

# Publishing's gold rush era



**W**elcome to the 2024 edition of the Innovation Media World Report. Having long been an avid reader of the report, I am honoured, this year, to have had an early view and to be writing this introduction. This 2024 is already shaping up to be another momentous year in media. Artificial Intelligence (AI) has moved well and truly into the mainstream and is dominating the media news agenda as larger publishers cut deals with the tech platforms and find innovative ways to improve their workflows and processes, as well as reach and engage their audiences with AI. As the year progresses, I believe we will see further deals struck and, I hope, a coalition of smaller and independent publishers coming together to ensure they also can have a seat at the table with dominant platforms.

Meanwhile, the move from quantity (scale) to quality (direct revenues) continues to be the number one focus for publishers the world over. This year's report features some incredible case studies on ways in which publishers are adapting to the imminent demise of third-party cookies and finding more sustainable, ethical, and rewarding ways of connecting with their users and monetising them. Even if the long-awaited 'cookiepocalypse' never actually comes or gets kicked down the line again, I believe the wake-up call this has given the industry and the innovative new approaches we are now seeing rolled out will make 2024 a landmark year.

In the days of scale, mass audience, and single-platform media, B2C was king and delivered huge audiences and requisite revenues ... in 2024 we see specialist and B2B media often leading the way for B2C to follow. Knowing your audience, finding the niche, and delivering high-value, quality content for them to consume, alongside data and information that can help drive business and/or purchase decisions, is publishing gold dust. You mustn't miss the chapter on ProSubscription models on page 28.

One of the key facets of this report is that Juan Señor and Jayant Sriram do such a great job of highlighting examples from all over the world. For us at FIPP, that is what we are all about. Whether it is the incredible work being done in Brazil to combat fake news, the Italian campaign to promote reading by placing books into supermarket food aisles, or The FT and The Economist becoming online educators, this report shines a light on it all.

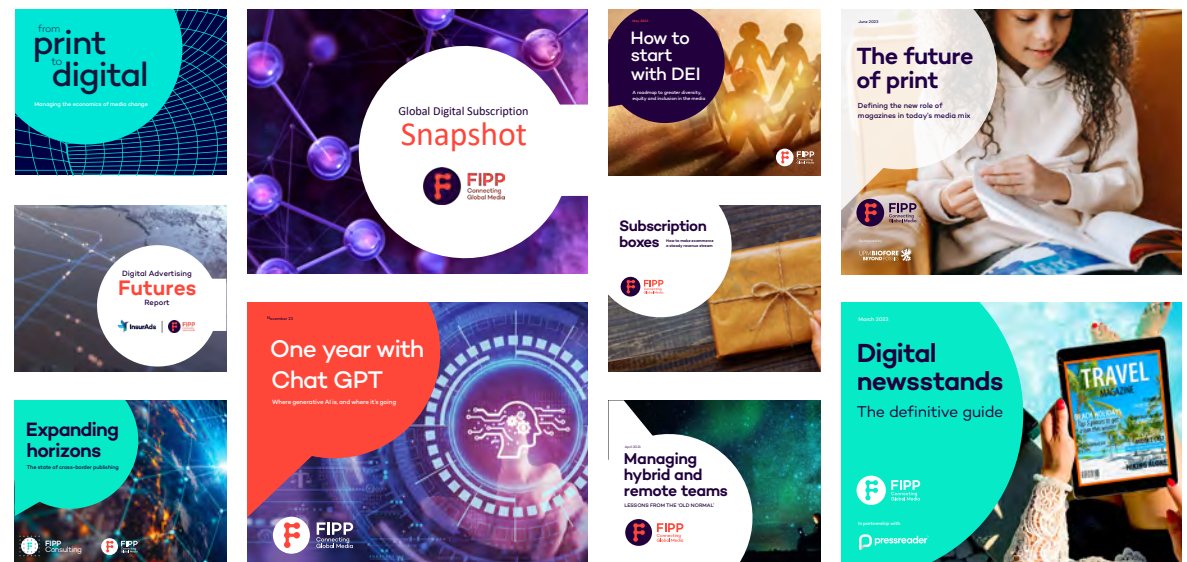
Read on, there is so much to be inspired by and many reasons to be optimistic about the road ahead. I look forward to reading about your innovation in the 2025 report next year.

ALASTAIR LEWIS  
FIPP INTERIM MANAGING DIRECTOR



**FIPP**  
Connecting  
Global Media

When the going gets tough,  
the tough get informed.



FIPP membership gives media companies of all sizes access to industry insights and connections they need to thrive. If you are a media company with an annual turnover less than 10mil euros your FIPP membership is only **50 euros per month.**

For more information, visit [FIPP.com](https://fipp.com)

Or get in touch at [alastair@fipp.com](mailto:alastair@fipp.com)