

MODERNIZING LEGACY MEDIA

Aaron Jones

CTO, IDG Communications Inc

CONSISTENCY
FLEXIBILITY
WILL

ADAPTATION REQUIRES



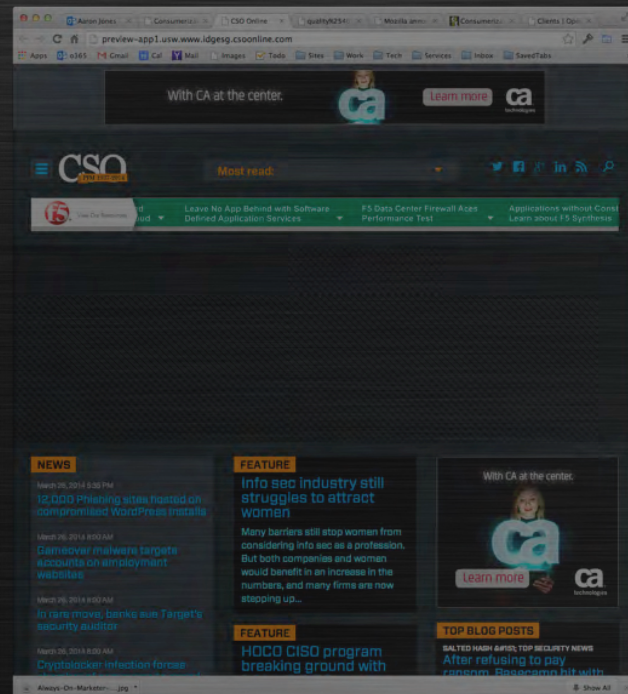
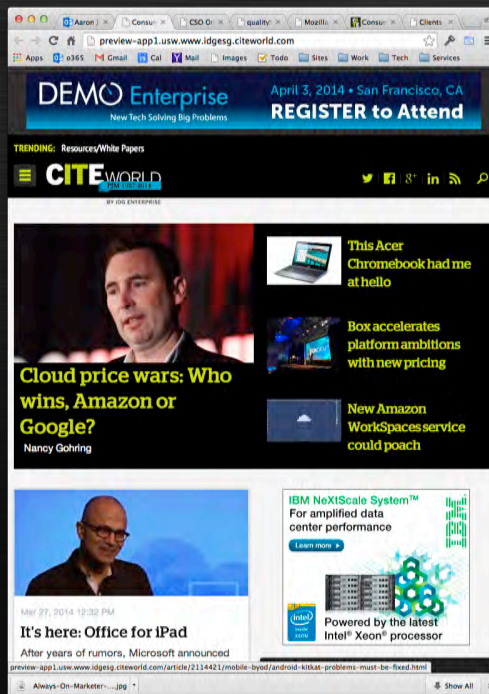
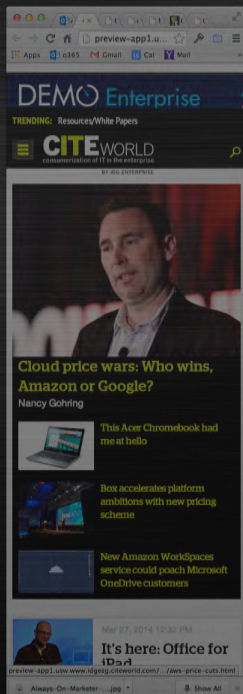
**TRANSITIONING
TO THE MODERN
PRODUCT**

CHANGE

**ALWAYS
ON**



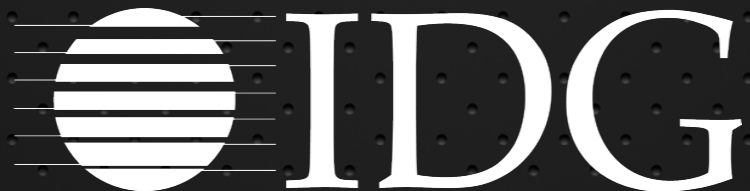
CHANGE



ALWAYS IN BETA

CHANGE

**READERS
DICTATE THE MEDIUM**



INTERNATIONAL DATA GROUP

ИНТЕРНАЦИОНАЛЕН ДАТА ГРУПЪ





DECENTRALIZED



GLOBAL





IDG



CHALLENGE
+ OPPORTUNITY



8 A A 9

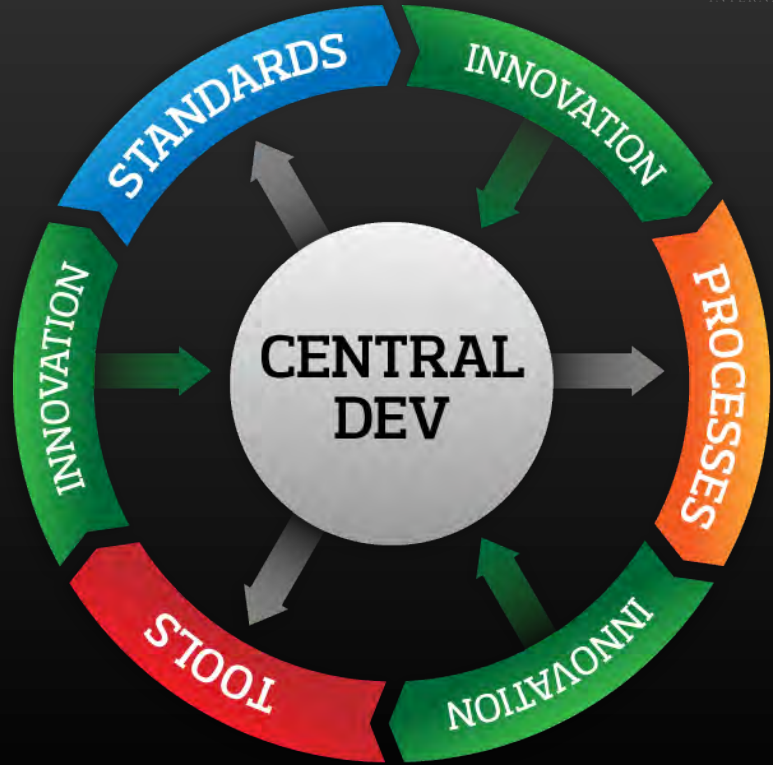
8 B B 9
8 C C 9
8 D

Zugschluß
End of train
Queue de train
Cierre del tren

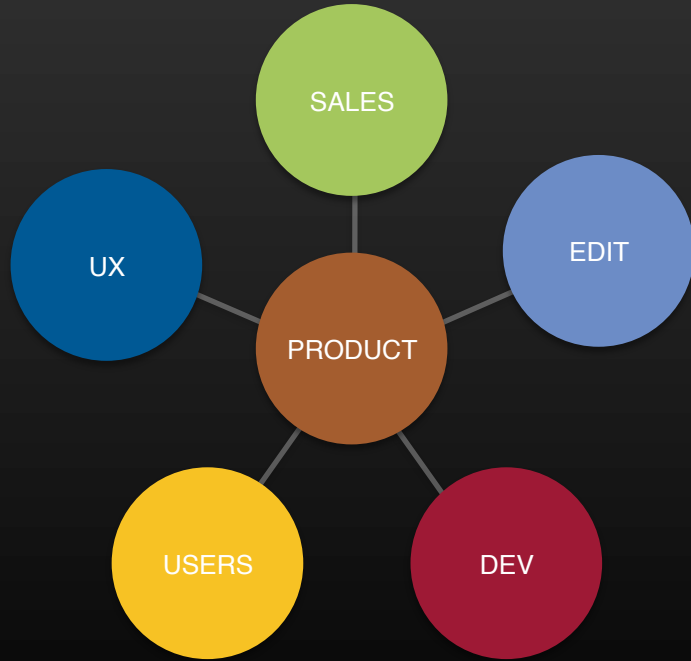
MOVING FORWARD

**MOVING
FORWARD**

IMPLEMENT SHARED SOURCE MODEL



**MOVING
FORWARD**



**ALIGN TEAM
AROUND PRODUCT**



**MOVING
FORWARD**

**IDG**
INTERNATIONAL DATA GROUP

ASSESS OUR TALENT

- Curiosity
- Courage
- Will

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