

Cheat sheet

The big questions	Media 1.0	Media 2.0	Media 3.0
<i>What's the model?</i>	Centralized One to many	Distributed Some to some	Atomized Many to one
<i>What's the device?</i>	Lean back Newspaper, radio, TV	Lean forward PC, iPod, TiVo, camera phone	Portable PDA, iPhone, NOT ePaper
<i>Who creates content?</i>	Britannica Proprietary publishers	Wikipedia Open-source community	Everyone No barriers to entry
<i>What's the technology?</i>	Static Hypertext Markup Language	Dynamic Really Simple Syndication	Intuitive Resource Description Framework
<i>How is content organized?</i>	Directory Categorized by third party	Tags Categorized by creator	Smart software Databases, artificial intelligence
<i>How is it acquired?</i>	Yahoo Edited by humans	Google Chosen by algorithm	Freebase (and beyond) Information that finds you
<i>What's commercial model?</i>	Traditional ads Maximum page views/rates	Keywords Cost-per-targeted-click	Contextual ads At verge of consumption
<i>What's the growth plan?</i>	Stickiness Brute-force numbers game	Syndication Pursue fragmenting audience	Seduction Leverage user behavior