



Krmiljenje spletne kamere

fe | [krmiljenje spletne kamere](#)



VELIKOST SLIKE | 160 x 120 | 320 x 240 | 480 x 360

Innovative collaboration in Media –
a COIN case in EEU,
Ljubljana, November 2011



Konstantin Hristov

Education:

- Moviemaking (desired)
- Marketing and Trade (actually)

Professional:

- National Chemsearch - industrial chemical products
- Citigroup - if you don't create conflict of interests, you are not doing anything interesting...
- Wizcom - outsourcing
- Icygen – web agency
- Entrepreneur since 2005

Interests:

- My companies: favit.com, next.bg, interactivemedia.bg
- TED movement - Ideas worth sharing
- Shifthappens.org - change the global system of education
- Ski, Windsurfing & Formula 1

Very special interests:

- My kids

What is media?



The good intention: A chain of command that ensures a quick distribution of objective, credible and topical NEWS



Actually: a lazy, heavy, self-absorbed industry that neglected the needs of the ones it was meant to serve



Reason for the confusion: it was easier and much more lucrative to serve the corporate clients



Actually the biggest problem is the media model itself



- I read yesterdays news and pay for it
- I wait till 8 pm to watch a TV episode that has been created 6 months ago
- A complete stranger choses news and topics, guessing what I want and need

Note: these shortcomings became evident once the internet became a standard in content distribution

News started to bypass the media?

- Crisis of the distribution model
- Crisis of the business model

...it just found a new Media



¡VIVA LA EVOLUCIÓN!



Use case overview

Media Use Case: Creation of content by instantly created collaborative editorial team and immediate real-time, multi-channel content distribution



Scenario relevancy

- ✓ 63 000+ Media companies
- ✓ 61 000 000 Bloggers (social media factor)



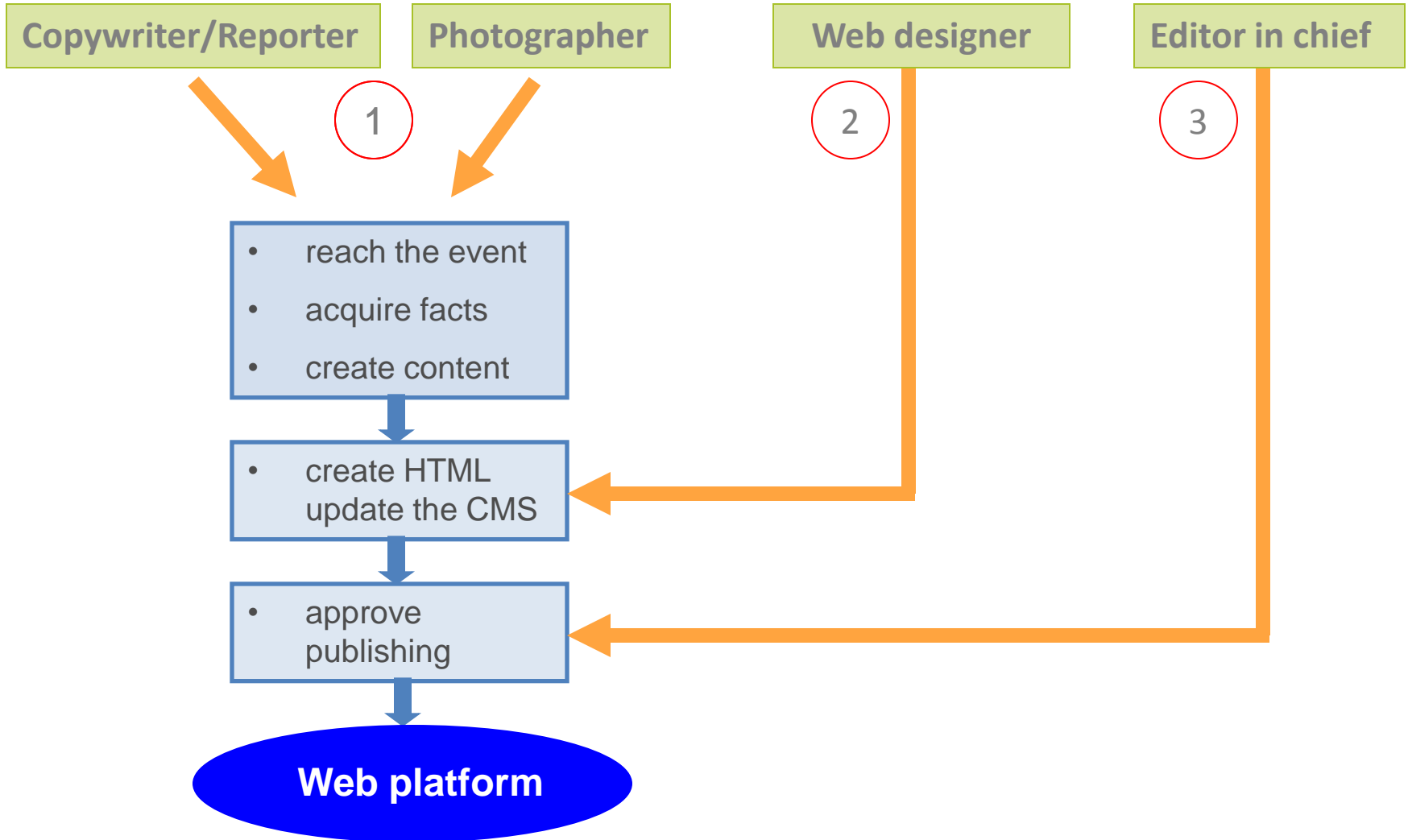
Use Case Overview

Media challenges

1. Provide up-to date content on specialized editorial topics (**time relevance**)
2. Provide trustworthy content in real time (**credibility**)
3. Provide quality content in real time (**enthralling, accurate and exhaustive**)
4. To ensure the needed geographical coverage
5. To ensure the desired skill set within the editorial team (**talent recruitment and management**)
6. Reduce cost



As-Is situation

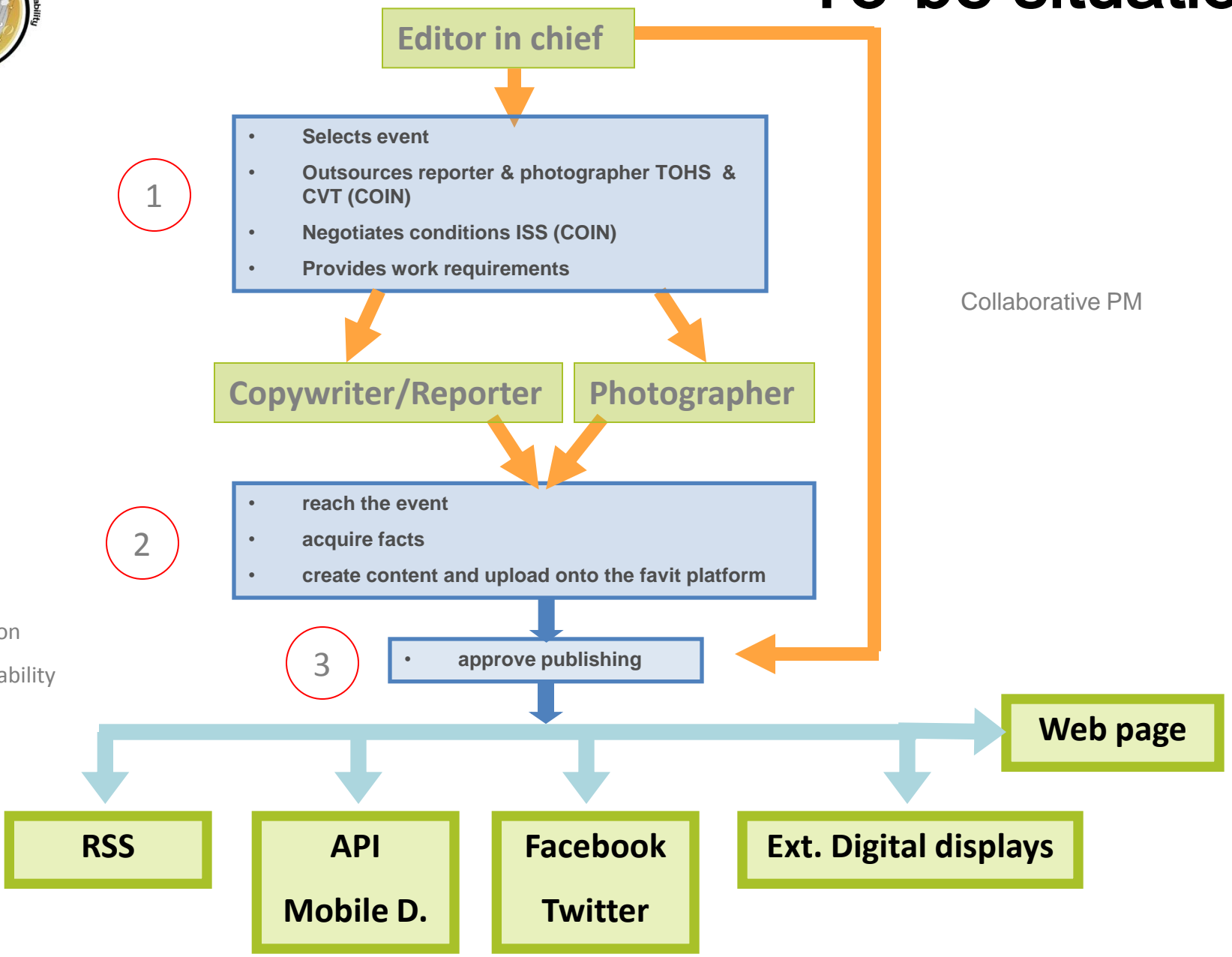




To-be situation

Information Interoperability

Collaborative PM





Actors

- 1. Editor-in-chief (in-house)**
- 2. Reporter/Citizen journalist (outsourced)**
- 3. Photographer (outsourced)**



COIN Tools used

- 1. TOHS (find your partner)**
- 2. CVT (evaluate the quality of your instantly created team)**



Post condition

- **Improved reaction times**
- **Decreased news delivery time**
- **Decreased cost per news piece**
- **Shorter time from event to news coverage**
- **Real time multi channel content distribution**
- **Improved time relevancy of news content**
- **Increased media competitiveness**



Indicators

- **Reaction times**
- **News delivery time**
- **Cost per news piece**
- **Time relevancy of news content**
- **Content reach**
- **Channel relevance**
- **Media competitiveness**



Expected (almost materialized) benefits

- Decrease time to market for news pieces - factor of 6 decrease
- Decrease cost per news piece - factor of 13 decrease
- Increase in daily traffic - 45% expected (still benchmarking)

Substantial social impact: **create a new profession – the digital curator**



Thank you!

Konstantin Hristov

konstantin.hristov@favit.com

+359 896 863 500