Digital Reform Series:
Content Provision in a Digital Environment

Speakers:

MURRAY GREEN

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Chair:

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Content Provision in the Digital Environment

16th May 2006

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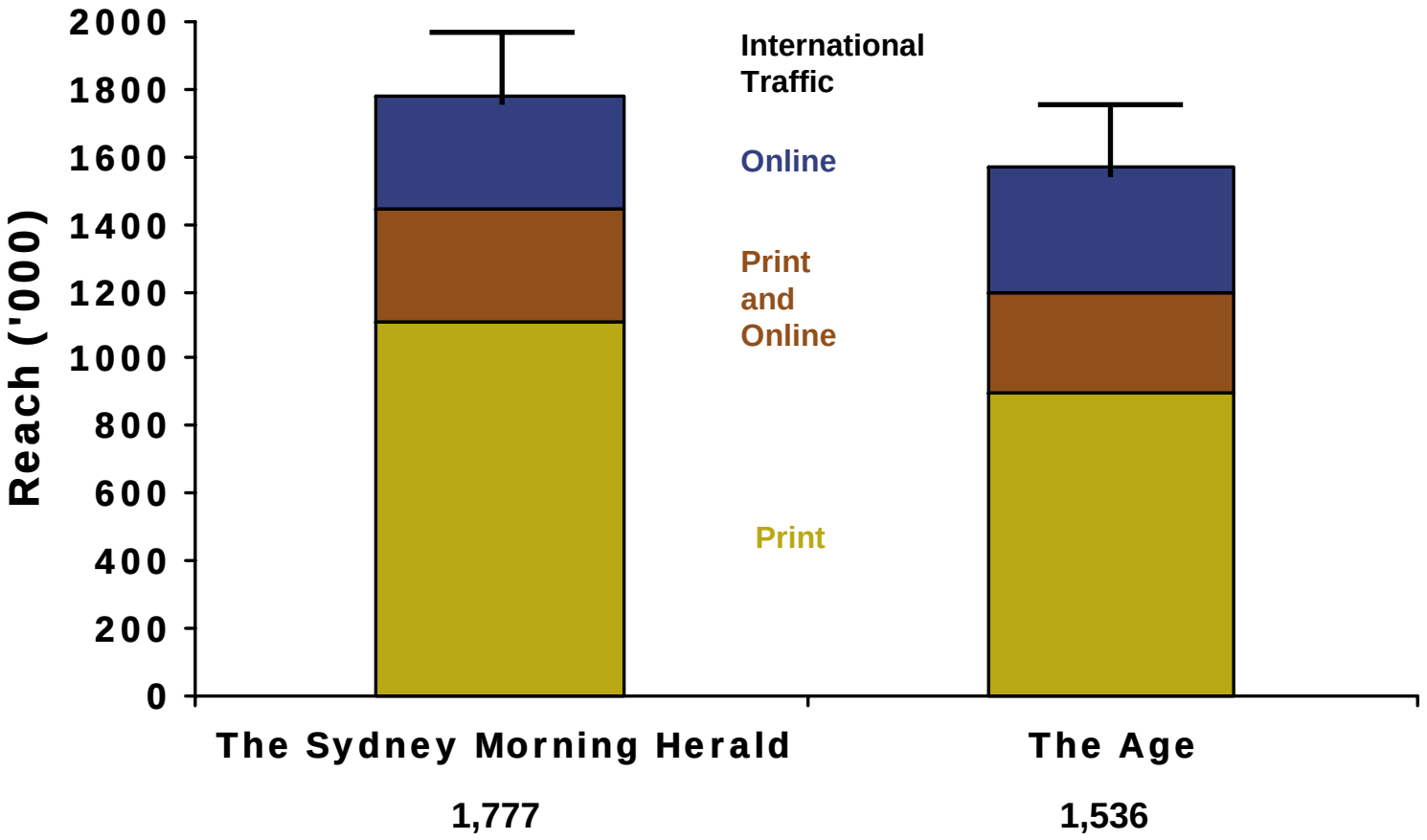
Online has extended the reach of our mastheads



Source: Roy Morgan Dec 2005 – Print M-F (av) + Sat, online last 4 weeks

International Traffic Estimates from SiteCensus April 2006

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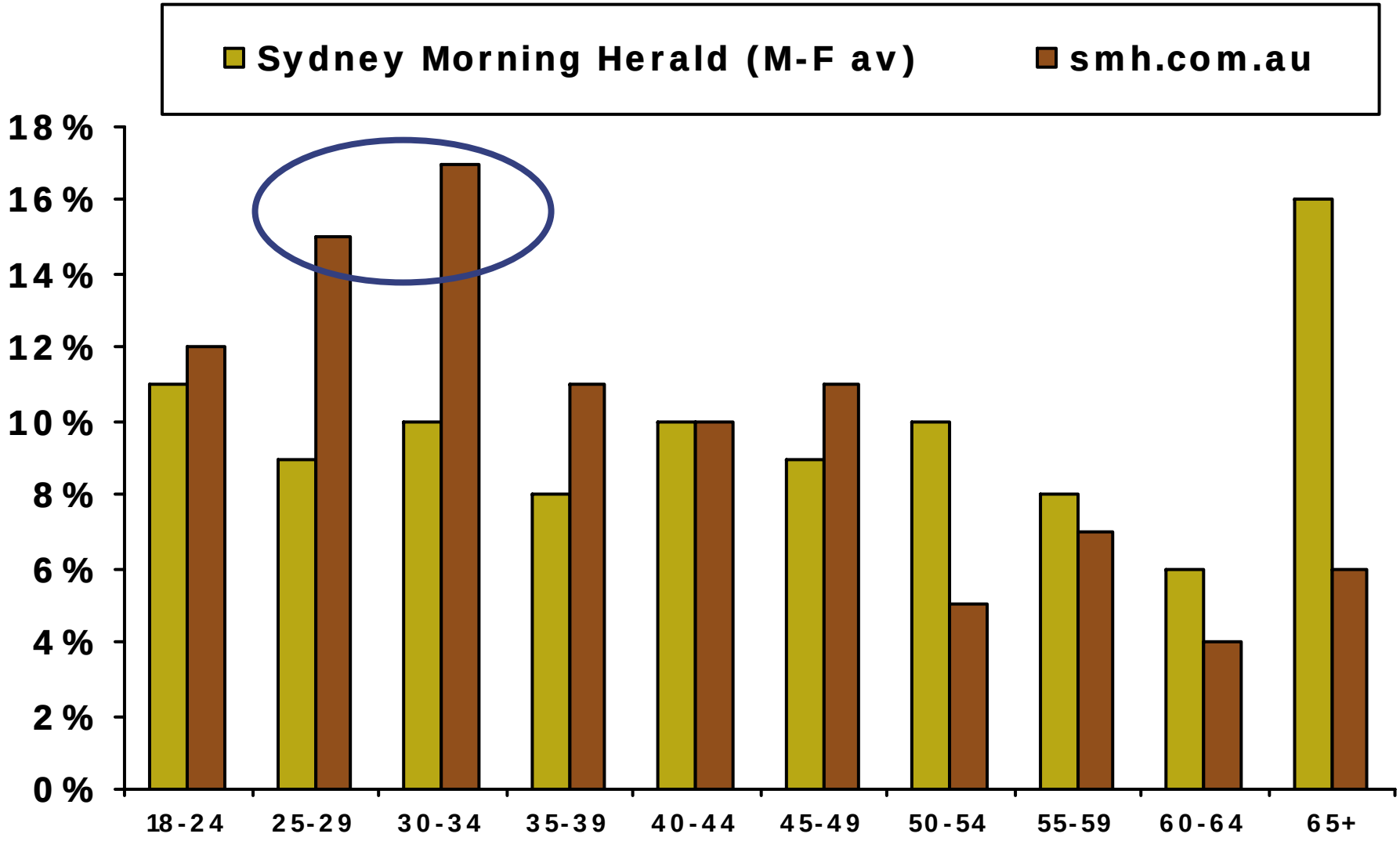
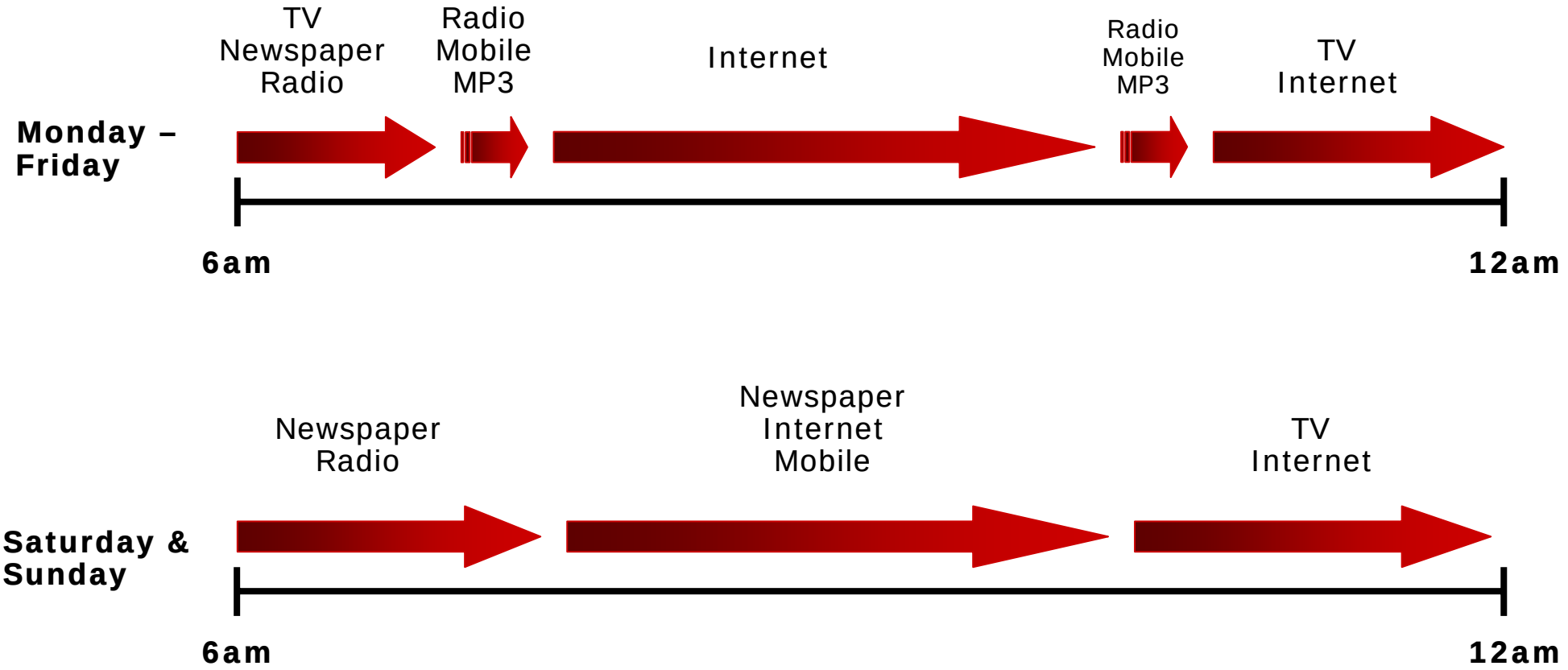
Online reaches a younger audience



Source: Roy Morgan, December 2005

Daily media consumption patterns have changed dramatically

Media consumption has increased but the daily news cycle has fragmented.



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1. Breaking News

2. Interactive Storytelling

3. User generated content

Interactive Storytelling – The Sniper of Iraq

User Generated Content – Missing Traveller Example

Missing Traveller

26/04/06 - Missing traveller story runs with option to provide information

27/04/06 – Contact from member of the public reporting seeing a woman matching both description and time

27/04/06 - Contact from a source

27/04/06 – Source interviewed

27/04/06 - New element and new story

28/04/06 – Story continues with confirmation and reference from NSW Police, the missing traveller had gambled away her fare

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Did missing tourist gamble fare home?

By David Braithwaite
April 28, 2006 - 4:00PM

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Do you know this girl? Email us here

A missing British tourist may have gambled away savings meant to pay for her flight home, police say.

A man, who did not want to be identified, told *smh.com.au* he saw a "dead-ringer" for Frances Mary Embleton, 24, at a Sydney pub on Saturday.

He said the woman told his friends at 3 Wise Monkeys bar she'd lost all of her money at the casino and was thinking of not attending her farewell party.

Police this morning confirmed that the story sounded accurate.

Ms Embleton was last seen near Haymarket in the city on Saturday about 2pm and missed her farewell party that night and flight home on Monday.

The man said a woman strongly resembling Ms Embleton approached his friends about 4.30pm at 3 Wise Monkeys, asking them to buy her a drink.