

Web 333: User Experience, Content Ecosystems, and the Open Source Universe

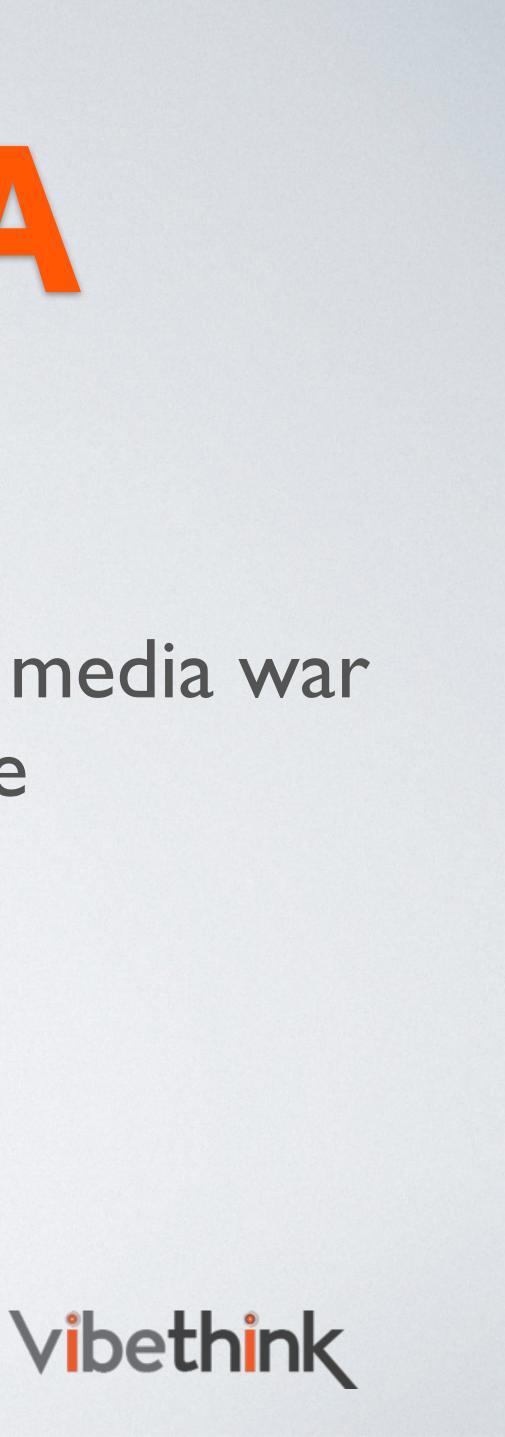




TODAY'S AGENDA

- I. A journalist's view of Internet history 2. Disruption and the digital media landscape 3. Why User Experience is the frontline of the digital media war 4. A Case Study: C-VILLE Weekly's annual Power Issue 5. Analytics: Impressions vs. Influence

- 6. Vibethink's Open Source Products and Solutions



VOICE

feature

machine ap

ay mire sport

her upo

Writers on the

verge

may 31-june 6, 2000 Ricky Rich

Rick Lazio does the politician's triathlon--straddling fences, resisting labels, and raising funds. Ward Harkavy gives the play-by-play. Also: Richard Goldstein on Lazio's garden-variety slur

Vorldwide Women

Five years after the Fourth World Conference on Women, some 10,000 officials and activists converge on New York for a UN special session devoted to measuring progress. Jennifer Gonnerman reports

The Way We Were Ten years after museum director Dennis Barrie found himself on trial for mounting a Robert Mapplethorpe

features • •

The Archbishop's Tale Archbishop Edward Egan, the new head of the Archdiocese of New York, comes laden with Bridgeport aggage and reactionary politics. Andy Humm measures the prelate's progress.

show, the culture wars march on. C. Carr looks at Dirty Pictures.

classified: personals eats

about us

best of my

pazz and jog

back issues

Work at the

Our Spotlight on Eight Up-and-Coming

Eight New Authors Set to

columns •

Counter Culture lockbent Jocklit La Doice Musto Mondo Wahington Money Press Clips Savage Love New Sound of the City Towers & Tenement Uni Watch Weatherbird

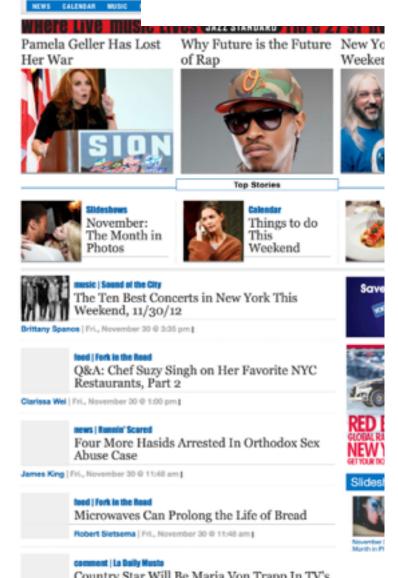


003_{5unner} 2000



Copyright

forbiddenplane JJUST YOUR RACKING D





AMERICA'S LARGEST WEEKLY NEW

features

column

lassifieds

personal

eats

letters

back issues

about us

site map

VOICE

A VOGLE CD DETALS IN VIDE ROLLING STONE

📔 FreeShop.com

as low as 2.9% Jatro APR

jandr.com

Live Chat

ne 7, 8pm E

Giveaways 6/3

Complete book set om VLS

• Win a pass to

Books

WIRED SPIN

VISA



february 3-9

EMBRACE THE DARK SIDE Latrell Sprewell dares New Yorkers to love hi GOOD GUY NETS

Iso featured: FOXY BROWN: RAP'S MATERIAL GIRL, WOOSTER GROUP LIGHTS UP GERTRUDE STEIN

23

-1.21

CLASSIFIEDS

#1 "LADY CLEAN" COLUMNS | You will never have to clean again. LA DOLCE MUSTO Housekeeper will bring While we're out supplies & clean the shopping, I didn't buy entire apt top to bottom Lou Diamond Phillips in Bonded & Insured. Another Day in Paradise-(Cleaning Services) -he sets gays, Hispanics, and drug dealers all back 25 years. (Musto)

PERSONALS

WHIP IT GOOD Submissive White Male age 31, straight, inshape, seeks OTK handed male.(Anything

A. . ARTS

HANDS ON A HARD BODY Offering close-ups of stricken, sleep-deprived faces he watches as

thing is bogus. Where I live, cops do the same the time for no reason. I'm not even black. I got

AMILY

(Christgau)

VOICE search New

Today's Head Thursday, June 14 3 -635 Ears to Day Tomaszewsk Blue Velvet. Arts feature by For the past thre

been remaking t Lynch's 1986 film hallways outside scale-model view Kyle MacLachlan Hopper commit a severed ear. > read more

David Lynch M From the archive



PAPER				
	keyword	category	all articles	* 😳
m. Plus: THE				

LISTINGS WILLIE NELSON &

Night in and night out, they honor their shifting set of 40 or so songs like nobody else in American music. Tues 2/9 and Wed 2/10 at 8pm.

LETTERS

DOWN WITH O.D.B. The O.D.B.-and-the-cops thing. I get pulled over all



Personals | Movie Clock | Real Estate | Entertainment Listings

special

Get a Job: Webmaster Wanted

The Best of 1996: Film, Art, Gossip, and What Writers Are Reading

weekly ink

Will Medical Marijuana Come Back to New York?

What the V-Chip Won't Block

The Voice Zones Out with NY Porn Shoppers

Giuliani Tampers with the Murder Rate

Rebecca Moore sat onstage at the Knitting Factory Sunday night, creepily crooning, "Balance....Baaalaance" while a five-piece band played industrial noise like a bunch of tone-deaf toddlers. Behind her, silent films of women dressed in grandma girdles and pointed brassieres flashed across a movie screen. The performance, called Music for Vintage Bondage Films, was part of the Knitting

breaking story

1997

Last updated January 7,

Music* series, an experiemnt in modern film accompaniment. The women in Moore's antique s/m danced about in six-inch

Factory's "Silent Films/Loud

VILLAGE VOICE THROUGH THE YEARS



													-		
	1000			1		Olassita ta			search					powered by Google	
WS	NYC Life	Music	Film	Arts	People	Classified	s About L	news 📖 r	nyclife 🛛 🗄	💷 music 📖	filo	n 📖 <mark>arts 📖</mark> people	classifieds	💷 about	
dlines:		Featured:			and the second s	Places & Sp									
14, 2007		A Story o	A Story of Reacharounds Wolfle, Scooter Libby, and returning favors Bush Beat by Ward Harkavy Queens Splatterfest Takes horror, then and now, seriously Rim by Rob Nelson			Hip Neighborhoods, Unique Properties, Innovative Desig > click here to see more classifieds backpage.com Post ads for freel		Chelsea Flea			sunday, july 31, 2005	classifieds 5739 ads Apartments	>>		
											Dems Begin Digging Into Bush Court Nominee by Chisun Lee	279 ads Jobs 191 ads Music	NYC Essen		
BANG	Takes horro									Punk Rock, Bondage, Cheerleading Fly Life by Tricia Romano	26 ads Merchandise Choose Category				
a fr	BANO	One-act p	alays at EST's Ann	ual Marathon	real estate	27,667	adult	Market Moving to Hell's Kitchen		LA		Visiting the New Park Slope Shelter by Toni Schlesinger			
a lac		Aborted fet Antarctica	Theater by James Hannaham Two Wheel Double-Cross A former bike shop owner turns against his tribe Runnin' Scared by Chris Thompson		employment	6,093	personals	Forget the Punchline		10	On the Existence of Bisexuality Savage Love Web Extra by Dan Savage	voice e-mail sign up	p		
		buy, sell, trade			2,928	musicians	FALSS	'The Aristocrats': History's d told by Gilbert Gottfried and	rats': History's dirtiest jo	ke	Inside a Sex Toys Convention		code		
avid Lynch! ? Artist Christian					Last Updated: Jun 14, 2:20 voice e-mail sign up (more info)		Presh Cuts Brooklyn's greenmarkets hold their own egeinst Union Square by Nina Lall • cats • drinks • shopping	by Ban Kanigsberg "I think you can put people to death for what happens in the best versions of this joke" read more >> Plus -Haruki Munakami Translated to Film -'P Songs': Like Porn, But Better -Indie Distributor Gambles on Nihilist Fuckfest		Pucker Up by Tristan Taormino	Send me the weekly villagevoice.com n Send me weekly freebles and special of				
									e best versions or ens jow	dia film	Power Plays: The Next U.S. President, George Patakil	Send me the daily "what	t to do in NYC* e		
ski rebuilds the world of t. by Robert Shuster tree years, this Brooklyn artist has		M.I.A., White Rabbits Added to Siren Fest They better let Maya in the country this time Let's Free Paris Again!			email zip code go send me the weekly villagevoice.com newsletter				karni Translated to Film		Bush Beat: What's Wrong With the 'NY Times'				
										Expect Psychic and Physical	adver	tise with u			
g the spaces, props, and moods of			La Dolce Musto by Michael Musto		send me weekly freebies and special effers					Carnage Rockie Daily Horoscope					
Ilm-noir landmark, Including the de Isabella Rossellini's apartment, a iew from the closet where naked an witnesses gas-sucking Dennis it a brutal rape, and that notorious	a	see the print edition			send me the daily "what to do in NYC" e-mail send me information on the performing arts										
	Cover S	Cover Story				news			music						
	"Patriot"	"Patriot" supremacists from	advertise with us		home Updated Th		plated Thursday, Jul 28 at 5:37 pm Les: Supreme Court—There's Still Hope	Updated Friday, Jul 29 at 6:55 pm Smith: Wham, Barn, Thank You Glam							
		across the country gather in New Jersey and New York for			OBIE Supplement			voice columns:		Atomic Swindlers; The Sirens; Crash Kelly; Mud; Marc Bolan					
Made a Man Out of Me ives: Nathan Lee comes of age as st gets better with time		barbecue and culture. by Maria Luisa Tucker		Celebrate Off and Off - Off Bri Theater * click here to see more			Hillary Clinton Strikes Gold in Bush Country Rich Little 'Poor' Kids Schanberg: Rx for Info Overload			and T. Rex					
	47					VOICE			Download: Industrial That Ain't Stupid & Hard	nt orupid &					
										Paris Hilton Atlands Noise Rock Sex Show With Michael Jackson's Google Balter					
w he		Editor's P	loke #					1-2.8 - 1 - Y - Y - Y - Y		>> Go to NEWS rst	s feed	>> Go to MUSIC rss feed			









BuzzFeed

THE HUFFINGTON POST



"We are focused on building tools to create Snowfalls everyday and getting them as close to reporters as possible. I'd rather have a Snowfall builder than a Snowfall."

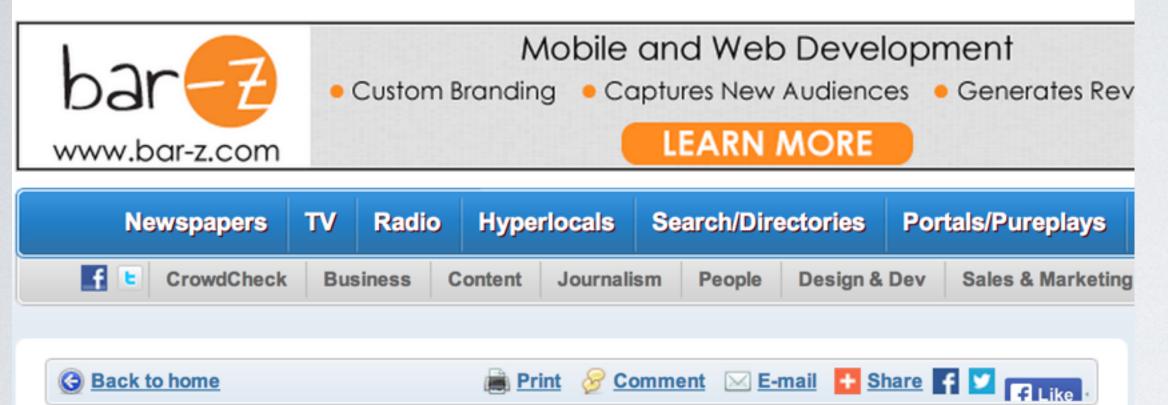


"This is typical of industries facing a disruptive technology,....The leading firms in the established technology remain financially strong until the disruptive technology is, in fact, in the midst of their mainstream market."





Continually updated, 12 hours a day, every business day



JOURNALISM/CONTENT

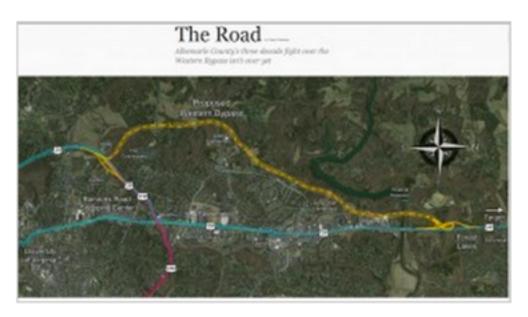
How Local Can Do 'Snow Fall' On A Budget

Late last year, *The New York Times* made waves with its interactive feature "<u>Snow Fall: The</u> <u>Avalanche at Tunnel Creek</u>." The Pulitzer Prize-winning feature spawned a number of similar big-budget projects at other publications. But Charlottesville, Va., alt weekly *C-Ville Weekly*, with its newsroom staff of five, teamed up with Vibethink to use the "Snow Fall" treatment on the story of a proposed bypass in Albemarle Co., Va., and successfully pulled it off, even with its tiny budget.

By Meg Heckman NetNewsCheck, August 30, 2013 6:59 AM EDT

Every local newspaper has one: The story that just won't end. For *C-Ville Weekly* it's a decades' old fight over a planned bypass, but the newsroom decided to treat the topic not as a source of headaches but as a chance for digital innovation.

The Weekly, a 23,000 circulation newspaper in Charlottesville, Va., spent the summer collaborating with a local digital agency to build an interactive experience akin to *The New York Times'* Pulitzer Prize-winning "Snow Fall" project. The finished



result — <u>called "The Road"</u> — is more than just a lovely arrangement of video, text and maps.

COLUMBIA JOURNALISM REVIEW

The Industry

Politics & Policy

Business Sci

Science

Culture Magazine

Resources



06:50 AM - October 15, 2013

How C-Ville traveled the multimedia 'Road'

A video conversation about pulling off a wonky 'Snow Fall-lite' on a hyperlocal budget

By Corey Hutchins

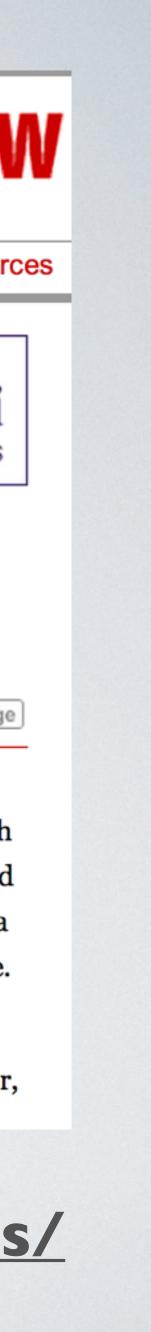
F 🗾 🖂 < More sharing 🖶 Single Page

When *The New York Times* published "Snow Fall," its celebrated multimedia narrative extravaganza, in late 2012, the project sparked a ton of future-of-news buzz (along with the inevitable backlash). But in the months that followed, other projects that looked and felt like "Snow Fall"—from *The Washington Post*, Grantland, and the *Times*—followed a similar pattern: they focused on stories about sports, or some sort of outdoor adventure. And they came from big, or at least well-resourced, newsrooms.

But if there were assumptions taking hold about what this sort of storytelling is good for, or what sort of newsroom can null it off they were unset earlier this fall when

http://www.c-ville.com/the-bypass/

Vibethink



Instead of talking about print dying, we have to think in terms of the content market exploding and print not growing. Who is going to fill in the gap created in the market?



POWER ISSUE CASE STUDY

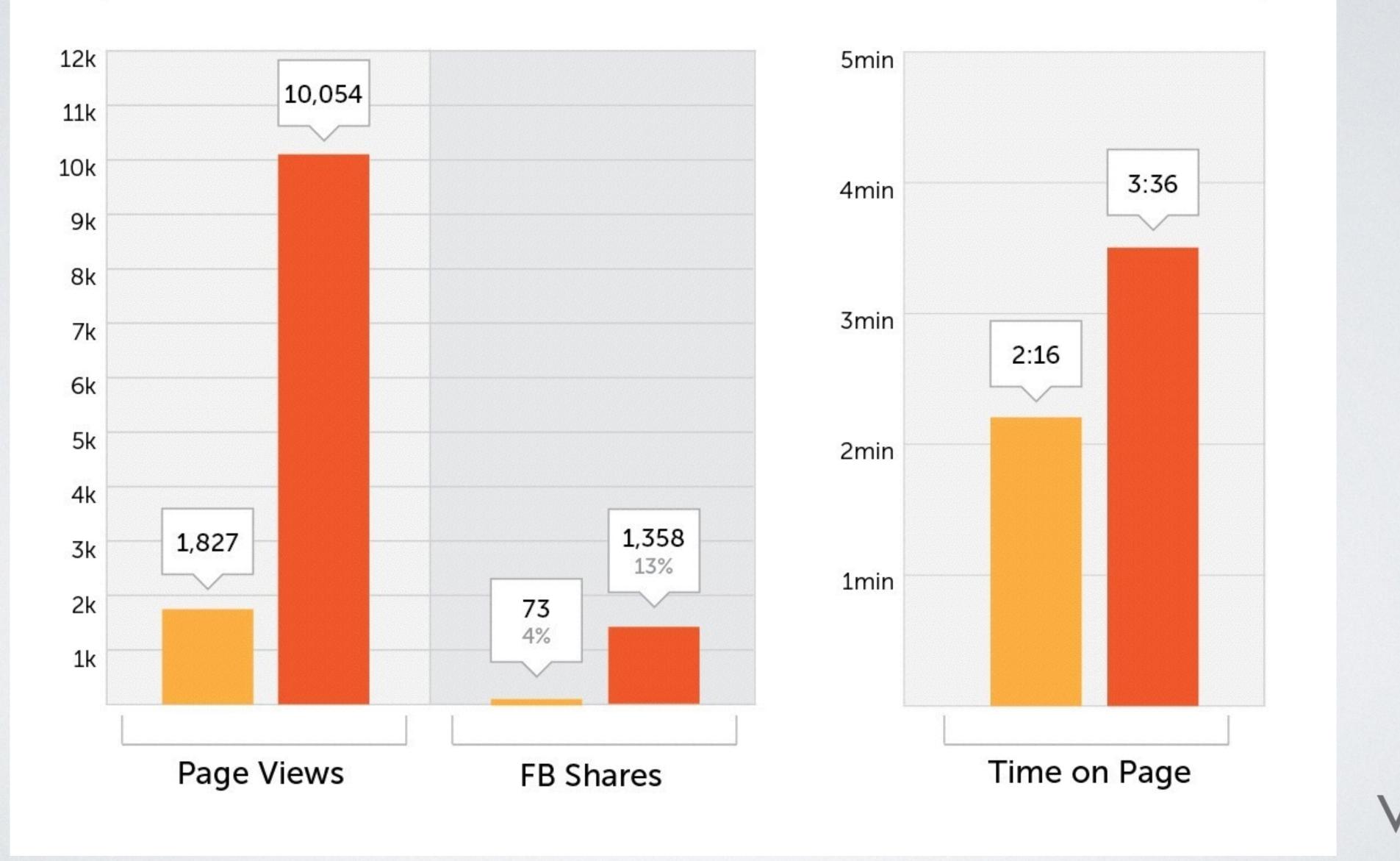
The Power Issue: 15 under 40

If you haven't heard of these folks yet, you will soon.

C-VILLE WRITERS



Engagement Analytics

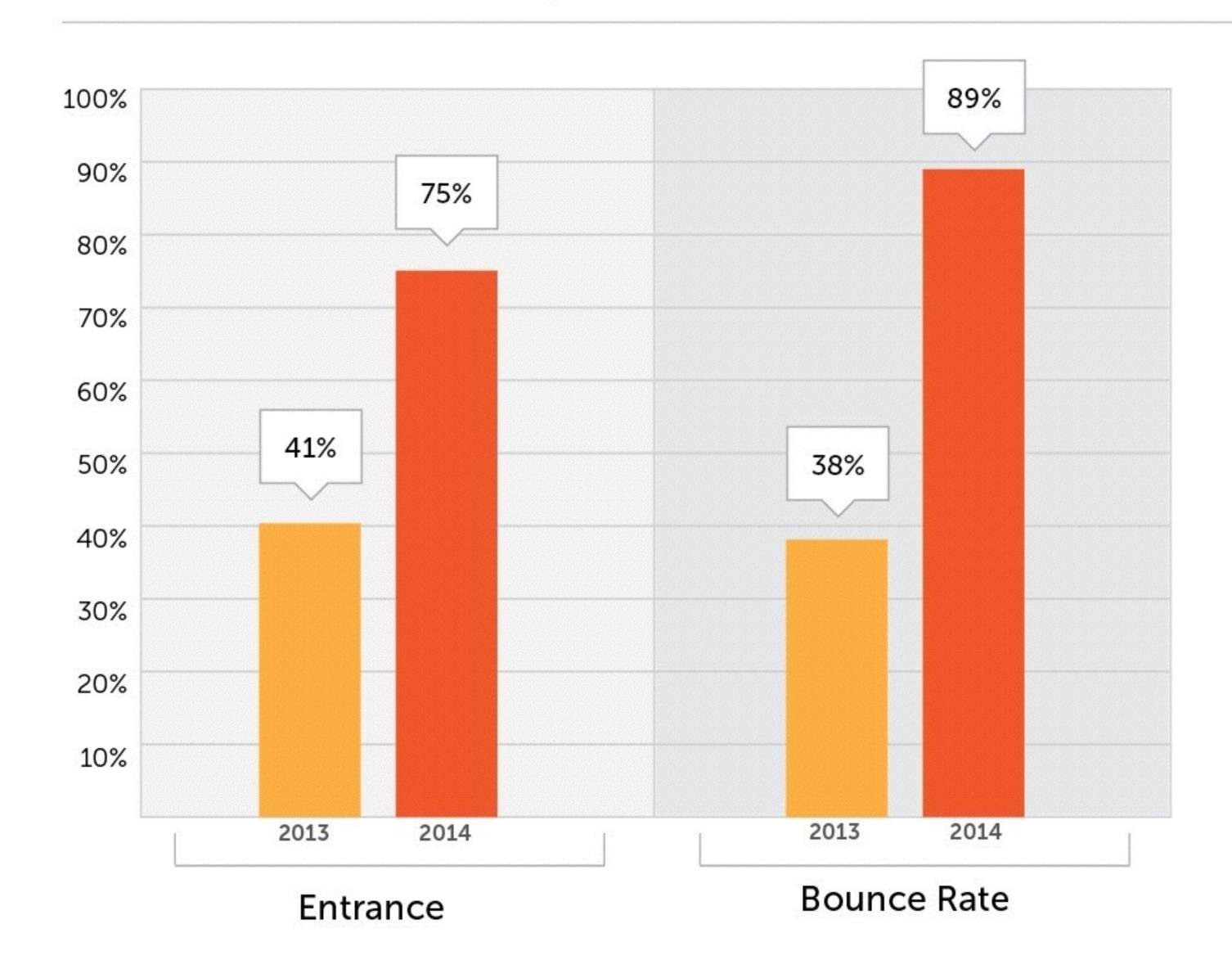




Standard article Multi-media plugin



Context Analytics







Standard article

Multi-media plugin



IMPRESSION VS INFLUENCE

What's more valuable to you? A story with 30,000 impressions at an average of 10 secs or a story with 8,000 impressions with an average time on page of 4 minutes?







IIU= Impressions x (Time on Site + Shares)/ Unique Visitors per Month

Power Issue 2013

9.5 IIU = $|827 \times (|36 + 73)/40,000$

A NEW UNIT

Power Issue 2014

395 IU = $10054 \times (216 + 1358)/40,000$

Vibethink



WHAT YOU SHOULD REMEMBER ABOUT TODAY

- UX is the front line of the battle for market share
- Open Source code is the future for small papers
- Your brand doesn't live on your homepage; it lives in content ecosystems
- You need to sell influence audiences are valuable

battle for market share Future for small papers a your homepage; it lives in

You need to sell influence not impressions, because local

Vibethink



VIBETHINK SOLUTIONS

Multi-Media Storytelling Builder SceneThink Events Calendar AAN Paper WP-Theme Prototype







ryan@vibethink.com giles@vibethink.com