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Podcast Points

“Spent roughly $350 million to acquire 28 local newspapers in 2012 and 2013”

“Buffett is focusing on established profitability more than on growth potential”

With a savvy investor like Buffett investing in newspapers do you think we are overexaggerating how much the industry is declining?

“As adolescents spent more time on digital media, they spent less time with legacy media, including books, magazines, and TV. In many cases, the declines were the most pronounced since the mid-2000s, when smartphones became available and high-speed Internet access became widespread.”

# What is your favorite type of media/ what digital media formal do you feel is most intriguing?

“Furthermore, the rise of digital media has also boosted the importance of customer engagement to newer heights. Customers have found it easier and more convenient to interact digitally with the brands.”

Where have you seen the rise of digital media included in ads?

Has digital media made it easier for companies to advertise?

“Newspapers in developed economies are experiencing declining advertising and circulation revenues, closures and cutbacks.”

Do you think that developing nations when their technology takes off will follow a similar path to the U.S. in terms of print media?

In your opinion what do you believe is the future of newspapers?

<https://www.youtube.com/watch?v=_eIiayqBByE&t=58s>