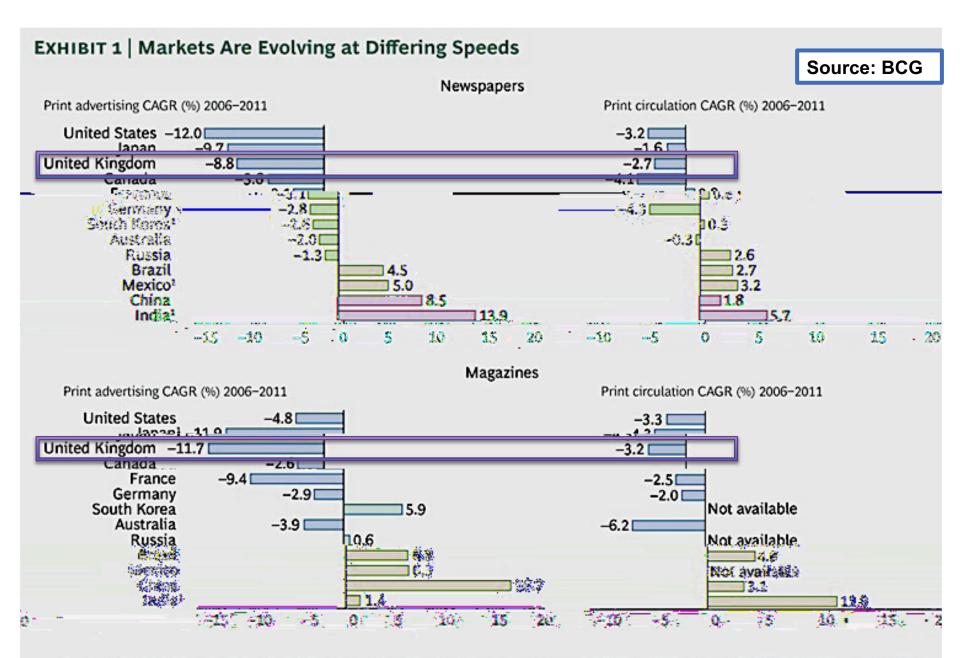
Google A few random thoughts about digital magazines

March 22nd, 2013 @ ABC Media Breakfast Briefing

Madhav Chinnappa (<u>madhav@google.com</u>)
Head of Strategic Partnerships, Google News & Magazines



Sources: ZenithOptimedia; Editor & Publisher International Yearbook, Japan Newspaper Publishing & Editors Association; U.K. ABC; Newspapers
Genada; Egita; NEW Statistic; Yawea ARC; Association & Rec.; Rederal Egistics Print and Mess Communications of the Statistics Receasing American Seriad astrony of Statistics Series as China; Information Seriad astrony of Statistics Series as Attogrammes Canada; VCS; IVC;
FIMP; World Press Transfe.

Uncludes 2005-2010 print circulation. 2011 CAGR circulation data have not been released yet.

Google's view



1 Focus on the user

2 Experiment & iterate

Users: behaviour?

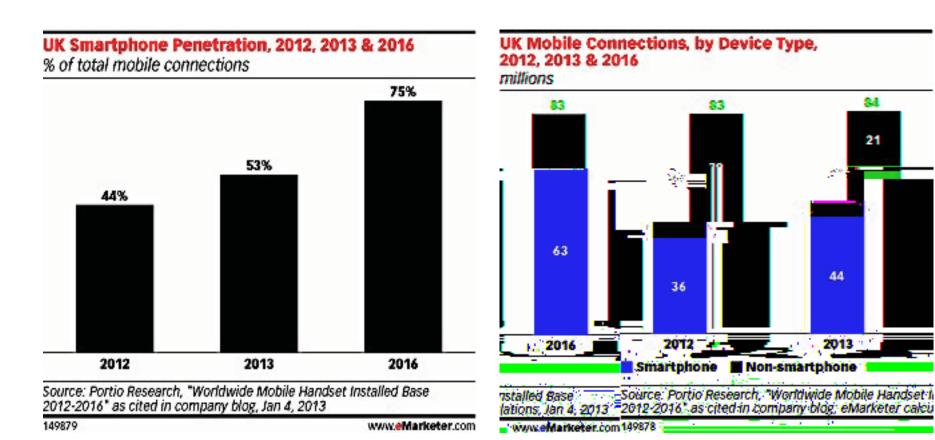


84

21

44

2013



Enders: "By 2017...we forecast smartphone take-up will be as ubiquitous as broadband" "80 million portable connected devices by 2017"

User: expectations?



The user shapes the environment around him/her based on their preferences



- interact with favourite content
- all the time
- anywhere
- on any device

Experimentation: UX & platforms? Google























We're only just beginning



We're experiencing the **re-imagination** of nearly everything powered by new devices, connectivity, new UI *Mary Meeker - Internet trends 2012*

We're at the **end of the digital beginning** as companies reshape and retool for life in the new normal *Price Waterhouse Cooper - 2012 media outlook*

Oh yes, Google...





Google Play Magazines







Google Currents



Google Currents





For Publishers

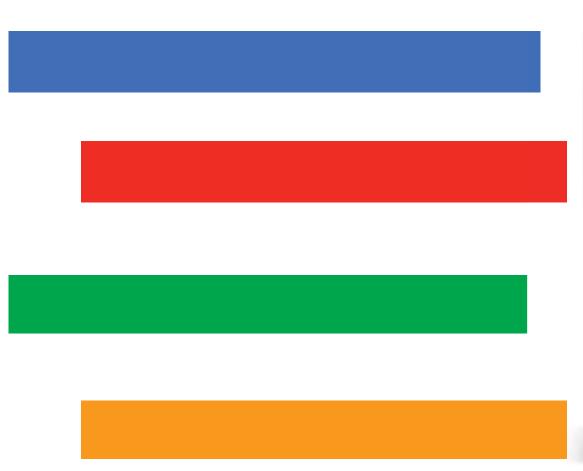
- a platform for publishers to produce magazine-like editions under their brands
- Android and iOS distribution

For Users

- one news reading app for smartphones and tablets
- high speed online and offline reading

Some Facts & Figures







Currents 2.0 - what's new?



Breaking Stories Pick of the Week





How are the ads displayed?





resources; and lessons learned into - educators to use year round, We've one place for educators everywhere." Jist. recurrend our website. Google in Ethacatory A New and Open-World for Learning " highlights from people are using Google resources to entrance marking and learning. This beside not your typical arresal report its a long document for educators to one pear-month flavor glas reversed our setters. graph convicts , to be a country stop for teachers, students, parents and organizations to explore all of our offerigs. Write bunched a Gorgiopage , where everyone can may updated on our educational tests. products and programs, and jun the

set went straight to the source, relying on dispers of advicators to provide stones and feedback. We hope these resources, will imprecured enable teachers, while affering our parameters to running access to an excellent education for all.

Thinks to educators, students and supporters everywhere for helping to extend our spirit of thining learning. tota classrooms around the globa.

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time blace for extinators everywhere." Google in Education: A New and Open mont for Laureng " highlights how people are using Google no enhalts teating and learning. The educators to use year-round. We've ship for blackers, students, parent and organizations to evalure all of our offerings. We've launched a Google-



1st page of article



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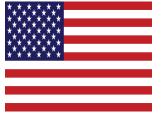


Next page of article

Play Magazines











october '12



october '12



december '12

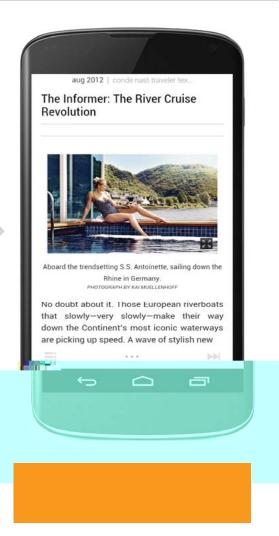
Future rollouts across Europe and beyond 2013

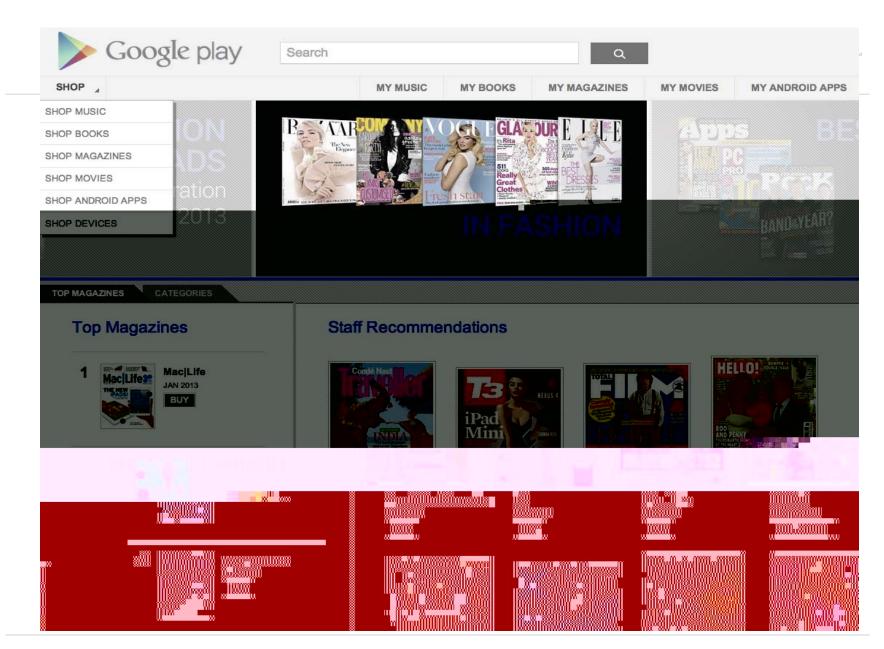
What does it look like?











Or be left behind...



The architecture of content ... continues to mirror the edition-oriented nature of the prior media forms.

Richard Gingras (Google) 2012

Every new medium begins as a container for the old.

MacLuhan - 1964

Thank You & Questions?



