

The Generation Game: signs of hope as news media industry change matures?

New media is now old. This year, the internet celebrates its 45th birthday, while online news in the UK has reached adulthood. Any publishing strategy needs to understand that we are now in a 'three generations in one' news industry. There are still the legacy products like 'dead tree' newspapers and analogue broadcast but there is also the content re-versioned for online. Then there are the purely 'digital native' enterprises who sprang up fully formed by the internet. One new trend is that those three generations are increasingly combined in interesting ways.

I've written a new article about the latest trends in news media business models and trends for innovation , read the rest it [here at Inpublishing magazine online](#)

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