



**Viele Wege, eine Redaktion:
Content First, Print First , Digital First
Dr. Marcus von Harlessem, InterRed
Marco Parrillo, Neue Mediengesellschaft Ulm
@16. CrossMediaForum 2014, München**



**Which
way
to
the
beach?**

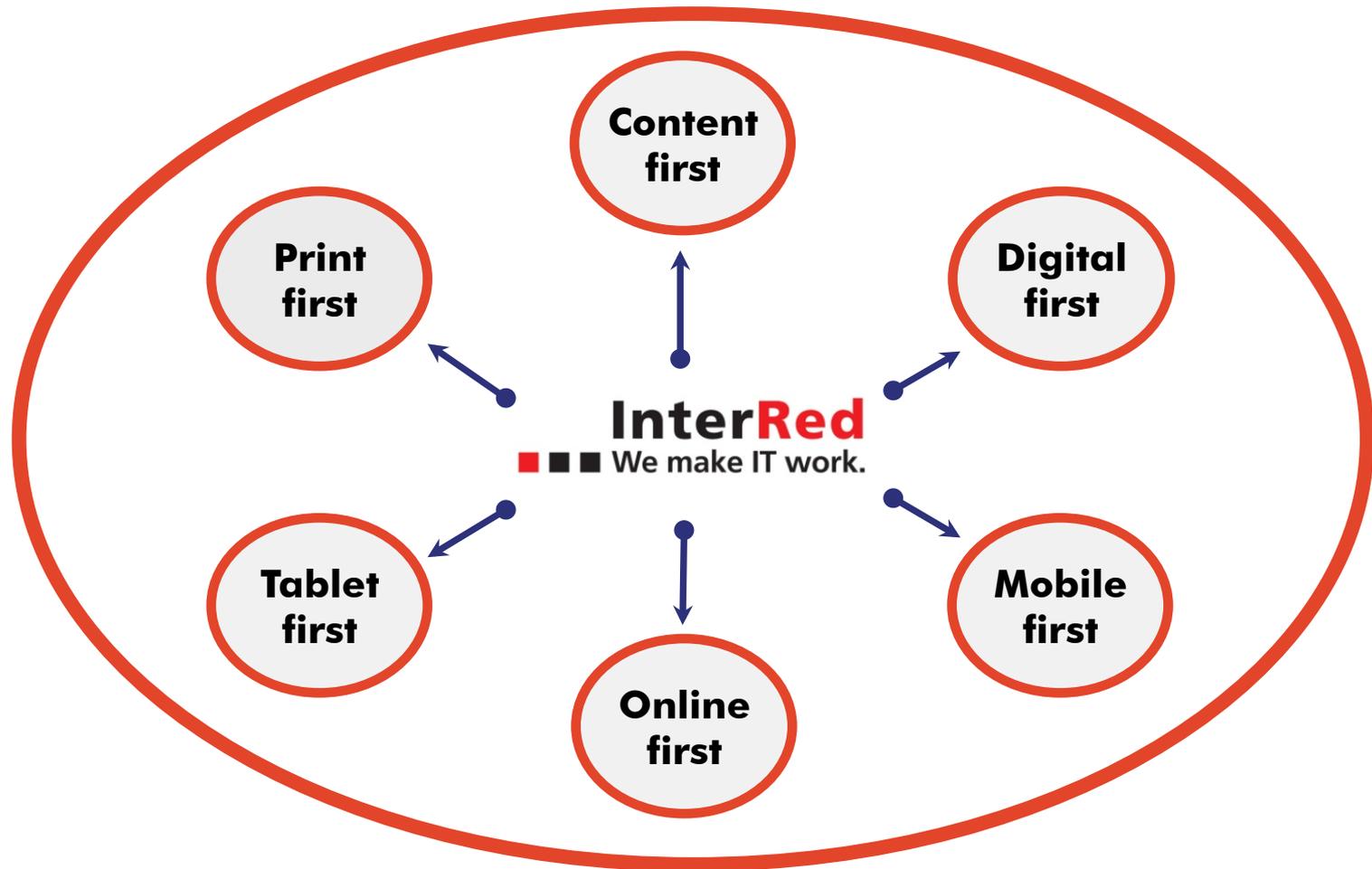




Mobile Domination



Ein Werkzeug, eine Plattform: für alle Strategien





- **Kostenbetrachtung für Intra- und Extramediale Diversifikation**
- **Teilaspekt Redaktion/Produktion**

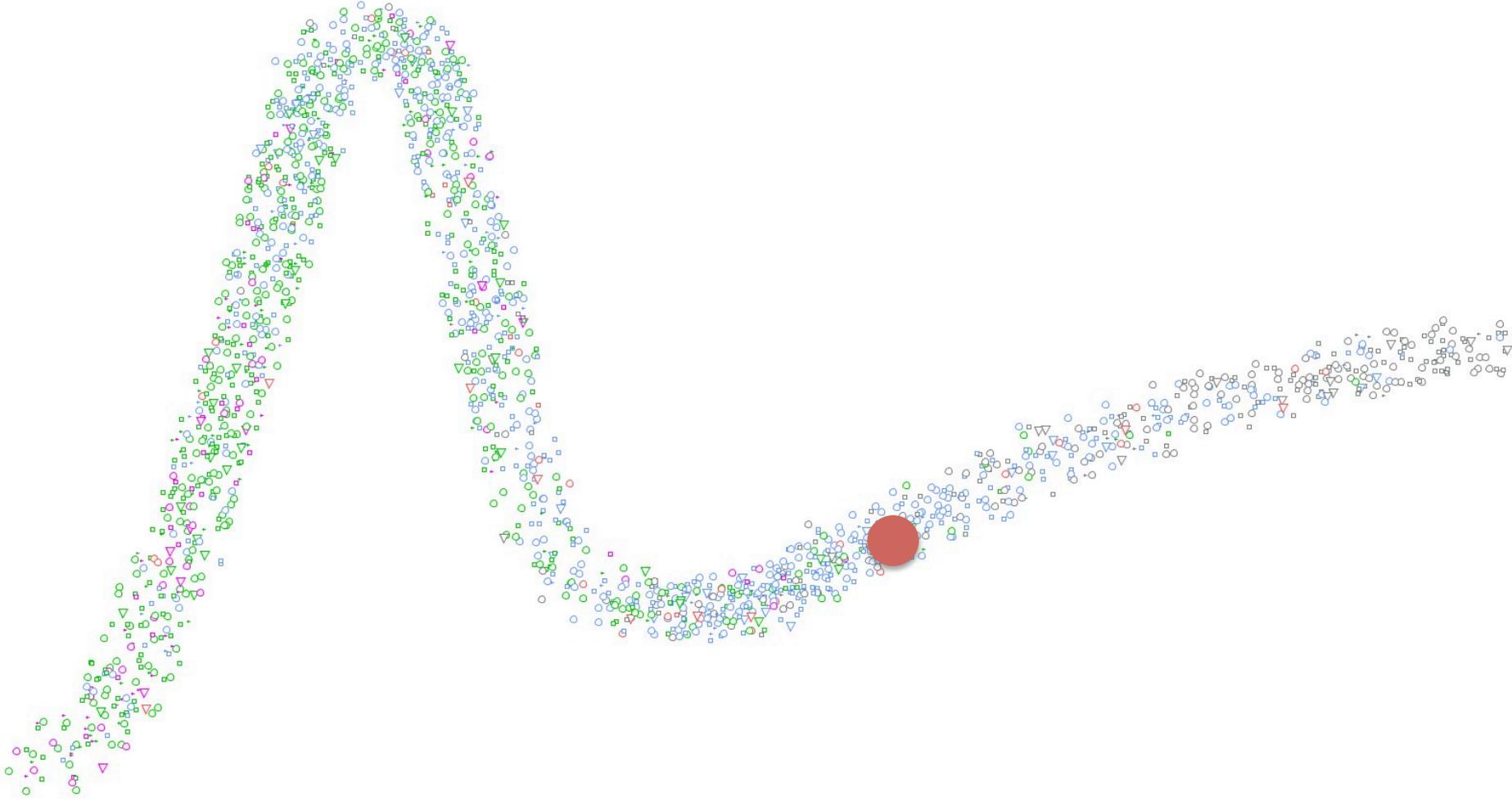
$$I_{Aut} = O_{Strat} \sum_{2a} (W_C T_C)$$

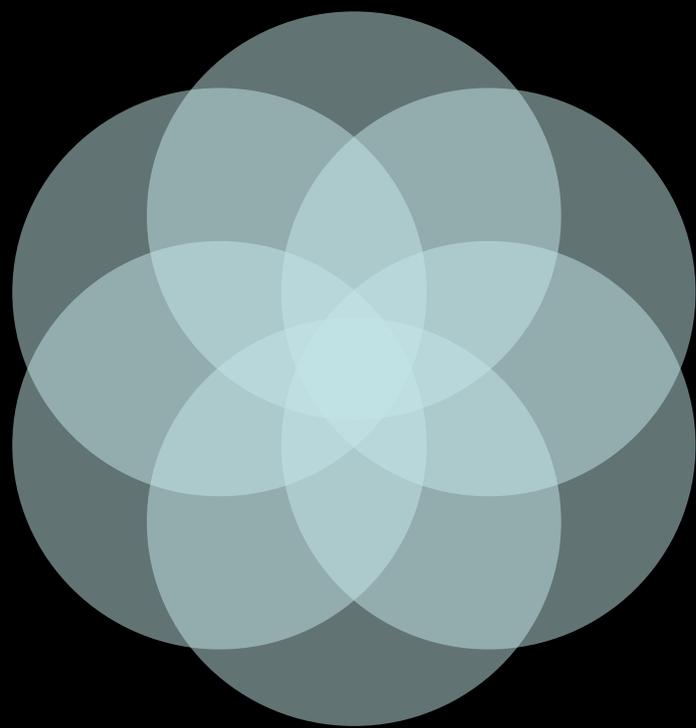
I_{aut} := Investitionssumme für Automatisierung

W_C := Monetarisierbarer Wert des Contents

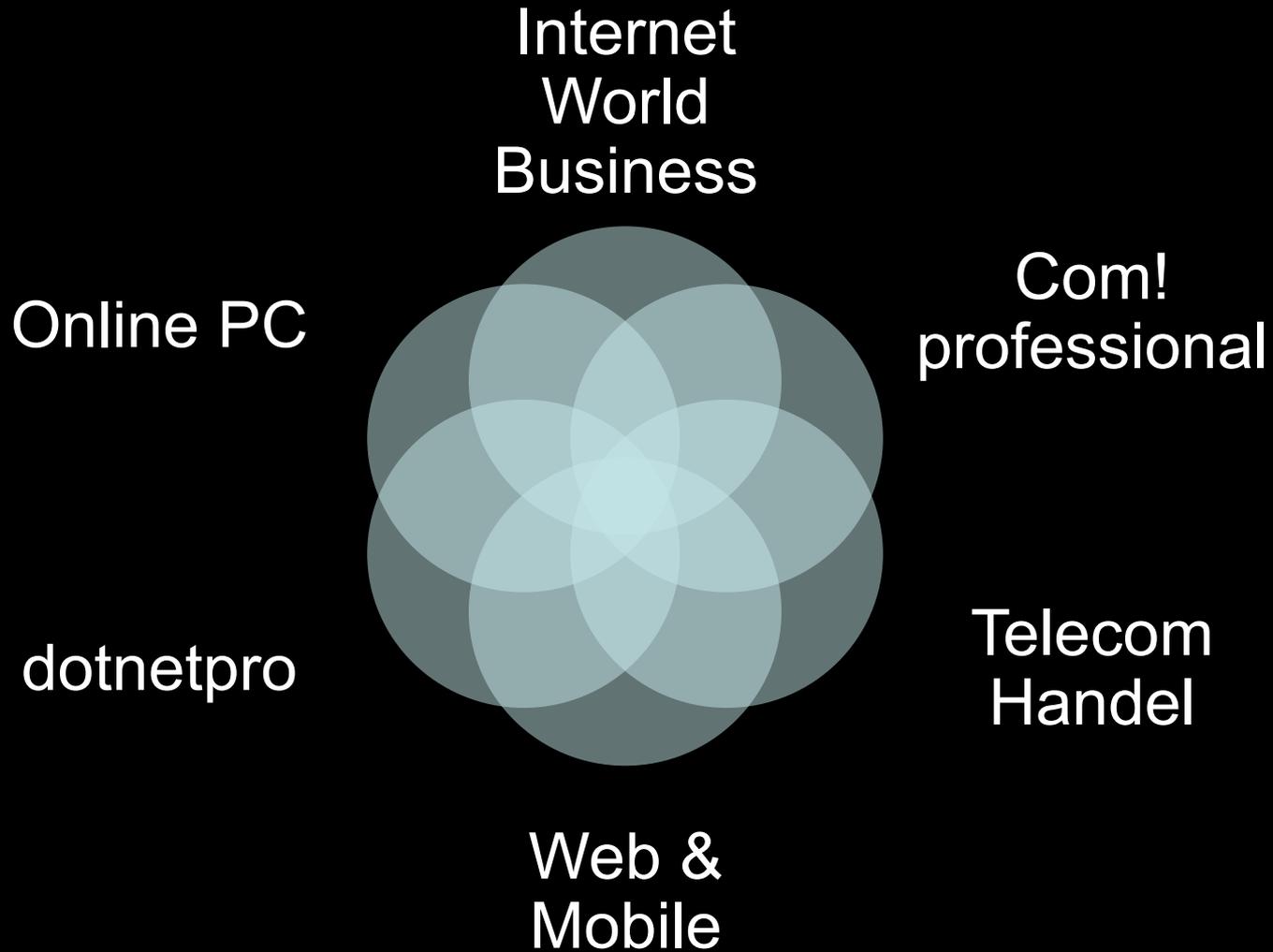
O_{Strat} := Strategische Bewertung

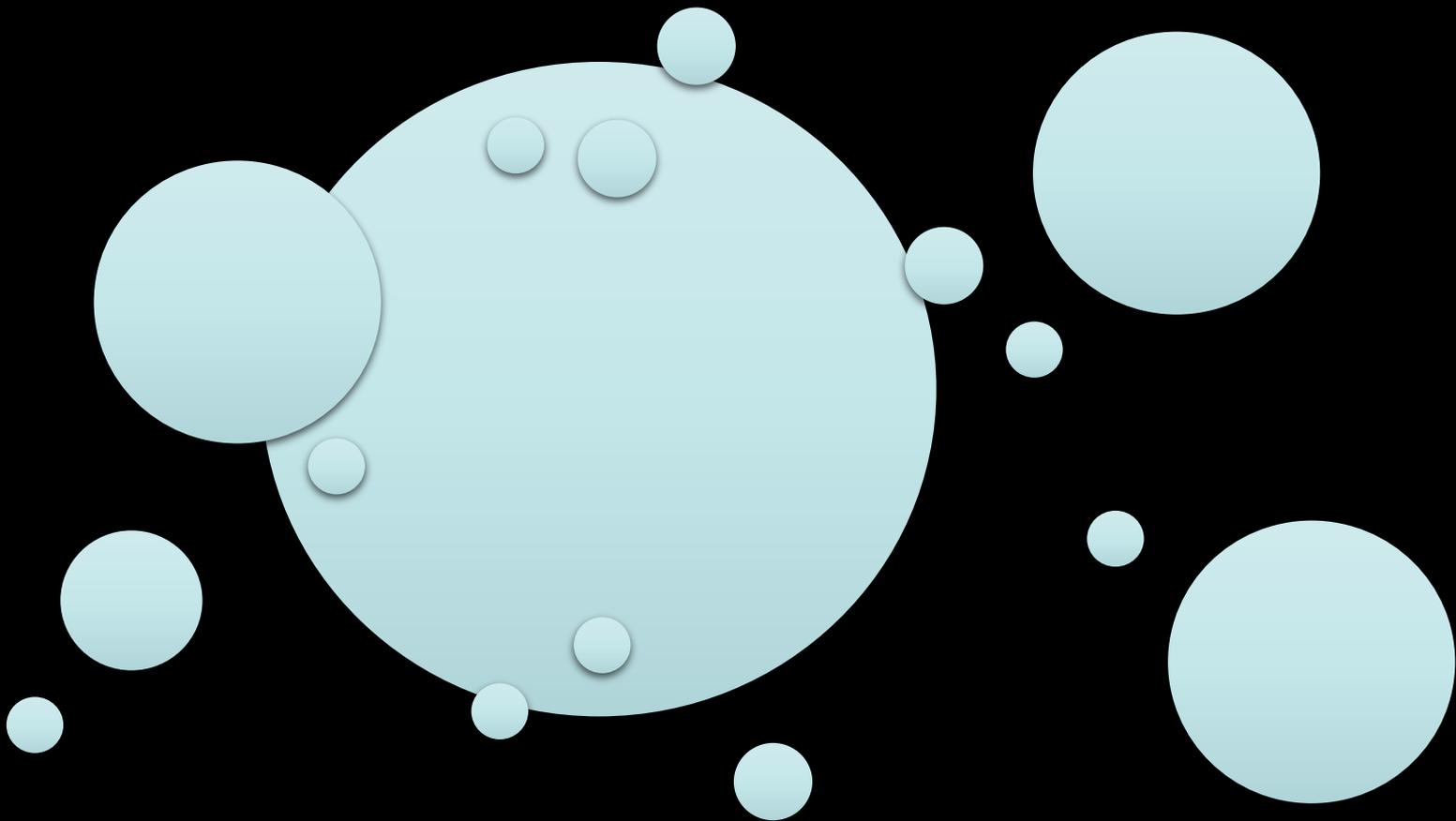
T_C := Transformationskosten zwischen Medienkanälen pro Content

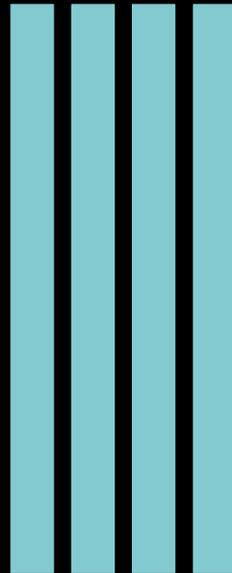
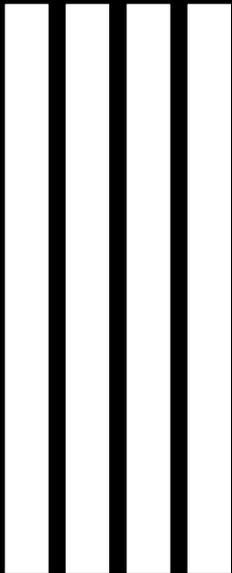




DNA

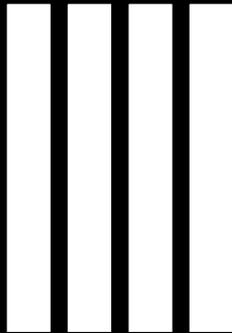




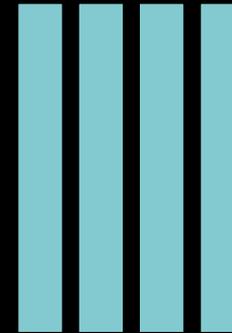


Vielfachverwertung

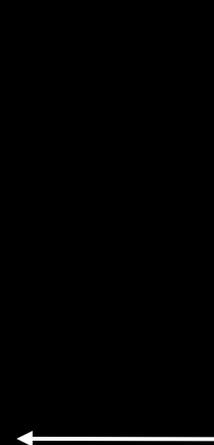
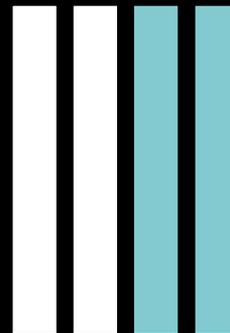
Print

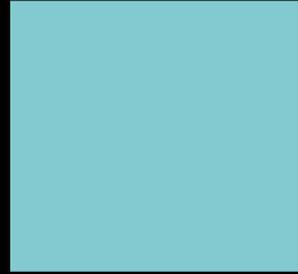
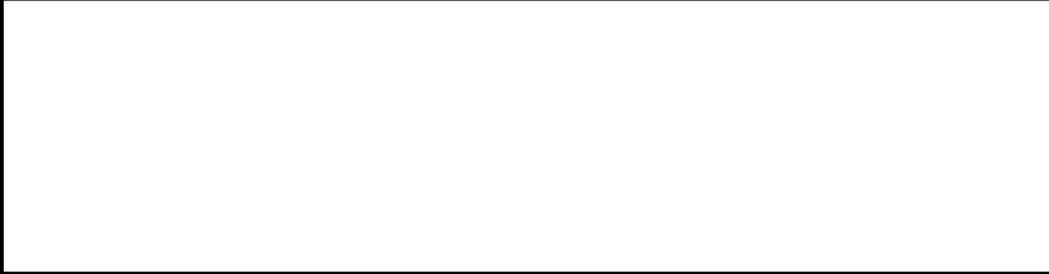


Online



„Hybrid-Produkt“





Cost per Content

Redaktion

„Esser“

40

10



Vielen Dank für Ihre Aufmerksamkeit!

Fragen?

