

How Will the News be Delivered in the Construction and Architectural Press

How New Media is Changing the Way News is Delivered

- **Online news being up to the minute** means printed publications will always be at least a number of hours behind. Online news is therefore attracting more people because it is seen to be more up to date than print.

Email alerts or bulletins can deliver news as it breaks and present opportunities such as awards on even an hourly basis delivered straight to people's desks. This informs people extremely quickly and allows stories and advertising to be very **precisely targeted** which is causing a shift from print to online advertising.

- **Quality digital media** is starting to be **revolutionised towards high value content** that people will pay for. This will compete with printed publications' strategies of offering better quality content than online media for a price.
- The **ease of streaming videos online** means they are increasingly being used to convey information. **Videos can clearly show what is being done in a way print and pictures cannot.** Architectural firms in particular are now using them a lot to show their projects. Videos' are cheaper to make and quicker to download than ever before – their use will almost certainly grow hugely in the future.

Sky News has just launched its online news channel.

- **Ecology – Online media** is seen as **more sustainable and environmentally friendly** as no tree's or trucks are used in its production. With sustainability being an important issue for many corporations, printed publications that are eventually thrown in the bin are increasingly seen as wasteful.
- **Online media produces more reader interaction** through on the spot comment and discussion which encourages people to read it and engage.
- **Online media** is often **more specific. Advertisements and/or stories** can often be more **accurately targeted** towards certain audiences. Advertisements can be changed and placed

on a daily basis alongside relevant stories. Printed publications can not do this on a day to day basis making online advertising a better option for many.

- **Internet advertising spend has recently overtaken print** advertising and is forecast to continue taking share from print. This may force some printed publications to go online.
- **Virtual conferences, webinars and social media sites such as Twitter and LinkedIn** allow people to **network** and **interact on a vast scale**. People can contact and converse with others in their industry without leaving their desks through webinars and virtual conferences. Products, people and brands can be promoted and discussed in front of millions on social networking sites for free, in a way they never could be before.
- **Twitter has become an important tool in delivering and discovering news** and will be in the future.

The points below show what **Twitter can be used for in a news and promotional context:**

- automatically announce latest blog posts
- create a mini-blog on any topic
- share photos or videos
- post to applications like time trackers or project management tools
- track what people are saying about you or your brand
- fuel peer-to-peer promotion of your brand or product
- run a backchannel conversation during a conference or event
- post updates to Facebook and other social networks
- run contests and promotions
- find colleagues with common interests

It is a virtual certainty the internet will become the primary mechanism for media delivery

Limitations of Online Media

- **Too many daily news bulletins or newsletters** become tiresome to people and may lead to negative feelings and a loss of loyalty to the media source.

- It can be **hard to measure the number of “hits”** as they can be distorted by overly frequent visitors and those who may never visit the site again.
- **Webinars and virtual conferences are publishing houses current experiments** that are still in their infancy. They are currently growing but may never become as large as some expect and many people have little or no interest in them.

The Future for Print and Traditional Media

- The **content of printed publications is likely to change in future**. Due to an overwhelming amount of instantly accessible and up to date news online, **printed news has often already been seen through new media channels** by the time it is read which makes it difficult to charge for.

Newspapers and **trade publications content is likely to increasingly focus on quality analytical content** rather than news. **Opinion pieces, features on new products and technology, findings of research studies, Q&A's and in depth industry analysis** is what traditional media will focus on more in future. However an overview of the news in a certain period and its analysis will still be important.

Nick Edwards stated Construction News is now **hiring people with high analytical ability** for the above purpose which they didn't used to do. He sees the printed construction press becoming a **source of “actionable content”** supplying more relevant stories that people can **“pick up and use in their jobs”**.

Printed trade publications are therefore likely to **become more premium products** where people pay a **higher price** for a round up of **quality industry information** that is concentrated in one place. This will ensure they become ever more respected and valued.

- Printed publications are **often produced with a greater degree of care and filter their editorial content** more which also serves to add value and quality over online media. On the other hand there is no reason online media can not do the same.
- There is an **issue with what works online and what works in print**. Many **architects prefer glossy magazines with large pictures of projects and plans that just “aren’t the same” on a screen**. It is felt a quality representation cannot always be put across on a screen. This could lead to more image led stories in the architectural press and shows some are not ready or content for everything to be online. This however has not stopped BD going mainly online and introducing a subscription fee for the magazine.
- There are other **issues relating to readers want**.

Many value a **single source of filtered information in a magazine** - everything is bought together in one place with no need to “click through” or “search” for what they want.

A large majority of people read **publications on commutes** and at other times they may not have access to a computer. Research also suggests people do not want to read news on devices like Blackberries. This emphasises there will always be a demand for print.

- In an industry like **construction** where many people are **older and not “tech savvy”** it will be hard to ignore print for some time. It is estimated only 10% of contractors get their news online and even fewer use social media sites such as Twitter. Some argue the infrastructure for online media does not yet exist in the construction industry. It is estimated over 80% of architects get their news online however.
- It was emphasised a lot **more research** needs to go into **B2B media** and how it is delivered to readers. At present very little exists making it hard to draw conclusions on what will happen in future.
- **Logos and sponsorships high frequency on the internet** means they can **lose their prestige**. As there are fewer **in print a logo or advertisement is more likely to be noticed and communicate a more respected message**. In other word’s it does not get lost in a jungle of online advertisements.

- **Online advertisements are cheaper and generate far less revenue** than advertisements in print which should keep print alive for some time. However companies responsible for online media are looking at other sources of income generation such as awards.
- The likelihood of virtual **conferences, webinars and social media** completely **replacing face to face conferences and networking events is slim**, even though they will be important in future. People will always want to meet and interact face to face. Some suggest virtual conferences and certain social media are fad's that will be replaced with a quick move back to face to face events.