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A Blogger's Springtime Downes, Stephen

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A Blogger's Springtime

Stephen Downes
Spring Blog Festival
March 21, 2015

A Golden Age of Content



- We don't need to find content, content finds us

Peter Csathy http://www.huffingtonpost.com/peter-csathy/a-new-golden-age-of-content_b_4508089.html

- Unparalleled distribution mechanisms

Sarah Personette <http://www.beet.tv/2014/03/personettefacebook.html>

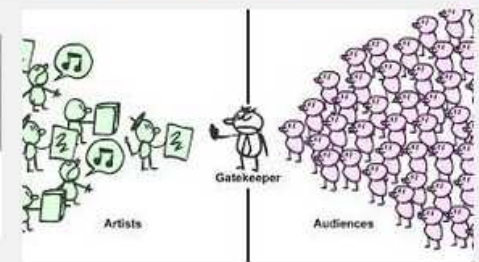
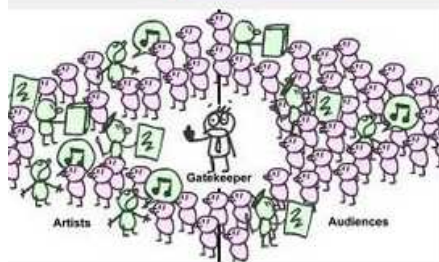
- Netflix, Hulu, and some less legal sources

Janko Roettgers <https://gigaom.com/2012/01/16/netflix-hulu-exclusive-content/>

- TVs new golden age

David Carr <http://www.nytimes.com/2014/03/10/business/media/fenced-in-by-televisions-excess-of-excellence.html>

Most of It is Free



Music's Rebirth



- Streaming music sales surpass CDs, DVDs

Devinda Hardawar <http://www.engadget.com/2015/03/19/streaming-music-beats-cds>

- Canadian music renaissance

<http://canadianmusician.com/news/2013/08/16/canadian-music-sales-seeing-big-international-growth-socan/>

Blogging Remains Strong



Wordpress, for Example...

A live look at activity across WordPress.com



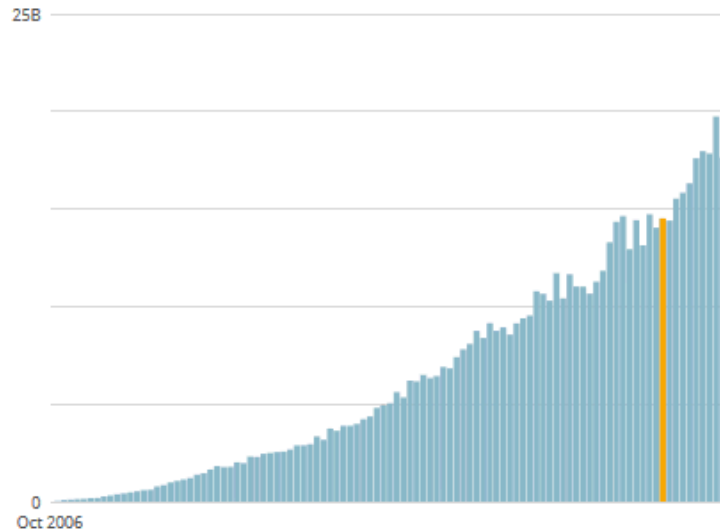
<https://wordpress.com/activity/>

Rumours of Death Greatly Exaggerated

How many people are reading blogs?

Over 409 million people view more than 17.6 billion pages each month.

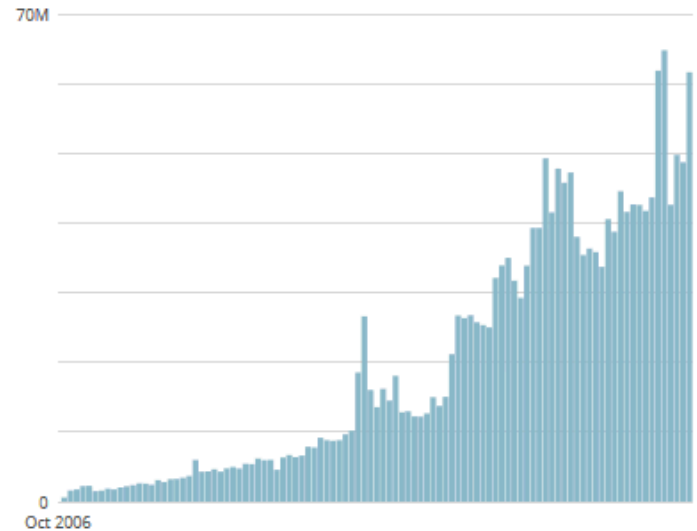
[View monthly pageview stats.](#)



How many posts are being published?

Users produce about 61.6 million new posts and 56.5 million new comments each month.

[View more posting stats.](#)



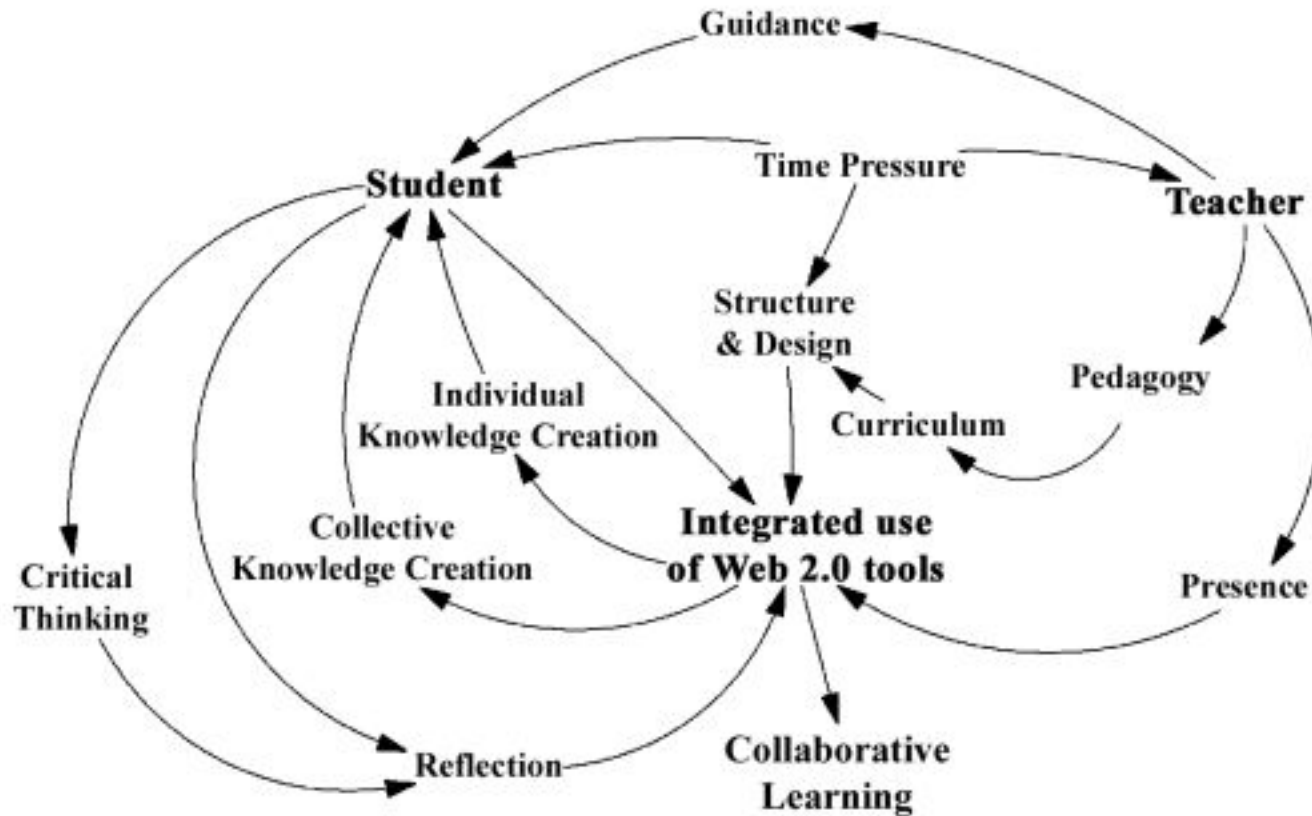
Edublogs



Powering **3,086,061** Edublogs since 2005

<http://edublogs.org/>

Using Blogs in Learning



Blogs and Social Media Messaging

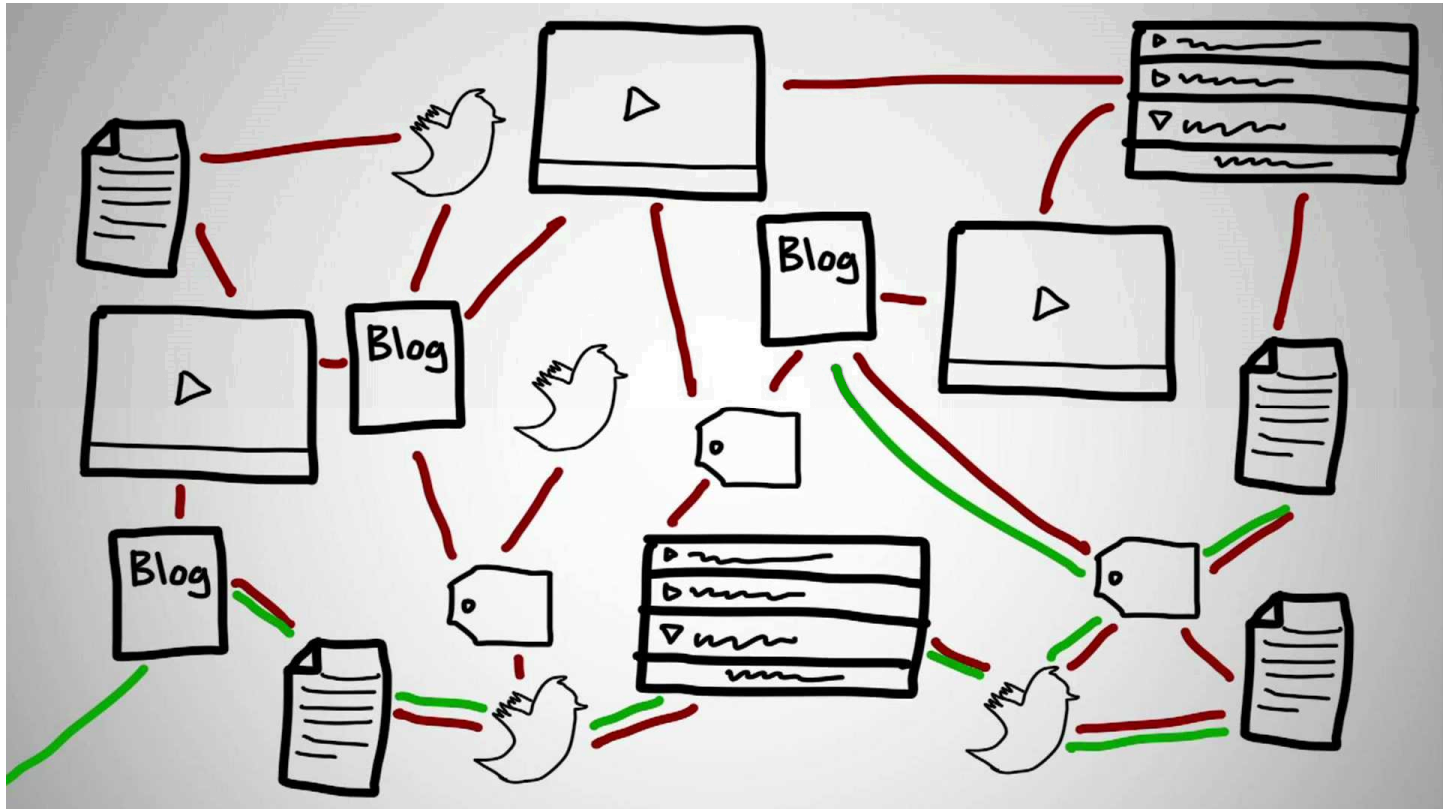
- 92% of B2B marketers report using social media content. Robert Brecht <http://www.dmn3.com/dmn3-blog/how-to-pick-the-right-social-media-platform-for-b2b>

B2B Content Marketing Tactic Usage



2015 B2B Content Marketing Trends – North America, Content Marketing Institute/MarketingProfs.com

MOOCs and Blogs



Stephen Downes

<http://www.downes.ca>

