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Moreno: The unbundling of content is going mobile

Posted By [joseph.pena](#) On June 22, 2010 @ 11:28 am In [Giving'em the Business](#) | [No Comments](#)

The unbundling of news, music and T.V. began, reluctantly, about 10 years ago. You don't need an MBA to realize that unbundling content cuts into revenues. Thanks to the Internet and the proliferation of mobile devices we can now purchase and consume only the content we want when and where we want it.

News

The online delivery of news has challenged the newspaper industry over the past decade. Throughout the 19th and 20th centuries, newspapers relied on selling a bundled package: local news, business, sports, etc. along with their advertising. Now, they have to deal with a customer reading a single article and then surfing away to another website.

With dedicated apps for our smart phones and new browser features, like Safari's Reader, which highlights only the news article on a web page, we can go directly to the news we're interested in and ignore everything else, including the ads.

Music

The record labels are adjusting to the unbundling model and it hasn't been easy for them since they'd much rather sell an entire album. But, unlike news outlets, where consumers can get the same news from multiple sources, the record labels own the talent so they can still control prices and licenses for music, concerts, and merchandise. With the iTunes Store and Amazon MP3 downloads we can now purchase a single song from an artist and listen to it on our MP3 player or phone.

T.V.

Thanks to sites like Hulu.com, ABC.com, and Netflix, we can watch only the T.V. shows and movies we want without paying for cable T.V. We even have the option to purchase T.V. shows without commercials through the iTunes store. For years, the cable industry and the FCC have talked about a la carte pricing for cable T.V. channels but, with a few exceptions such as pay per view, it has yet to materialize. The Internet could very well bypass the cable companies.

Mobile vs. Desktop



[1]

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What makes mobile content consumption so appealing is its convenience and comfort. Consuming content such as news, music, and video – along with surfing the web – are “backward leaning” activities; while using a desktop computer is a “forward leaning”, content production, task. Over the past few years, with the development of high-resolution screens, I’ve found myself watching, listening, and reading nearly all of my content on mobile devices.

While tablets and smart phones cannot replace computers when it comes to e-mail, word processing, spreadsheets, and presentations they certainly give us a more pleasant option.

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[1] Image: <http://www.sdn.com/sandiego/2010-06-22/blogs/giving-em-the-business/moreno-the-unbundling-of-content-is-going-mobile/attachment/safari-reader-feature>

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