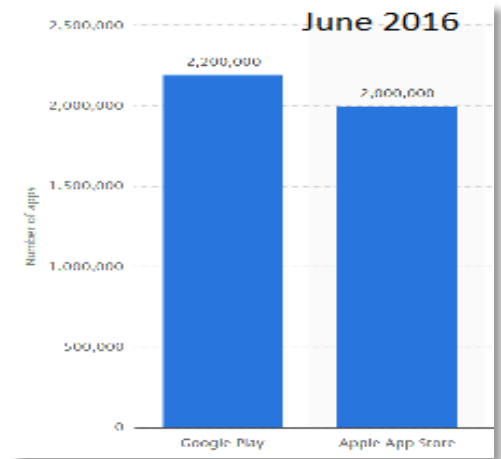
趋势5：手机应用

WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



63% of app users become **inactive** within 30 days after downloading an app
63%的用户下载应用30天后**不再活跃**



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trend 6: VR/AR

趋势6：虚拟现实和增强现实共舞

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

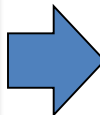
2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Virtual Reality: Immersive Content

虚拟现实：浸入式内容

Google's VR filmmaker, Jessica Brillhart



虚拟现实短片 “Project Syria” (2014)

WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Augmented Reality: Immersive Fun 增强现实：浸入式乐趣



The Evening Standard offered a feature allowing readers to appear in an image with the Queen.

September 2015

WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trends 7: Makers Culture

趋势7：创客文化

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Rethinking Media Production as Makers Culture

从创客文化的角度重新思考媒体生产

Actionable news
Participatory news media
Collaborative brainstorming

可操作消息
参与式新闻媒体
集体头脑风暴



WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trend 8: Monetization

趋势8：货币化

WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The Future of Advertising 广告的未来

AR incorporated into ads
增强现实技术与广告的结合



WELCOME TO THE AGE OF IMMERSION 迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Telegraph runs augmented reality ad for Virgin



2013: Telegraph via Blippar app on iPad

2013: 《每日电讯报》与iPad应用Blippar结合

WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trends 9: New Platforms

趋势9：新平台

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The Omni platform challenge 全平台挑战

Challenge of multiple screens, from the tiny cell phone to the large TV
Omni platform programming is like programming multiple newspapers at the same time

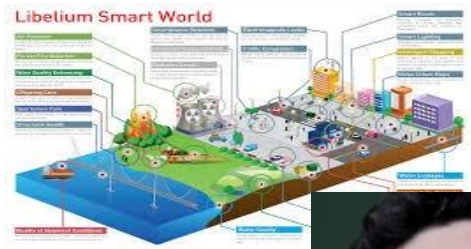
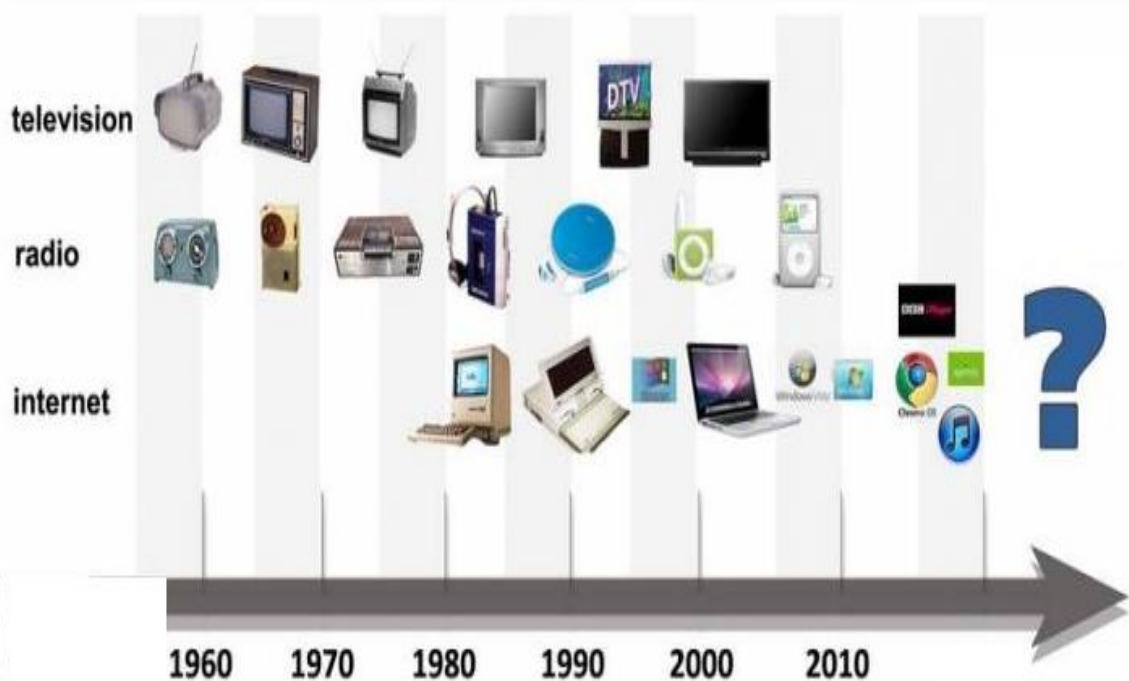
从小手机到大电视，多屏幕带来挑战
全平台运营就像是同时运营多份报纸



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

Trends 10: AI and Robotics

趋势10：人工智能与机器人写作

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The future: robots that write stories for robots that read them
and for robots that monetize them?

未来：机器人为读报道的机器人和将报道变现的机器人写作？



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Robots scour the data

Robots know what is trending

Robots know what makes money

Robots can package the data for maximum profit

机器人清理数据

机器人知道什么是未来趋势

机器人知道怎么赚钱

机器人可以在最大程度上利用这些数据赚取利润



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

The News-scape

未来媒体全景

Definition of unusual news
 - will impact economy and foreign policy
 非常规消息的定义
 - 会影响经济和国外政策

Big Data 大数据



Memes 网络热点



Wearables
 可穿戴设备
 Smartphone
 智能手机
 Bigdata
 大数据

Big Data
 大数据



IoT 物联网
 Smart city 智能城市
 Smart car 智能汽车
 Smart building 智能建筑

Social media 社交媒体
 f, WeChat, Tube, Instagram icons

AI 人工智能
 Neuroscience 神经科学

Something is happening 某件事情发生
 Cloud 云

Select what news matter
 选哪条新闻很重要



Using 使用

Social media 社交媒体

Intelligent agent (Siri of news media) 智能机构 (新闻媒体中的siri)

AR 虚拟现实

Search for info 搜索信息

Experts 专家
 Politician 政治家
 Economists 经济学家
 Scientists 科学家
 Sporters 运动员

Reporter's filter
 记者的过滤器

Reporter's opinion
 报道者的观点

News production
 新闻生产

AI writer 人工智能写手

AI Assembler 人工智能汇编程序

Report 报道

News delivery
 新闻传送

Article template 文章模板

Siri of personalized delivery
 私人订制发送助手

Adverts 广告

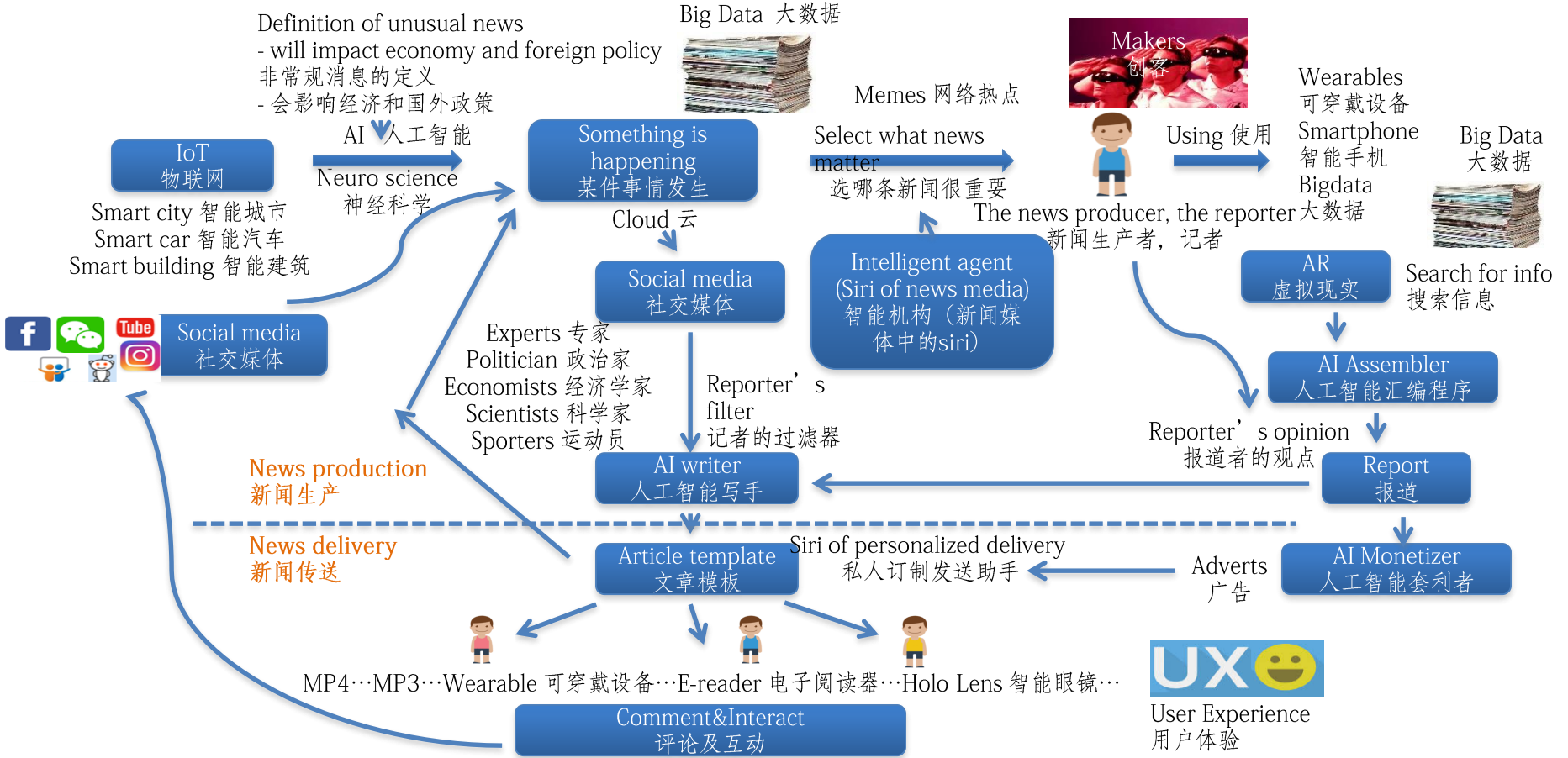
AI Monetizer 人工智能套利者

MP4...MP3...Wearable 可穿戴设备...E-reader 电子阅读器...Holo Lens 智能眼镜...

Comment&Interact 评论及互动

UX 用户体验

User Experience 用户体验



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The News-scape – what never changes
百年未变的新闻行业



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代


2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



What has changed in one century: the delivery platform (newspaper, radio, television, computer, smartphone)

The old delivery platforms are still around: new delivery platforms do not kill old ones

Even if you use a smartphone, you are still “reading” or “listening” to the news

A complex network diagram consisting of numerous nodes (colored dots in shades of blue, red, and grey) connected by thin lines, forming a dense web that resembles a globe or a large-scale communication network.

一百年间发生改变的：传播平台（报纸、广播、电视、电脑、智能手机）
旧平台仍在，新平台并没有杀死旧平台，虽然你在用智能手机，但你仍在
“读”或“听”新闻

WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



What has **NOT** changed in one century: the job of the news producer/reporter/writer (same “job skills” required for newspaper, radio, television, …)

一百年间**没变**的是：新闻生产者/记者/作者的工作（报纸、广播、电视对“工作技能”的要求相同）



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The News-scape – what will change 迎来巨变的新闻行业



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The news of the future is not something to “read” but something to “**experience**”: for the first time the news will not be something to be “read”

未来的新闻将不再是用来“读”的，而是用来“**体验**”的：历史上新闻第一次不再只是用来“读”的东西



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The News-scape – what will change
想象未来



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



What will change in the future: the job of the news producer
There will be “appliances” to create the news so that the news
can be “experienced”
New skills required for the news producer: pick the best appliances

未来将会改变的是：新闻工作者的工作内容
会出现创造新闻的“设备”，新闻将会被“体验”
新闻工作者应具备的技能：选择最好的设备



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



The News-scape – change in housewife' s chores
角色变迁



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Compare with the change in the role of the housewife: not a cook, a cleaner, etc but a buyer and operator of cooking, cleaning, etc appliances

就像家庭主妇的角色所发生的改变一样：不再是厨子、清洁工，而变成了购物者和操控厨具、清洁机器等设备的人。



WELCOME TO THE AGE OF IMMERSION

迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT



Summary: The beginning of the beginning
总结：未来媒体时代-开端的开端



Digital media is a **user-experience** technology

News media is about **Big Data**

Post-content content: brief, viral, amateurish, multi-source

A.I. and A.R.

The future of media is to bridge the world of storytellers and of **makers**

The future of news is to **experience** the news

Future news producer is to organize the “appliances” for A.I., Big Data, A.R., etc

数字媒体是**用户体验**技术

新闻媒体是**大数据**

后内容时代：简洁表达、病毒式传播、业余化、多渠道来源

人工智能与增强现实

未来媒体将会成为连接新闻叙述者和**新闻制作者**的桥梁

未来新闻就是**体验新闻**

未来媒体工作者要组织人工智能、大数据、增强现实等技术的“应用”



WELCOME TO
THE AGE OF IMMERSION
迎接浸媒体时代

2016新浪未来媒体峰会 / SINA FUTURE MEDIA SUMMIT

 新浪新闻

THANKS