

The Future of the Media Brand

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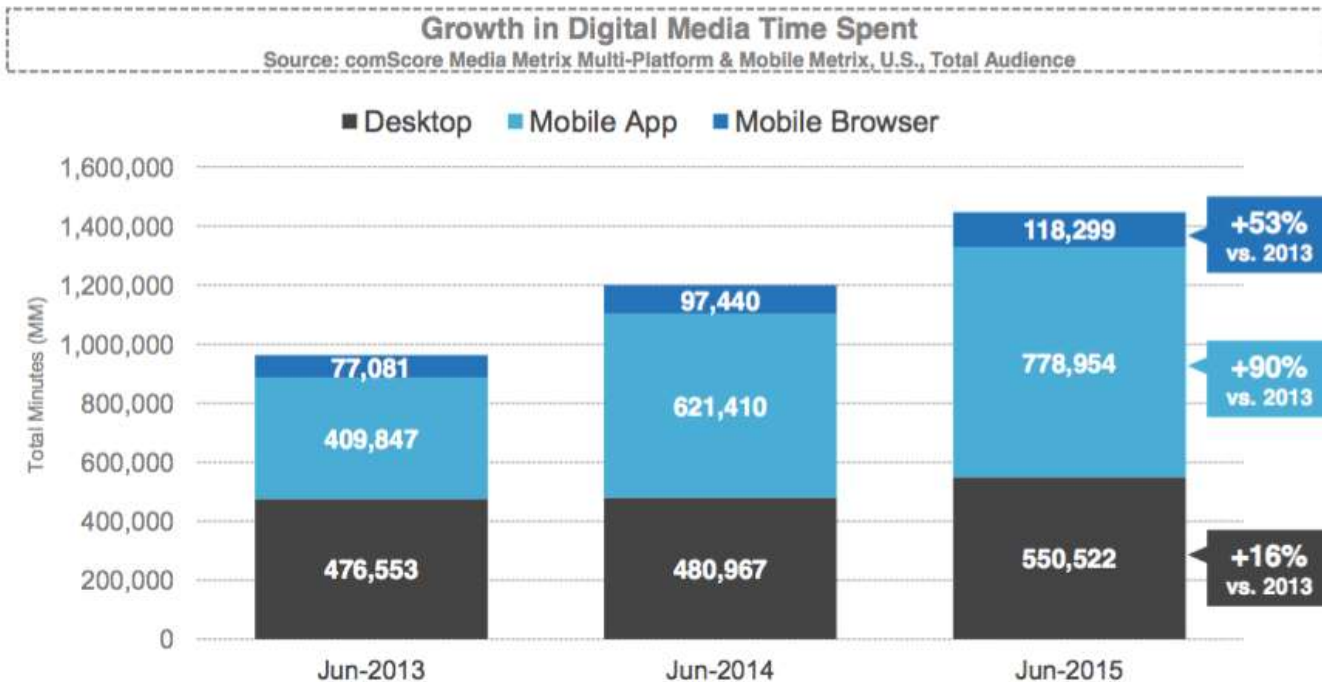
Brands matter



The Onion offices in Manhattan.
JENNIFER S. ALTMAN FOR THE NEW YORK TIMES

By EMILY STEEL
JANUARY 09, 2016

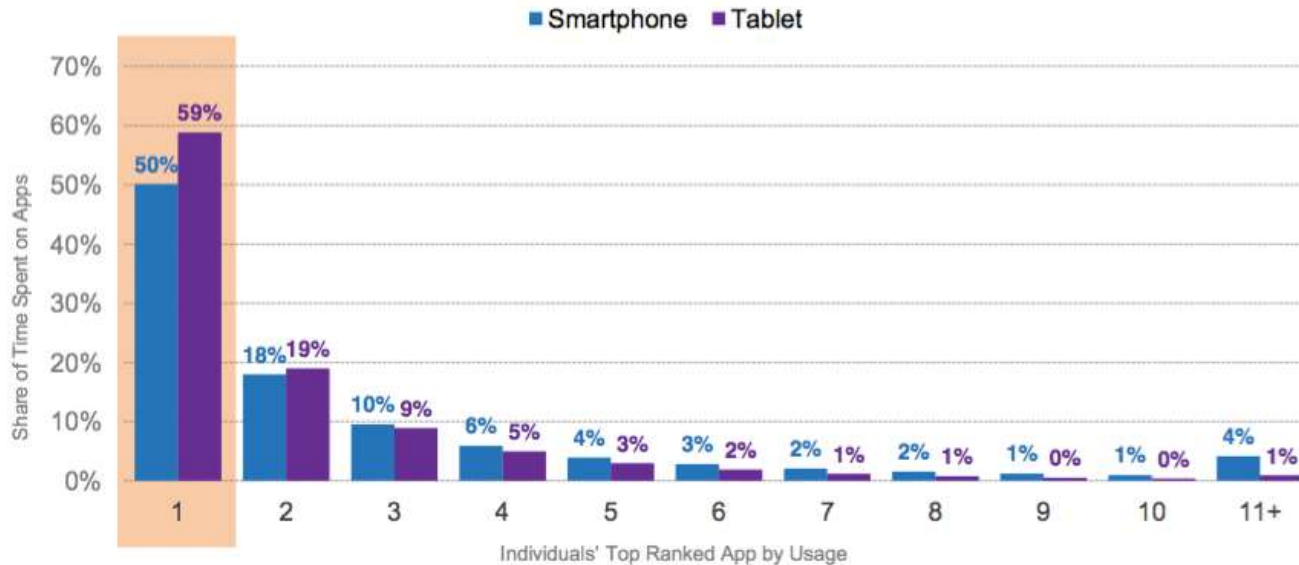
Mobile matters



Social matters

Share of Time Spent on Apps Across Ranks

Source: comScore Custom Analytics, U.S., Age 18+, June 2015



What mobile looks like

- Short stories
- Clean layout
- Prominent full-bleed horizontal images
- Vertical-format video
- Prominent share buttons
- Sticky top-navbar for branding

What mobile looks like



What social looks like

- Curiosity-gap share text
- Share text which tells readers what to think & how to react
- Stories which confirm existing biases
- Video which works without sound
- Anything cute/funny/shocking

The next big thing

