

# The Winning Side of the Digital Revolution Connecting Digital with Physical Media

Bryan Gray  
CEO -  
MediaSauce

# We'll cover...

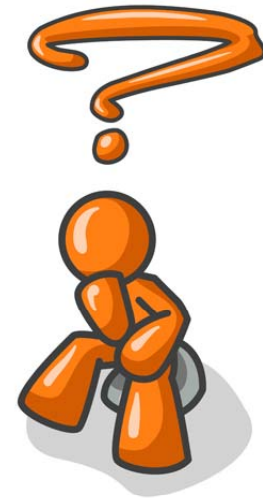
- Traditional media industry moving forward
- Internet/digital media's transformation
  - Opportunities to participate
  - Selling in the future

# Life after Gutenberg

- Mass production of content will fall to -
  - on-demand
  - search
  - collaboration/contribution
  - immediate
- \$1 Trillion/year in play

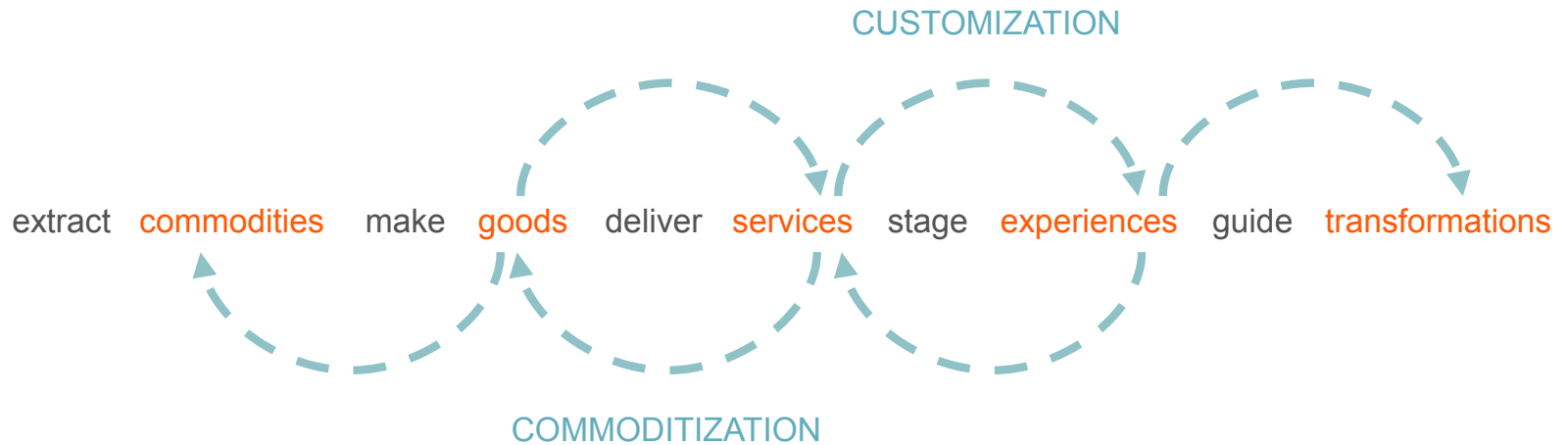
# US Postal Service & Blockbuster

How long would we miss them?



# the progression of economic value

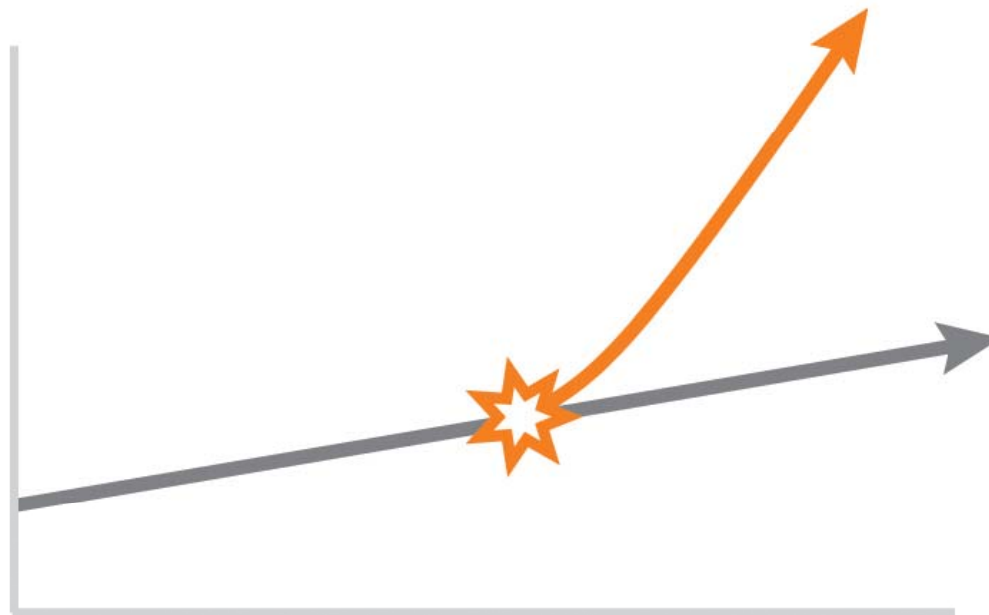
B. Joseph Pine II and James H. Gilmore, *The Experience Economy: Work is Theatre & Every Business a Stage*



# Signs of commoditization??

- Price becomes driving factor
- Revenue and margin growth thru acquisition
- Business isn't as fun as it used to be...

# It's about transformational growth



“The rate of internal change must be greater than the rate of external change, or the company will fall behind”

Jack Welch



“6 months = 6 years”

Bryan Gray

# big think versus small think

Bernd H. Schmitt, Big Think Strategy: How to Leverage Bold Ideas and Leave Small Thinking Behind

## SMALL THINK:

Inertia and resistance

Narrow-mindedness

Risk aversion

Silo mentality

Short-term focus

## BIG THINK:

Creativity and change

Visionary leadership

Bold ideas and actions

Integration of core ideas

Lasting impact

# Move further upstream

- It's not just doing the creative
- Create consultative arm
  - Help them craft the strategy
  - Consider offering these solutions
    - See me afterward if interested

# Death of a salesman

- 70% of selling process on-line
  - Research, compare & engage
  - Authenticity & transparency
- How do you add value (beyond product)
  - Think your prospect's prospect
- Final 30% is consultation & negotiation



# Stay in the conversation

- Business card starts a connection
- e-mail me directly
  - [bryan.gray@mediasauce.com](mailto:bryan.gray@mediasauce.com)

