

# Content & the future of media



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# Content

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- ▶ *"Content is the presentation of information for a purpose to an audience through a channel in a form."*

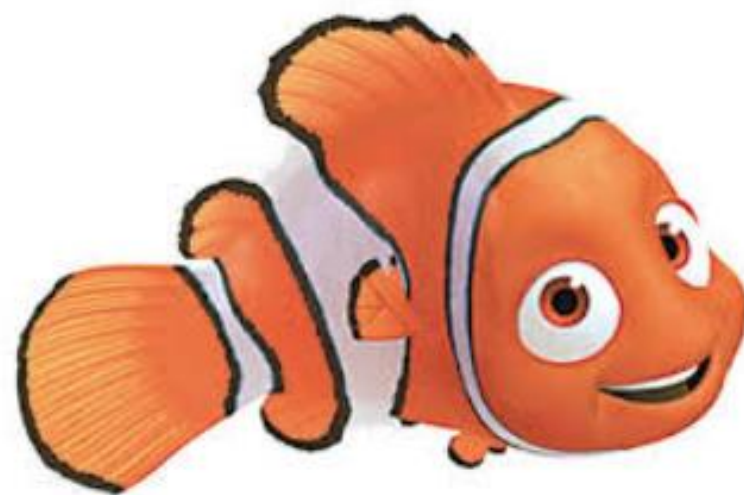


▶ Follow this story structure used by Disney:

▶ **"Once upon a time there was \_\_\_\_\_. Every day, \_\_\_\_\_. One day \_\_\_\_\_. Because of that, \_\_\_\_\_. Because of that, \_\_\_\_\_. Until finally \_\_\_\_\_."**

Disney · PIXAR

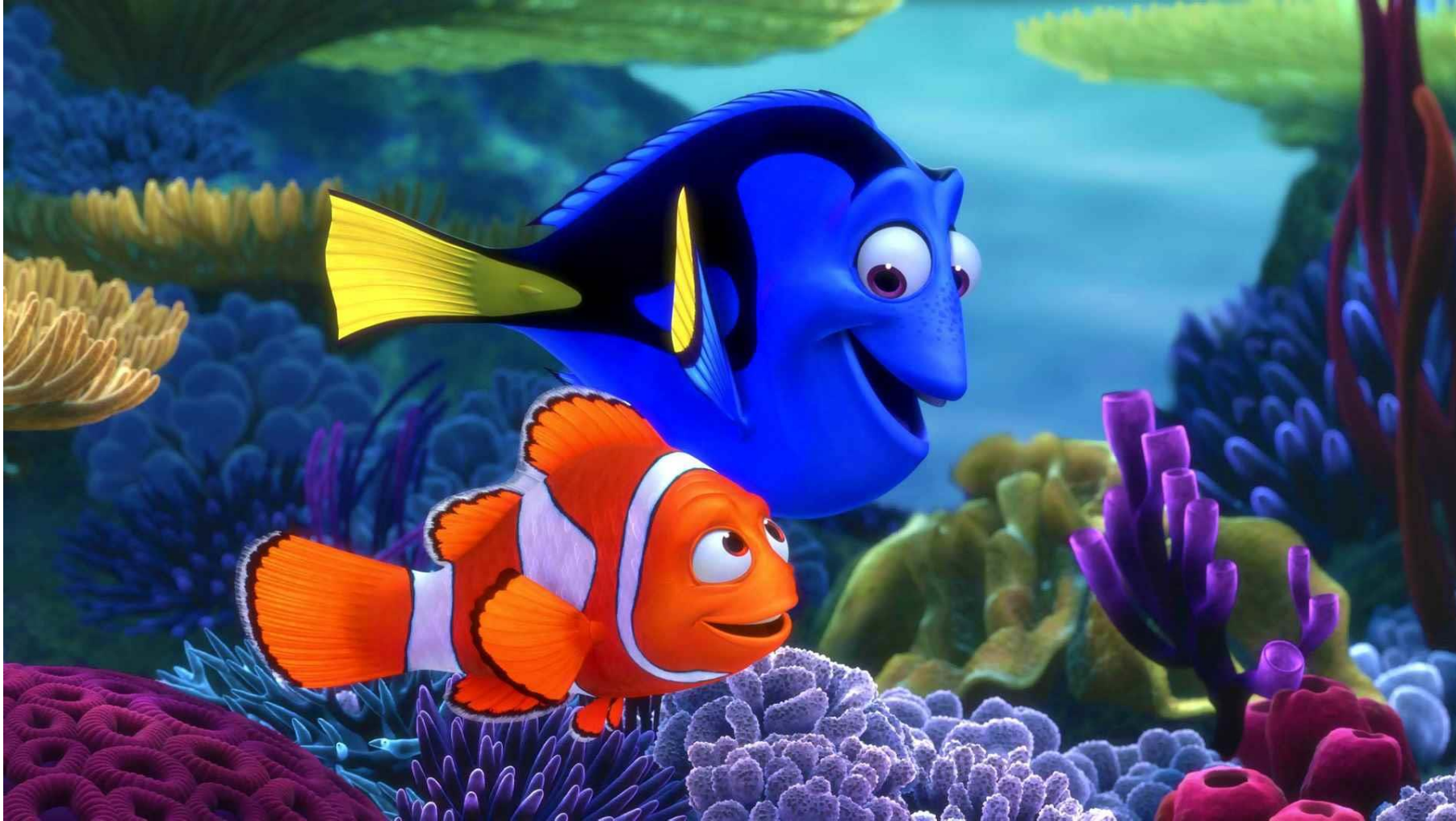
**FINDING  
NEMO**



- ▶ **"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."



## How much money did they make off of Finding Nemo? ^

<b>Movie Summary</b>	<b>Finding Nemo</b>	<b>Finding Dory</b>
Domestic Summary	Finding Nemo	Finding Dory
Total Gross	\$339,714,978	\$486,295,561
Opening Weekend*	\$70,251,710	\$135,060,273
Theaters	3,374	4,305



# 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 26, 2017





The background features abstract, overlapping geometric shapes in various shades of pink and purple, primarily concentrated on the right side of the frame. The shapes are semi-transparent, creating a layered effect. The main text is positioned on the left side of the white background.

▶ “Ubiquity is the new exclusivity”

*Arianna Huffington*



▶ *It is easy to discover what  
another has discovered before.*

▶ Christopher Columbus