Content & the future of media
Content

Content is the most important aspect of any website. Content can be difficult to quantify, but it is the information that makes a website successful. Combining original content with other elements, such as images and videos, can help to engage visitors and keep them on the site longer.
"Content is the presentation of information for a purpose to an audience through a channel in a form."
Follow this story structure used by Disney:

"Once upon a time there was ____. Every day, ____. One day _____. Because of that, _____. Because of that, _____. Until finally _____."
"1. Once upon a time there was a widowed fish, named Marlin, who was extremely protective of his only son, Nemo.

2. Every day Marlin warned Nemo of the ocean’s dangers and implored him not to swim far away.

3. One day in an act of defiance, Nemo ignores his father’s warnings and swims into the open water.
4. Because of that he is captured by a diver and ends up in the fish tank of a dentist in Sydney.

5. Because of that Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.

6. Until finally Marlin and Nemo find each other, reunite and learn that love depends on trust."
<table>
<thead>
<tr>
<th>Movie Summary</th>
<th>Finding Nemo</th>
<th>Finding Dory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Summary</td>
<td>Finding Nemo</td>
<td>Finding Dory</td>
</tr>
<tr>
<td>Total Gross</td>
<td>$339,714,978</td>
<td>$486,295,561</td>
</tr>
<tr>
<td>Opening Weekend</td>
<td>$70,251,710</td>
<td>$135,060,273</td>
</tr>
<tr>
<td>Theaters</td>
<td>3,374</td>
<td>4,305</td>
</tr>
</tbody>
</table>
Facebook Raked in $9.16 Billion in Ad Revenue in the Second Quarter of 2017

It now has 1.32 billion daily active users

By Marty Swant  |  July 28, 2017
“Ubiquity is the new exclusivity”

Arianna Huffington
It is easy to discover what another has discovered before.

Christopher Columbus