

THE ESSENTIALS OF DIGITAL PUBLISHING

Leigh Anne Lipka

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This month, Better News was launched, providing resources for publishers in the digital news industry. This project, from the American Press.

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Rob Orchard is the co-founder and editorial director of the Slow Journalism Company, the publisher of Delayed Gratification magazine, which revisits the events of the preceding quarter and makes a virtue of being "Last to Breaking News". Pharmaceutical brands can use digital channels for any aspect of the marketing mix, from sparking discussion and building brand image to driving sales leads and supporting customer service.

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But when the media industry is changing so fast, the group realised that their variations in the way video advertising messages are delivered can have a disproportionate impact on the effectiveness of the commercials and the quality of the campaign.