

# Capital Post



Friday, June 3, 2072

Inside Today's Contents

Please see us at the following

## U.S. to Annex Canada!

By Dorothy Prasad  
Capital Post Staff Writer

In a move that is being widely viewed as both necessary and overdue, the United States military today declared that they will begin the immediate annexation of the country of Canada.

The decision comes after a long and contentious relationship with the Canadian government that began shortly after the Chinese invasion of Anchorage, Alaska in the winter of 2066. The Canadian leadership at that time expressed its opposition to American troops passing through their country or traversing their airspace, but ultimately capitulated. Tensions with our neighbor to the north have only escalated since then as the United States has found itself relying heavily on Canada's natural resources.

...the country's great timberland forests - to maintain the war effort against China. But it was a recent near-sabotage of the Alaskan pipeline that finally tipped the American military's hand.

"That was the last straw," said Buzz Babcock, commander of U.S. forces in Canada. "You know what's been stopping the Reds from pouring into downtown Juneau? American soldiers, that's what. And now we've got to worry about someone - Chinese, Alaskan, or otherwise - taking out the pipeline? I don't think so. Effectively immediately, United States troops are beginning a complete takeover of all Canadian assets and resources. Little America is. But let's face it - it always has been."

### Development of Army Super Weapon Confirmed

By Walter "Street Beat" Capital Post Staff Writer

In a startling turnaround from their previous policy of covert development, the United States Army has confirmed that they are indeed working on a super weapon, one specifically to crush the Chinese invasion force at occupied Anchorage once and for all. Speaking at an Army conference at the Pentagon, General Constantine Chas... "No more secrets. The time has come to lay all our cards on the table, so the Chinese can see their own eyes that we've won the winning hand. The United States Army is proud to announce for the first time in history that the Atomic International RobCo have joined forces with the Army to develop the super weapon."

Печатные СМИ в цифровом веке



Карен Казарян  
«Интернет в цифрах»

# Источники новостей (США) – Pew Research

36% потребляют новости как в цифровом, так и в традиционном формате

Среди всего населения

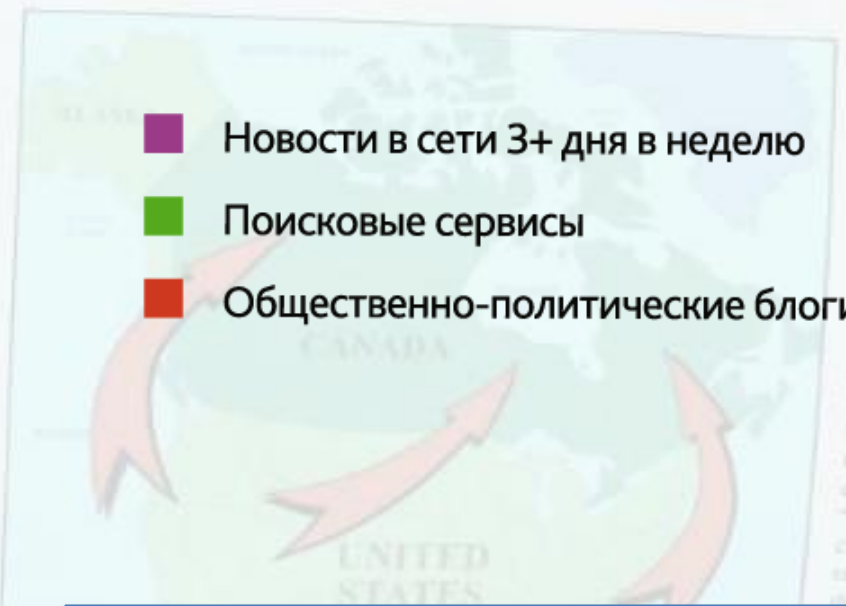
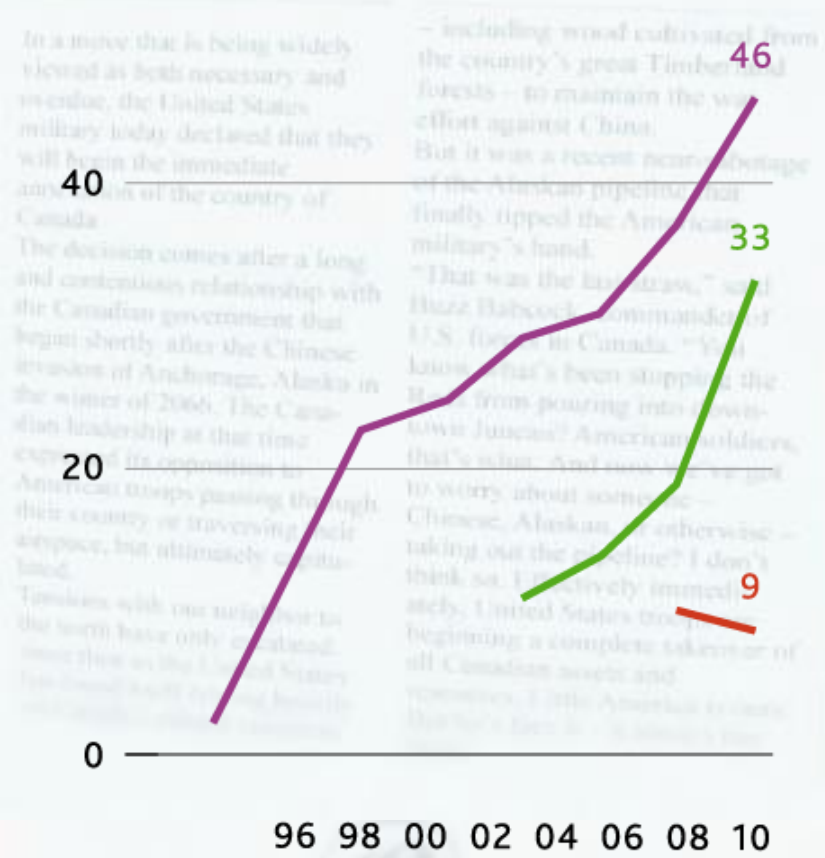


Среди 18-29-летних



26% читают ежедневные газеты  
Но лишь 8% моложе 30 лет

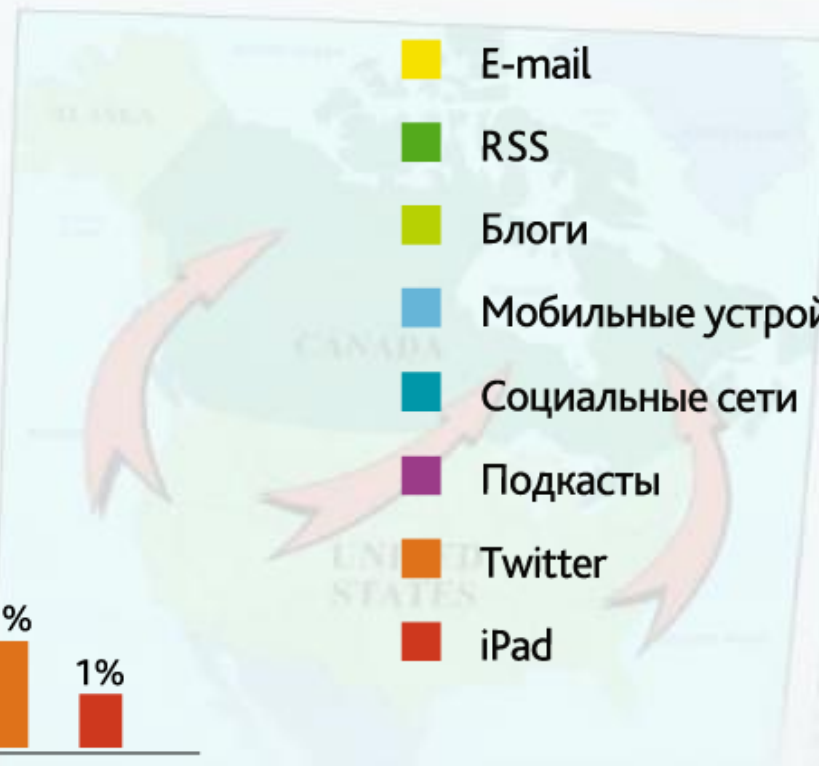
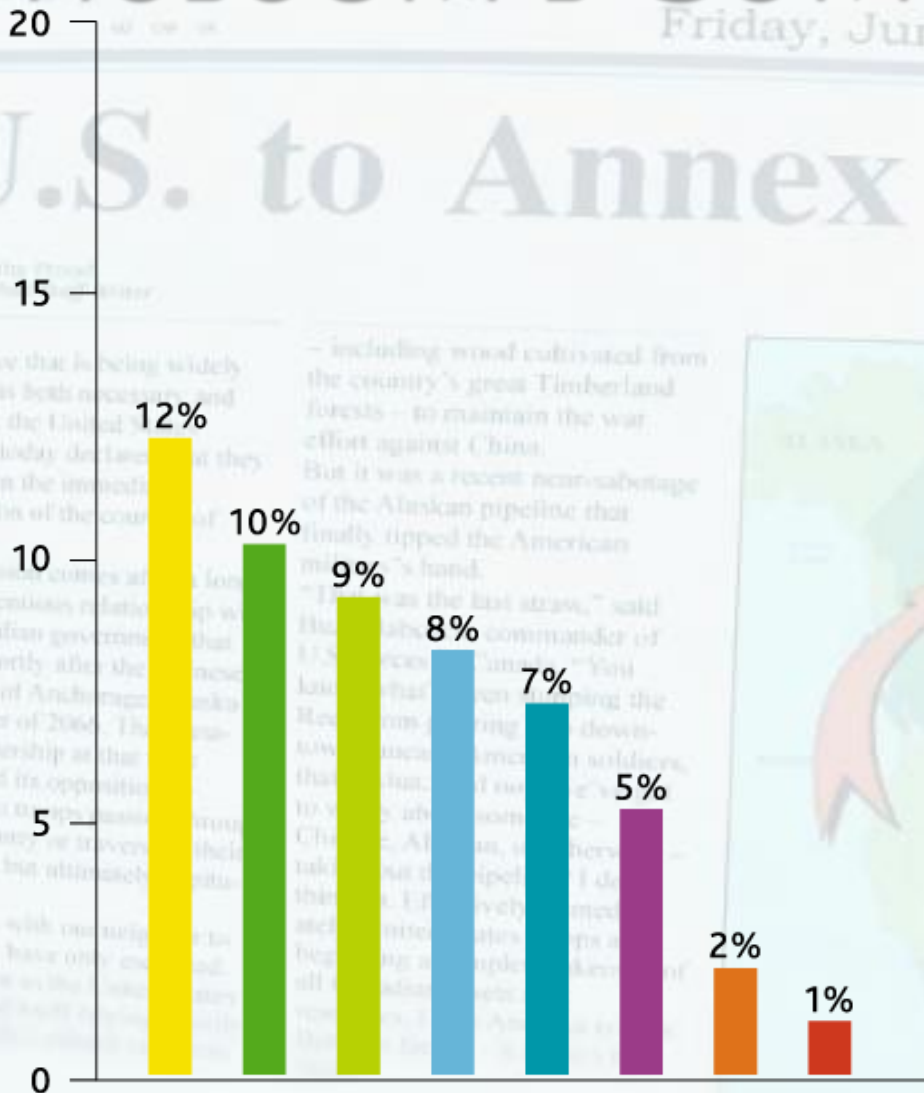
Сайты СМИ посещают 105 миллионов ежемесячно



- Новости в сети 3+ дня в неделю
- Поисковые сервисы
- Öffentlich-politische Blogs

9% получают новости только из Сети

# Новости в Сети - технологии



## U.S. to Annex Canada!

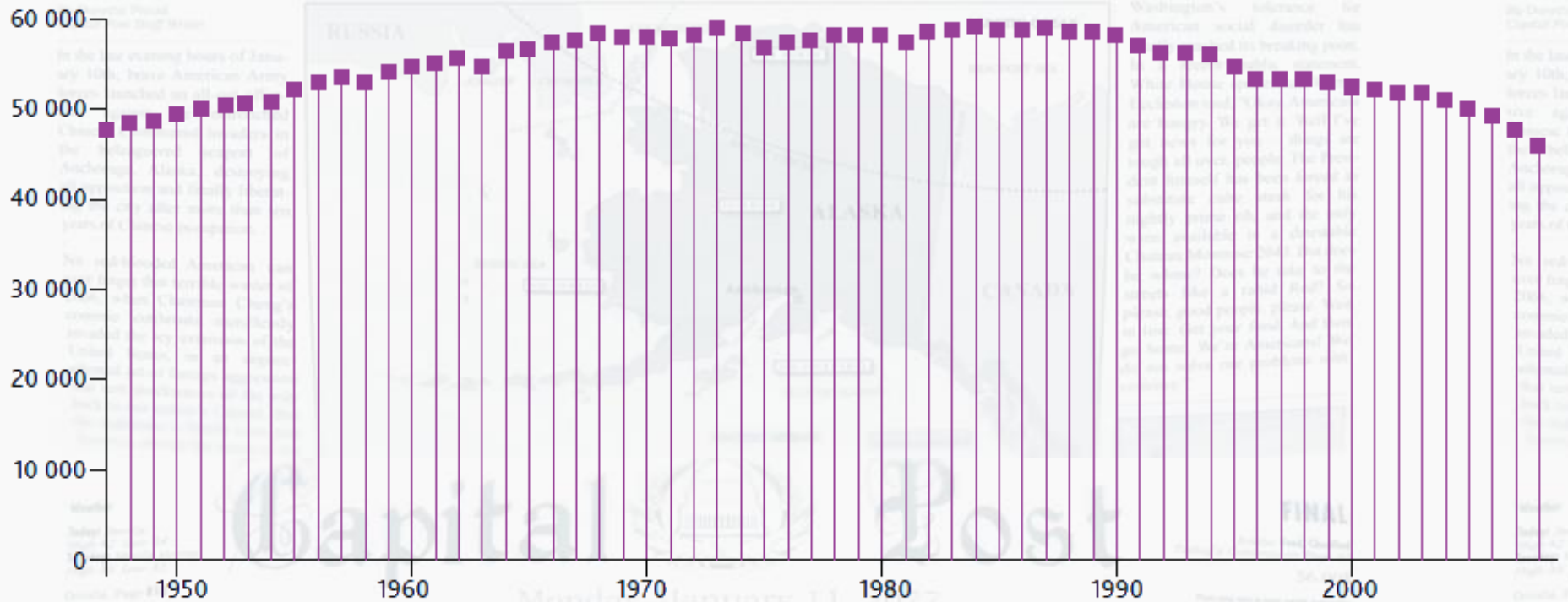
### Development of Army Super Weapon Confirmed

In a move that is being widely viewed as both necessary and overdue, the United States military today declared that they will begin the immediate annexation of the country of Canada. The decision comes at a long and contentious time in the Canadian government's history, which began shortly after the invasion of Anchorage in the winter of 2006. The Canadian leadership at the time expressed its opposition to American troops in their country, but ultimately failed. Timorous with our military, the north have only one choice: to accept our leadership or face the consequences of our wrath.

— including wood cuttings from the country's great Timberland forests — to maintain the war effort against China. But it was a recent near-sabotage of the Alaskan pipeline that finally tipped the American's hand. "This was the last straw," said the commander of U.S. forces in Alaska. "You know that even though the Russians are giving us down-tow supplies, they are still trying to sabotage our operations. I don't know if you've noticed, but the Chinese Alaskan workers take no respect for our property. They've been cutting down our pipelines and sabotaging our operations. We've had to shut down all our operations in Alaska —

Big Water: Show that 'Capital Post Staff'...  
In a startling turn of their previous policy, the United States Army has confirmed they are indeed working on a super weapon, one that is capable of annihilating any enemy force once and for all. Speaking at a conference at the Pentagon, General Constantine Chao said, "No more secrets. The entire world is now on a table, so the Chinese can see with their own eyes that we're winning hard. The Chinese Army is going to receive the full force of our new super weapon, including the..."

# Тиражи газет (США)



# Доходы и расходы

## Реклама:

- Товарная – 40%
- Classifieds – 32%

Продажи – 17%

Подписка – 3%

Продвижение – 12%

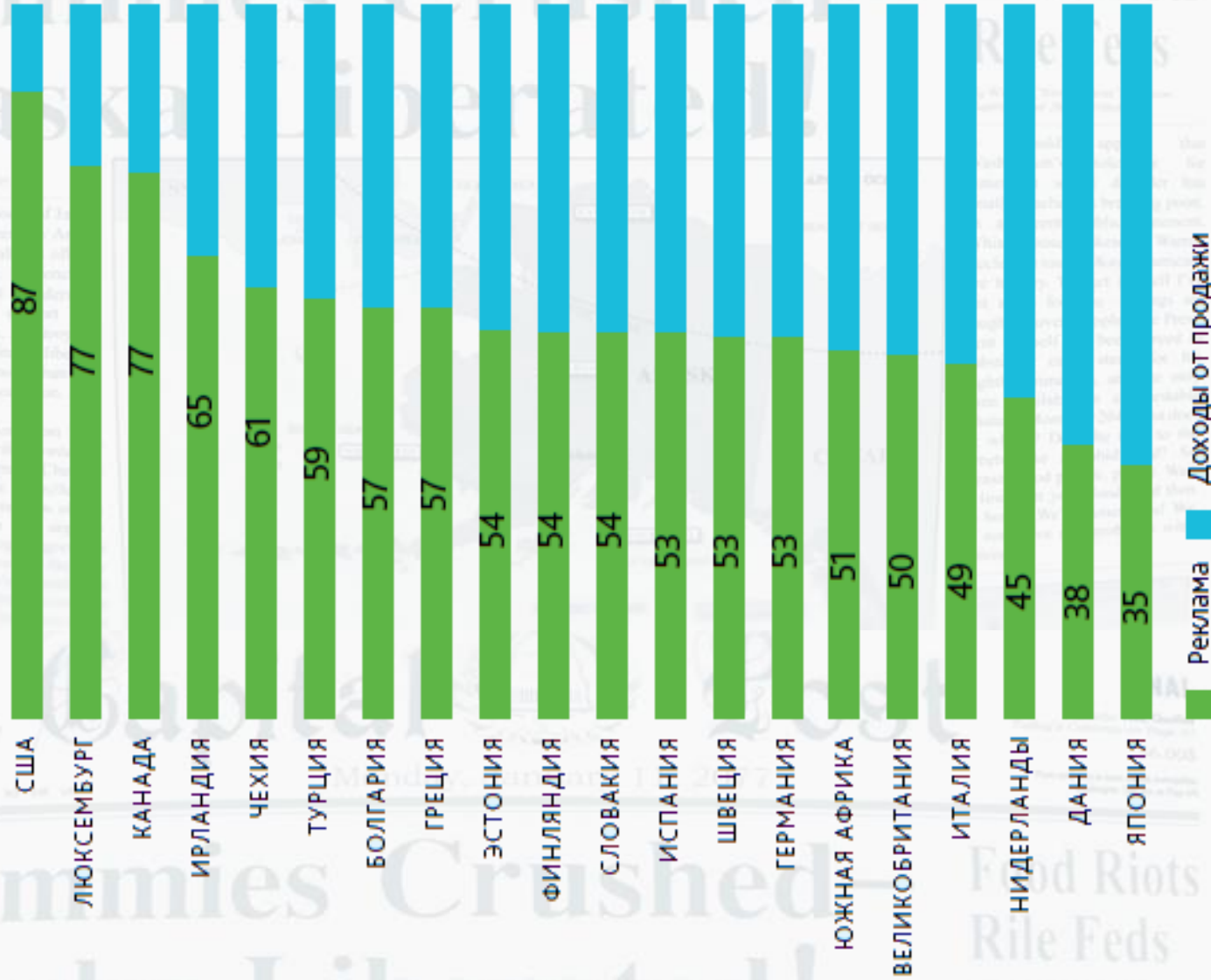
Редакция – 14%

Административные  
расходы – 9%

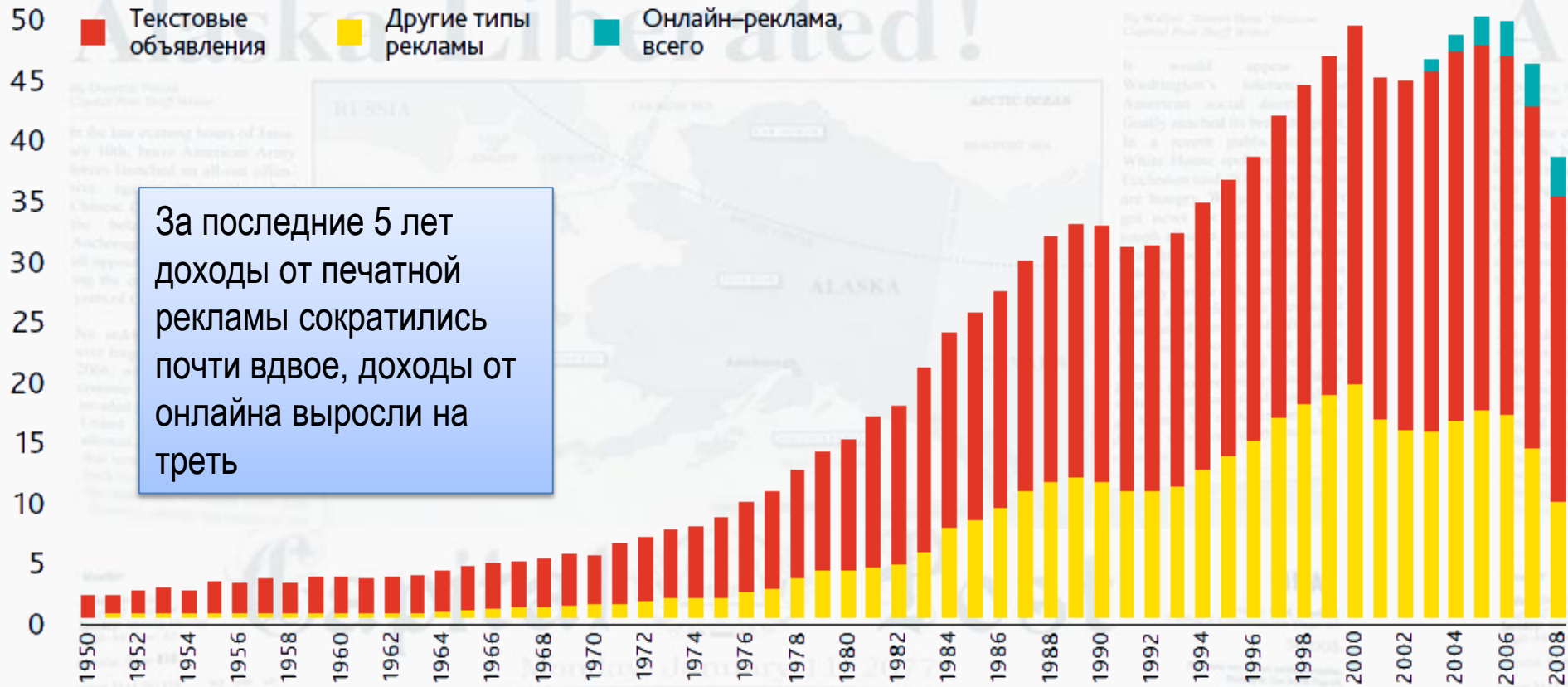
Печать – 38%

Распространение – 14%

# ДОХОДЫ ГАЗЕТ



# Рекламные доходы (ОЭСР)



# Бизнес-модель СМИ

## HuffingtonPost

- Второе место по посещаемости среди всех новостных сайтов после New York Times
- Активно использует UGC
- Куплен AOL за \$315 миллионов

## The Atlantic

- «Переделаем себя сами пока это не сделали конкуренты»
- Цифровое подразделение приносит 40% дохода
- Организация мероприятий – 15% дохода

## Daily Mail

- 35 миллионов читателей в месяц
- Рекламные доходы + продажа услуг

## Journal Register Company

- Банкрот в 2009
- Прибыль по итогам 2010
- Цифровое подразделение дало 11% прибыли (<1% в прошлом)
- 40 новых источников дохода

# Планшеты не сместили ЧИТАЛКИ

30 млн. проданных экранов E Ink

В 3 раза больше чем в 2010

Продажи читалок утраиваются каждый год с 2006  
(год выпуска Kindle)

\$99

~30 млн. iPad в 2011

# Планшетные устройства – не панацея

- После первых успехов продажи изданий стремительно падают
- Conde Naste (New Yorker, GQ, Glamour) – на iPad приходится 1,3% тиражей
- Apple загоняет издателей в ту же ловушку, как до этого звукозаписывающие компании в iTunes
- The Daily и другие эксклюзивные для планшетов издания – провалы
- Financial Times отказались от iPad-версии

# ПЛАТНЫЙ ДОСТУП?

## News Corp:

- Успешный эксперимент с Wall Street Journal
- Кошмарный результат с Times и Sunday Times
- Потеря 90% читателей
- На сайт перестали заходить даже те, у кого есть доступ

Однако гибридная модель может работать: теряется максимум пятая часть читателей

## Financial Times

- Успешное нишевое издание с дорогой подпиской
- Ценовая дифференциация
- 240 тысяч подписчиков цифровой версии

## New York Times

- «Дырявый» paywall
- Первые показатели внушают оптимизм (230 тысяч подписчиков цифровой версии <1%)

# Эксперименты

- HTML5 (Financial Times, OnSwipe)
- Социальные новости (Guardian, WSJ Live, Forbes)
- Персонализация (NYT Labs, Zite, Flipboard)

# За что может платить читатель?

Доступ

Внимание

Творение

Время

Удобство

Аутентичность

Эксклюзивность

Осязаемость

Принадлежность

Патронаж

Weather

Today: Sunny  
High 42, Low 34  
Tuesday: Mostly sunny  
High 39, Low 32

Details, Page B10

200711 YEAR No. 476 M2 CM VA

# Спасибо за внимание!

# Capital Post



FINAL

Inside: Food, Classified  
... Contents on Page A2

56.00\$

Please pay only in areas where postage is required. (See box on Page A1)

Monday, January 11, 2077

# Commies Crushed – Alaska Liberated!

## Food Riots Rile Feds

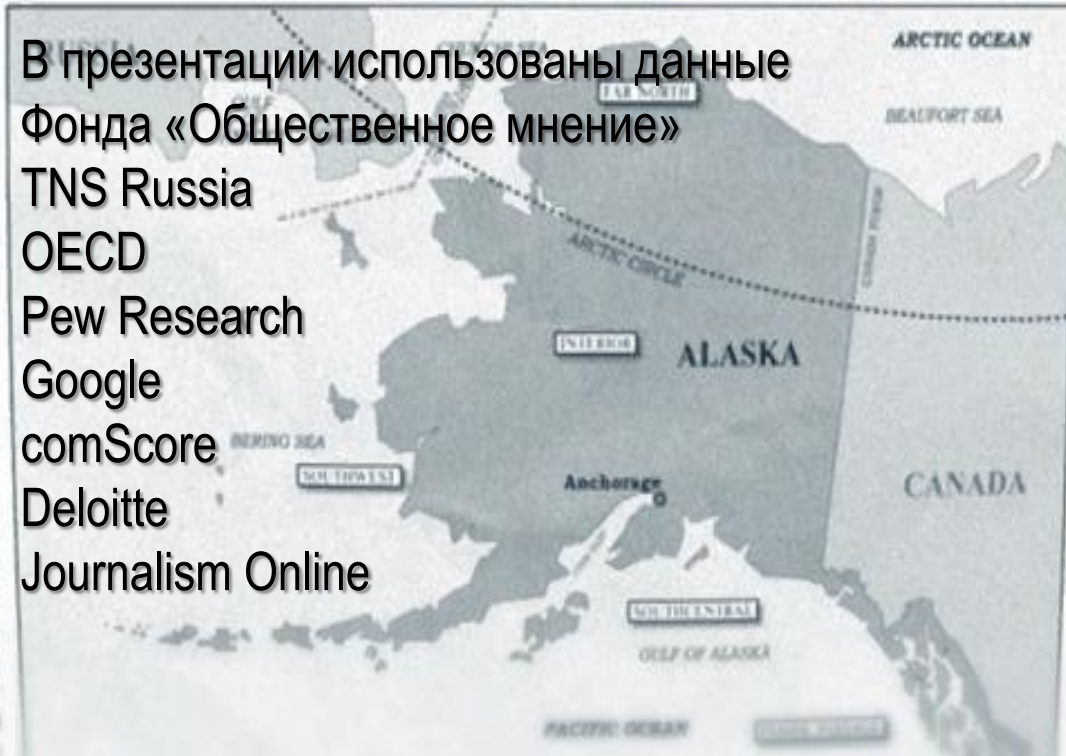
By Walter "Street Beat" Munroe  
Capital Post Staff Writer

By Dorothy Proud  
Capital Post Staff Writer

In the late evening hours of January 10th, brave American Army forces launched an all-out offensive against the entrenched Chinese Communist invaders in the beleaguered seaport of Anchorage, Alaska, destroying all opposition and finally liberating the city after more than ten years of Chinese occupation.

No red-blooded American can ever forget that terrible winter of 2066, when Chairman Cheng's commie cutthroats mercilessly invaded the icy extension of the United States, in an unprecedented act of foreign aggression that sent shockwaves all the way back to our nation's Capital. But the nightmare is finally over, and America, always the home of the

В презентации использованы данные  
Фонда «Общественное мнение»  
TNS Russia  
OECD  
Pew Research  
Google  
comScore  
Deloitte  
Journalism Online



It would appear that Washington's tolerance for American social disorder has finally reached its breaking point. In a recent public statement, White House spokesman Warren Eccleston said, "Okay, Americans are hungry. We get it. Well I've got news for you – things are tough all over, people. The President himself has been forced to substitute cube steak for his nightly prime rib, and the only wine available is a detestable Chateau Montrose 2043. But does he whine? Does he take to the streets like a rabid Red? So please, good people, please. Wait in line. Get your food. And then go home. We're Americans! We do not solve our problems with violence."