

Edinburgh
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Impact of the Web on Publishing

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Trust



REUTERS 



"Voice of God" News

A man in a red long-sleeved shirt is seen from behind, with his right arm raised in a fist. He is standing on a raised platform, possibly a stage or a vehicle, overlooking a massive crowd of people in a city street. The crowd is dense and appears to be celebrating, with many people holding flags. In the background, there are tall buildings and trees under a clear sky. The word "Influence" is overlaid in white text on the left side of the image.

Influence



Authenticity

REUTERS 

Innovation





Across Platform

A woman is shown from the chest up, wearing a dark, flowing garment and a large, dramatic headdress made of numerous thin, dark spikes radiating outwards. The background is a deep red with a pattern of small, glowing gold dots. The text "A New Approach" is overlaid in white, sans-serif font across the center of the image.

A New Approach



Advertising Industry & Media Work Together



Alternative Marketing

Consumer Dictates Change

A large crowd of people in a stadium celebrating with confetti. In the foreground, a man in a yellow jacket and headset is shouting with his mouth open and one arm raised. The background is filled with many other people, some wearing headsets, and a shower of colorful confetti falling from above.



Personalization



Are there
limits?

A close-up photograph of a highly ornate, jeweled crown. The crown is made of gold and is heavily encrusted with diamonds, pearls, and other gemstones. A prominent feature is a central cross-shaped element, possibly a Maltese cross, also encrusted with diamonds. The crown is set against a dark red background with a subtle pattern of small white dots. The lighting highlights the intricate details and the sparkle of the jewels.

Content is
King Again

Infobesity



A close-up, high-resolution photograph of a blue dragon's face. The dragon's skin is a vibrant blue with a cracked, scaly texture. Two large, yellow eyes with black pupils and red markings on the inner corners are visible. The dragon's face is the central focus, with the right side of the image showing the edge of its head and another eye partially visible in the background.

Creativity



Let the Consumer In

A close-up, slightly blurred photograph of a person's hand holding a white marker and writing the word "Google" in its characteristic multi-colored font on a white notepad. The notepad is resting on a wooden surface. The background is dark and out of focus, with a grid of small white dots visible in the upper right corner.

Disruptive Technologies



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Experiment







Thank you
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