

# News media is being redefined by the connected consumer

A new report released by the International News Media Association (Inma) focus on how the "connected individual" is impacting news media today.



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In *How the connected consumer is redefining news media*, author Paul Berney outlines the ramifications for media companies when the individual is in control of the intersection of publishers, media, and their audiences.



## The modern marketer is a connected one

Jessica Tennant 2 Feb 2018



Berney, founder of The Connected Marketer and a mobile marketing specialist, describes how “connectedness” has changed the behaviour and expectation of readers and, subsequently, should be changing how marketers communicate to this “connected individual.”

Among the report highlights:

- Attention as a finite resource: Reduced attention spans caused by “always on” devices are turning attention into a finite resource – which is having a ripple effect on how stories get told.
- Mobile driving connectedness: Mobile devices are empowering consumers to not just become multi-channel readers, but also to be connected patients, shoppers, and voters.
- Consumer expectations rising: These connected individuals have higher expectations for news and information, especially via mobile devices where standards are rapidly rising.
- Connected marketing emerging in response: In response, media companies are embracing a shift to “connected marketing” to meet the needs of the connected individual, which impacts the brand experience across platforms.

- Emerging behavioural patterns: Behavioural patterns are emerging on connected individuals ranging from an inability to focus to the need for participation to a need for instant gratification.
- Personalisation and friction points: There is an increasing need for personalisation and the elimination of friction points driven by connected individual attributes.

The Inma report is punctuated with interviews and case studies from *The Wall Street Journal*, News Corp Australia, Hearst Digital, *Financial Times*, #hashtagourstories, Mather Economics, NZZ, Axel Springer, De Persgroep, and *The Washington Post*.

Inma members may download the report and non-members may order the report by clicking [here](#).

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