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# IT'S 2013

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# DO YOU KNOW

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# WHAT YOUR

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# MAGAZINE

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# LOOKS LIKE?

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Six seers from the ever-widening publishing world share their visions

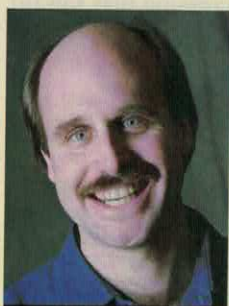
**All of us feel the ground quaking and heaving in ways both thrilling and uncertain as technology continues to change not only the way we publish but what we publish. The majority view is that the digital information highway will be to the early 21st century what the railroads were to the early 20th. Here are six views of what our future might look like:**

## The Way of the Horse

**PAUL SAFFO** is a Research Fellow at the Institute for the Future in Menlo Park, California.

By 2013, magazine publishing will be substantially decoupled from paper. Paper won't disappear: There will be publishers still smearing ink on crushed trees. But more and more, other, newer media will be satisfying the needs that paper fulfills today.

Our society will become paperless in the same way that it once became horseless. Horses are still around, but children and hobbyists ride them—not commuters or business travelers. Similarly, paper-based media will still be abundant, but the innovations will be occurring elsewhere. Cars weren't better than horses; they simply were better for certain purposes. Similarly, the publishing winners of 2013 won't be mere electronic magazine simulacra. Instead they will offer new, more vivid media experiences that will coevolve with new kinds of user needs and functions.



**The magazine as we know it will be well on its way to the scrapheap of publishing history by 2013.**

The magazine as we know it will be well on its way to the scrapheap of publishing history by 2013. This will occur not just because new media are superior, but also because magazines printed the traditional way are becoming uneconomic.

Magazines exist because of a triangular relationship between publisher (who publishes), reader (who reads) and advertiser (who pays a good portion of the bill). By 1995, automation will have made direct mail such a clearly cost-effective medium for advertisers that they will abandon magazines in droves. Magazines won't disappear because readers lose interest. Rather, their numbers will dwindle because readers will not be able to afford the now-unsubsidized bill.

The end of the magazine order will create a vacuum that

initially inferior electronic media will rush to fill. Sure, the images on the first screens will be fuzzy, and reading text on-screen is about as easy as reading a newspaper through field glasses, but the electronic medium will become ever cheaper and more abundant. As their revenues grow, new-media developers will work feverishly to develop a superior experience. It may take longer than anyone expects, but by 2013 the magazine's mission, once fulfilled with ink and paper, will have been recreated in electrons and silicon.

## Electronic Paper

**JOHN WARNOCK** is chairman of the board, CEO and co-founder of Adobe Systems Incorporated.

Information is a commodity of increasing value in our society. Because of its visual richness, most information is tied to the physical constraints of paper. Advancing technologies, including the kinds of paper-authoring tools used to create this magazine, will lead to the creation of "electronic paper." By 2013 electronic paper will be capable of conveying all of the visual and editorial richness that paper brings us today. However, this new medium will be reproduced, stored, distributed and searched at a fraction of today's costs.

The magazine of the future will be a computer with a high-resolution color screen that will weigh less than the magazine you hold in your hands. Even so, it will hold millions of pages in its own memory and have electronic access to billions more.

In the next five years, the physical constraints of paper and its associated delivery mechanisms will begin to change. Information will still be printed, but it will be printed on demand. "Press runs" and inventories will become less meaningful. For instance, it will cost less to publish a digital "yellow pages" for the entire United States than it now costs to deliver a conventional yellow pages to all the households in a small town. It will cost less to deliver 1,000 color catalogs electronically than it does to deliver one by mail today. The concept of a magazine and the unit of deliverable information will change similarly. Since the number of electronic advertising pages will not be directly related to the cost of delivery, ads can be infinitely "deep," containing vast amounts of information about products.

Electronic magazines will offer more value than today's magazines. If I am interested in sailing, then the successful electronic magazine will include massive amounts of new and historic information on the subject, as well as product information. Success will depend on the user's ability to navigate



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