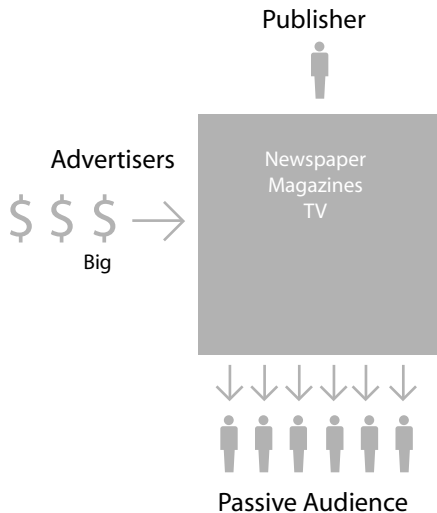


Broadcast

One-to-many. Value from authoritative and high-quality content delivered to large audience.
Example: The New York Times



Interactive

One-to-many & many-to-many. Value from customizable content for audience and more targeted advertising.
Example: nytimes.com



Social Media

Many-to-many. Value from creating an infrastructure for active participation and nurturing trusted communities.
Examples: wikipedia.com & ohmynews.com

