

# Preparing for Life After the Download (“Wait, But We’ve Only Just Started?!”)

Richard Nash, VP, Content & Community  
richard@smalldemons.com

@r\_nash @smalldemons



1950: 8K





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1990: 35K



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1997: 120K



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2004: 275K



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2010: 315K



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The Digital Publishing  
Revolution begins...







**ALDUS**

**July 1985:**  
The Digital Publishing  
Revolution begins...



1950: 8K

1990: 35K

1997: 120K

2004: 275K

2010: 315K

1993: MP3 standard released

2001: iPod goes on sale

2005: ProTools on a sub\$1.5K  
computer

**Hey, it's gonna be OK!**









Song \$0.70





**Song \$0.70**

**Book \$7.00**











Song \$0.70

Book \$7.00



Song \$0.003

Book \$???????





Song \$0.70

Book \$7.00



Song \$0.003

Book \$0.030





Song \$0.70

Book \$7.00



Song \$0.003

Book \$0.300





Song \$0.70

Book \$7.00



Song \$0.003

Book \$3.000



**Digital is for Discovery.**





**NETFLIX**









**Digital is for Discovery.**



**Digital is for Discovery.  
Products are a Lottery.**



**Digital is for Discovery.  
Products are a Lottery.  
Services are for Revenue.**



When you don't like  
how the game is going,  
you can try to change  
the rules or you can try  
to change the game.

**Digital is for Discovery.  
Products are a Lottery.  
Services are for Revenue.**



Richard Nash, VP Content & Community

[richard@smalldemons.com](mailto:richard@smalldemons.com)

twitter: @R\_Nash @SmallDemons

<http://smalldemons.com>

