Content mapping

Organized message combined with medium

1. Message item

(1st & 2nd criteria)

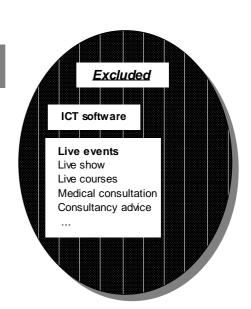
Item

Spontaneous content

Personal letters, postcards, calls, emails...

Amateur content

- Poems, diairies, private memories...
- Garage band, choir activities...
- Private exhibitions...



Professional prepared material, restricted and open to public

2. Produced Content

(3rd & 4th criteria)

Product

Business

- Consultant reports
- Market research studies
- Education and training material
- Research material
- "Grey reports"

- Communication services including advertising

Arts, Culture

- Artists' and authors' creation activities
- Museums services
- ..

Published content combined with communication medium

3. Content Economy

(5th & 6th criteria)

Series Products

- Publishing (text, music, videos...)
- Audiovisual production services
- Cinemas
- TV & Radio programmes
- "New" audiovisual distribution services
- On line Information services
- ...