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PROLOGUE: Sweethearts, Get Me Rewrite **1**

1 : In the Age of Darwinian Content, You Are Your Own Editor **9**

The old gatekeepers are disappearing. Now we live in a news bubble. We don't so much get the news as the news gets to us, sometimes surrounding us. We live in a world of endless choice on paper, podcast, Web, and television, so we've become our own and one another's editors.

2 : The Digital Dozen Will Dominate **22**

A dozen or so multinational, multiplatform media companies will dominate global news and information. Some are broadcasters, some are cablecasters, some are newspapers, and some are wires. By 2015, though, their products will look more similar than different.

3 : Local: Remap and Reload **43**

Local news companies are the hardest hit by Internet change, which has forced them to redefine themselves. They are getting much smaller and local-local-oriented as they struggle to find survival strategies. Meanwhile, city news start-ups start to grow and compete with the big boys.