

## I-Market

News Providers & Publishers: 2006 Market Size, Share, Forecast, and Trend Report - Produced by Outsell



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## Market Overview

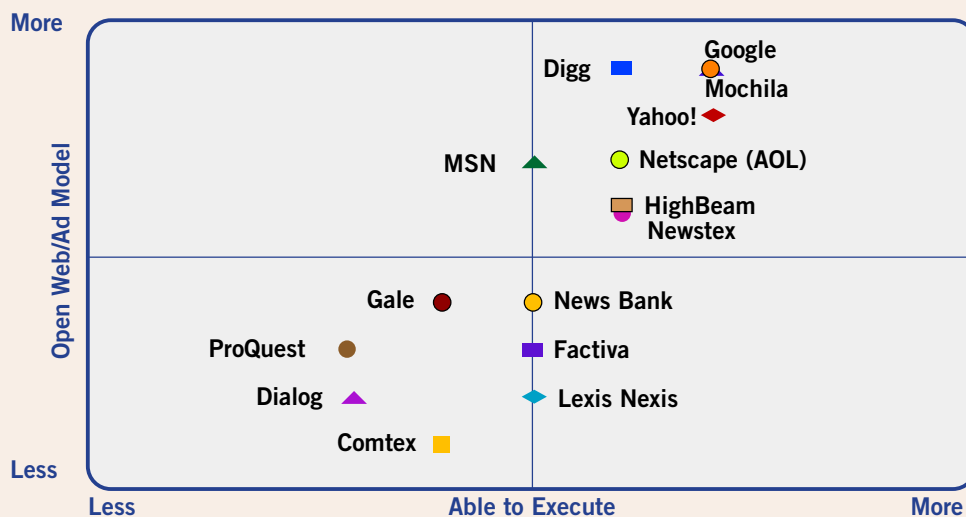
Overall, the News market was \$134 billion in 2005, the largest in the information industry and 37 percent of the total. Its weightiness is offset by the diet it's on – it showed the slowest revenue growth of any of the 12 information segments tracked by Outsell...

## Sub-Segment: Aggregators Hold More Cards as the Distribution Game Plays Out

...Because the News segment is largely marked by a consistency and uniformity of business model, from advertising to circulation and distribution, few sub-segments stand out. Outsell believes that one key element, a sub-segment worth calling out, is that of news aggregators....

...Newer entrants – the ratings-crazy Digg, the reborn Netscapes, the smart-tooled HighBeams, the upstart Mochilas – must make real businesses out of ideas that stand out from the pack. Led by staff-rich Google and Yahoo!, these Web companies dominate the upper-right-hand part of the chart; these are most open to the open Web and faster to innovate product improvements...

Figure 4. Aggregation Business Models



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...Mochila, started up this year, is a leader in the 2.0 syndication market. Mochila has taken on many of the issues involved in content licensing – pricing, embargoes, selection, content types, digital rights protections, and more – and created an administrator suite that greatly simplifies and enables the syndication business...