

**Renewd.net**

The open network of specialized subscription,  
membership & event professionals

# HORIZON PLANNING

PREPARING FOR THE USERS OF THE FUTURE

**6<sup>7</sup>bricks**

# THE YEAR IS 2024

All of us here today are in the business of providing specialist information whether that be through publications, events, data etc

Our lives in 2024 probably already look a little different to when many of us started out in this business...



JENNIFER SCHIVAS  
CEO, 67 BRICKS



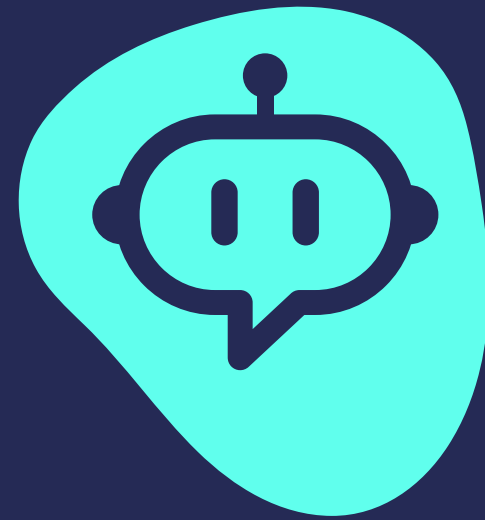
WILL BAILEY  
HEAD OF PARTNERSHIPS,  
67 BRICKS

# THE YEAR IS 2034

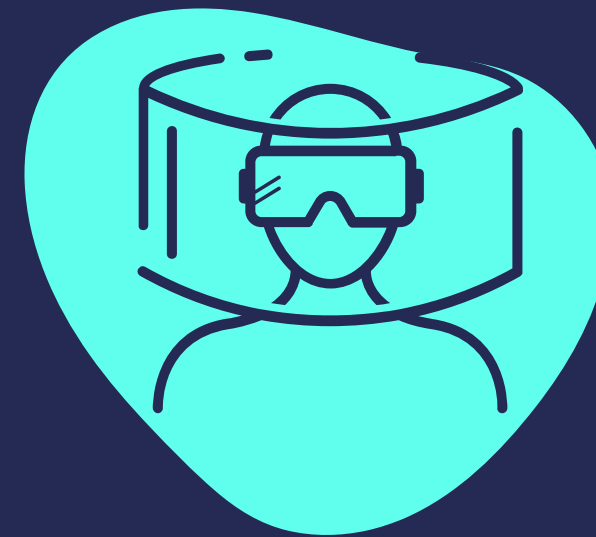
This is Cleo, one of your key target users. She uses the information your company provides to perform her job.

Our expectations are shaped by the world around us, and in 2034, Cleo's world looks a little different...

## Technology has changed our lives



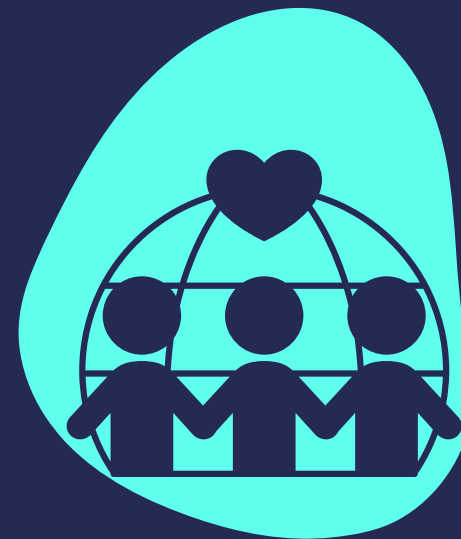
GenAI baked  
into most  
products and  
services



Immersive  
technologies  
mainstream



Human / AI  
augmented  
workforce



Niche online  
communities  
flourish

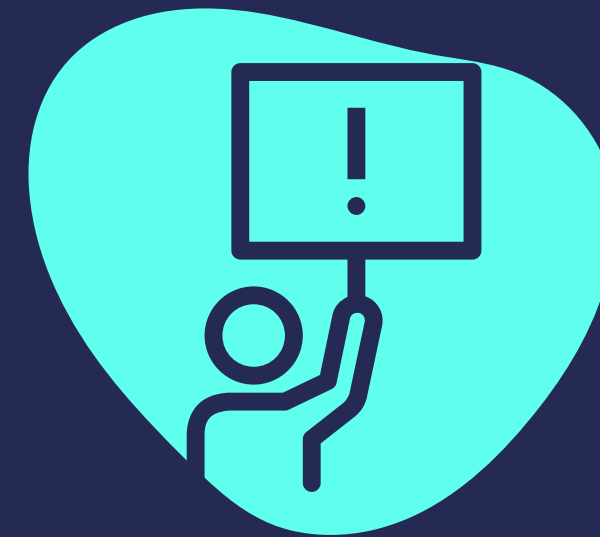


Even higher  
demands for  
personalisation,  
interconnection  
and speed

## Impacting how we consume information



Reading /  
inputting text  
is not the  
default



Content at point  
of need over  
navigation to  
publisher  
platforms



Trust is  
paramount in a  
world of  
potential  
misinformation

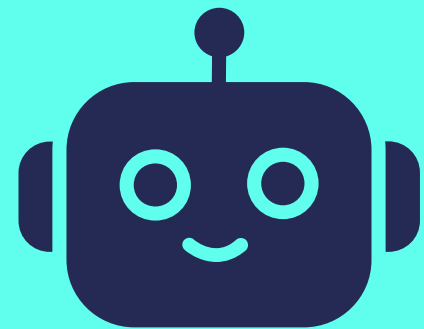


Prompt>Answer  
replaces  
Search>  
Information



Publisher deals  
with major AI  
providers in  
place

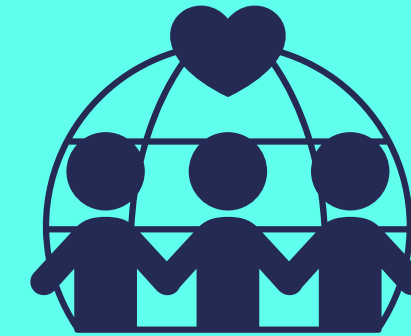
# An interesting challenge for those in this webinar



Erosion of the direct relationship  
between information creator and user

**In many cases your most direct user of  
the future will be a machine**

vs.

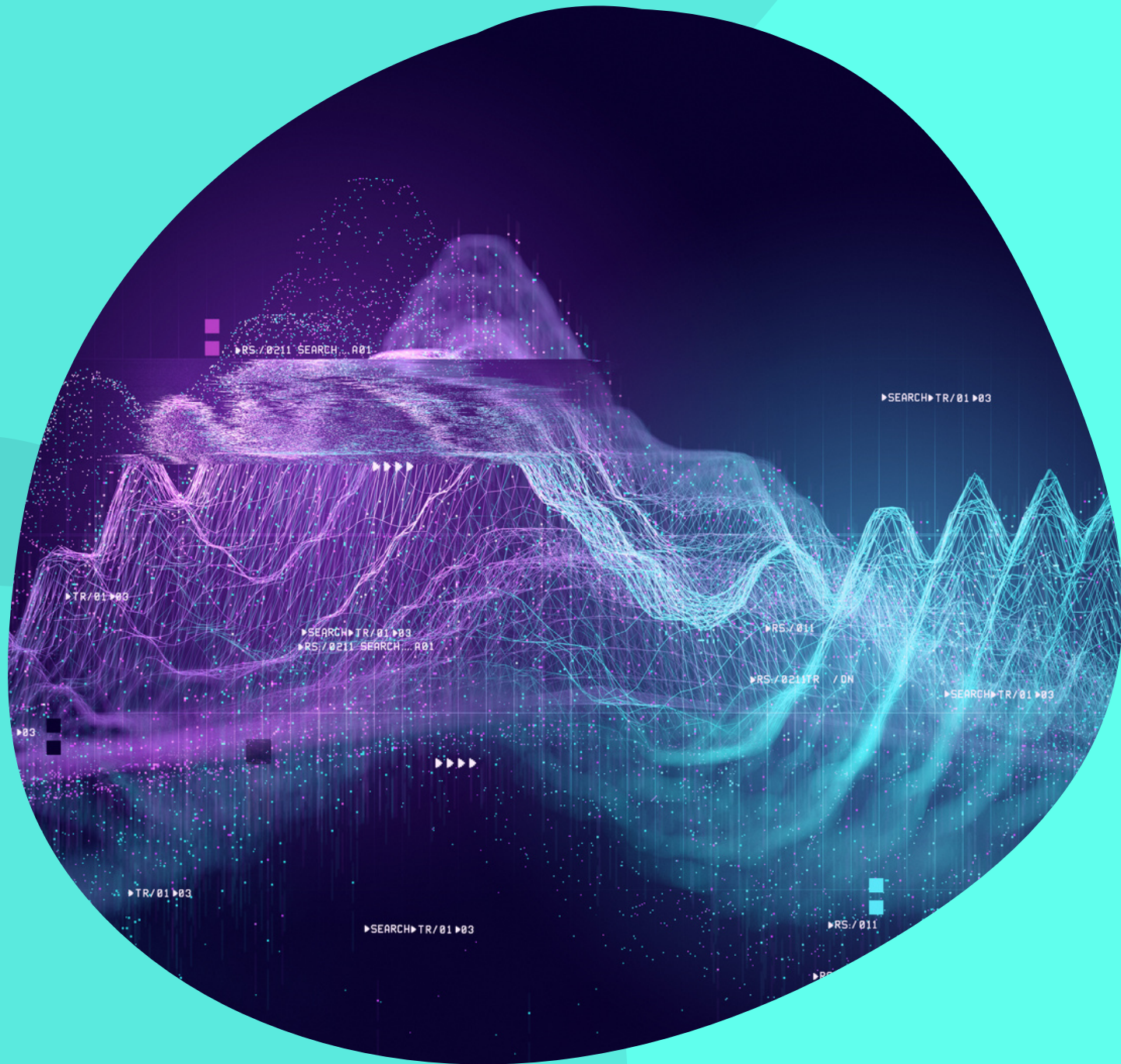


An increasing societal trend towards  
greater personal interaction with content  
creators, trust in people over brands and  
seeking out niche communities

In 2034 the information sources  
Cleo relies on to do her job  
provide...

**PRESCRIPTIVE  
INTELLIGENCE  
DELIVERED AT THE  
POINT OF NEED**



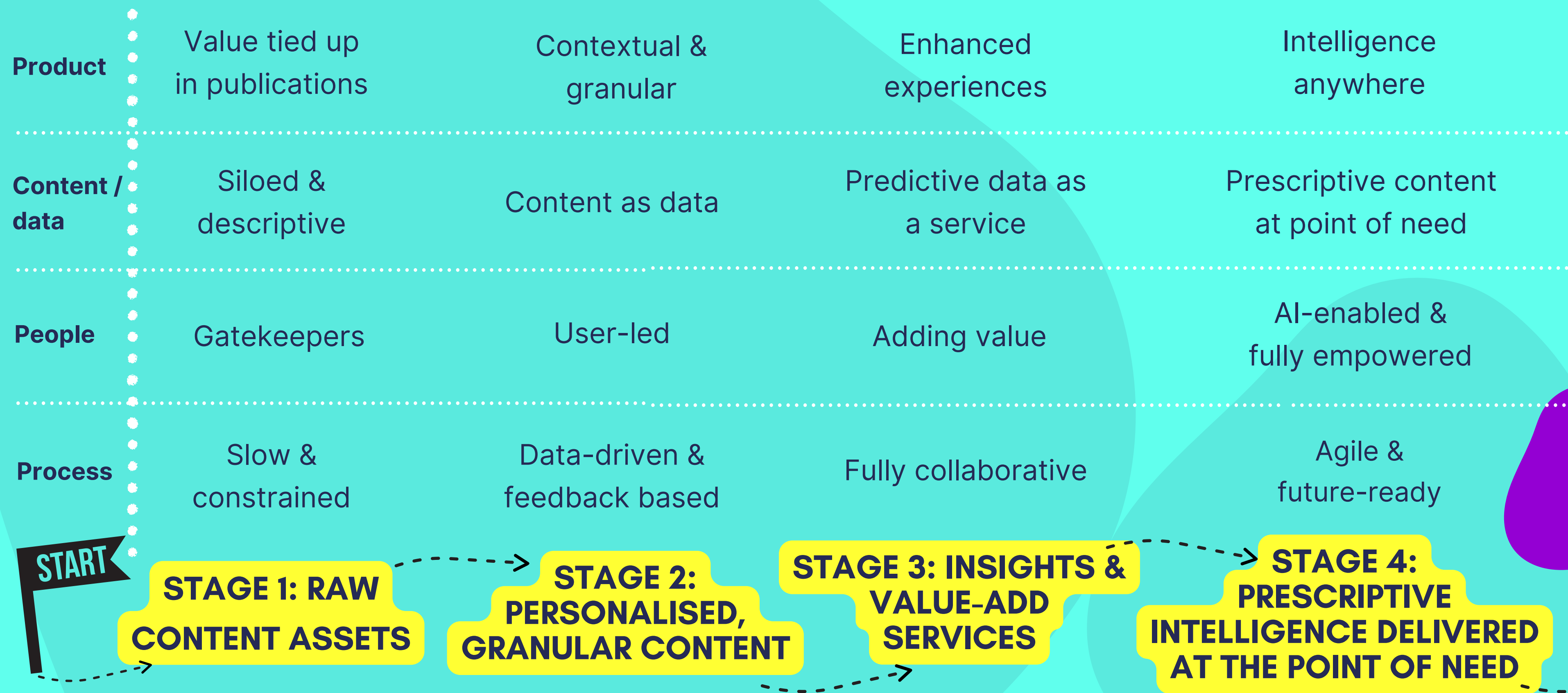


**WHAT DOES THE JOURNEY  
LOOK LIKE TO GET THERE?**

**6<sup>7</sup>bricks**



# PRODUCT DATA MATURITY MAP



## PRODUCT

- 'Print online' experience
- Standalone publications or events
- User has to do the work
- Sum total of value contained within raw content

## CONTENT / DATA

- Long-form, siloed per product
- Inflexible, difficult to repurpose for multiple needs
- Descriptive in nature
- Tagging allows only high-level discovery

# STAGE 1: RAW CONTENT ASSETS

## PEOPLE

- Attached to historic role as publishers of content or producers of events
- Gatekeepers of curation and dissemination of information

## PROCESS

- Slow to adapt
- Constrained by a fixed, traditional output
- Mostly manual



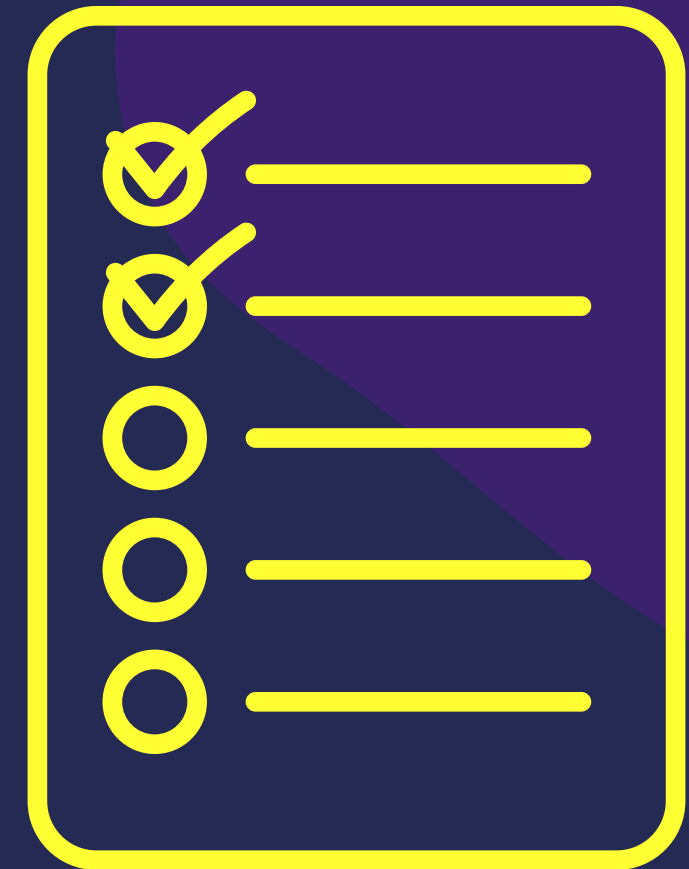
## EXAMPLES

Many specialist business information organisations which require users to go in search of the information they need from within existing content assets



## RISKS

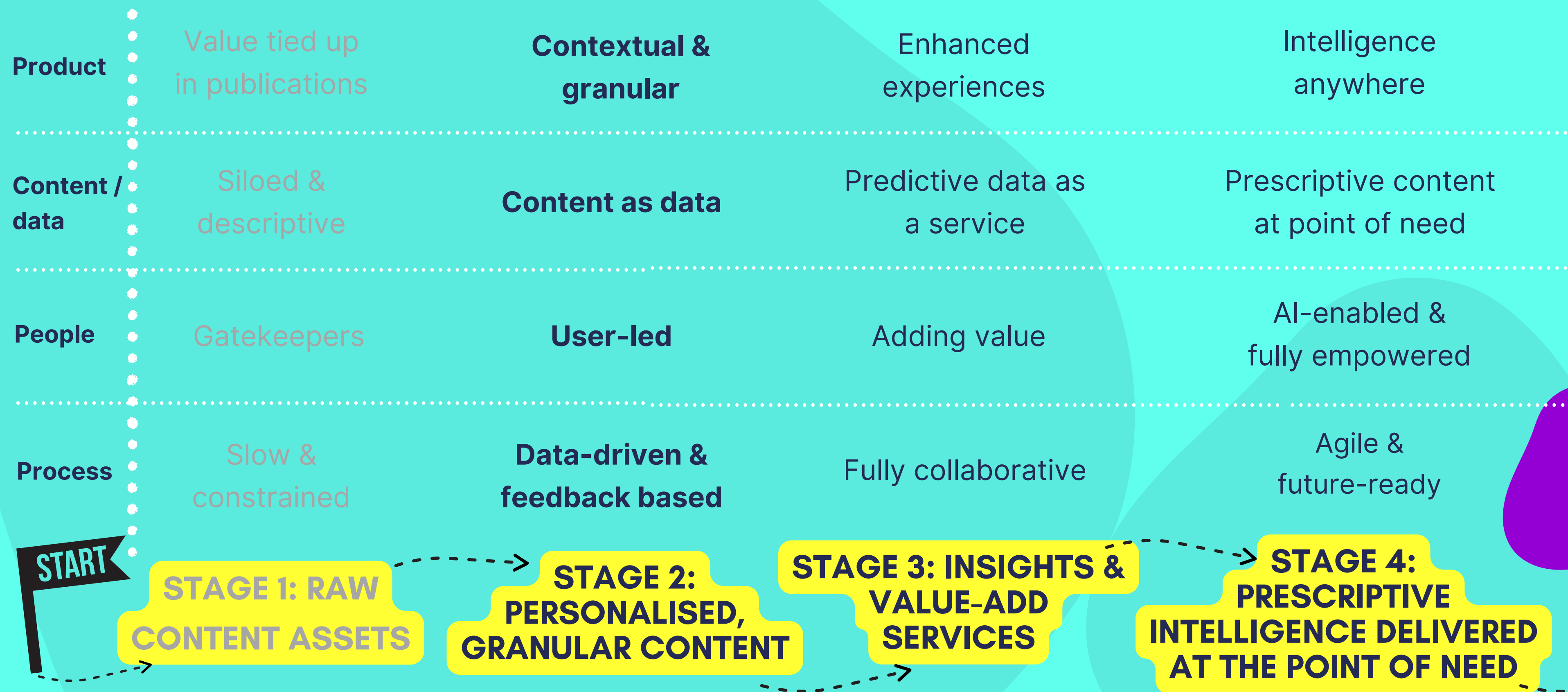
- Disconnected from broader digital experience
- B2B brand value constrained
- Value of first-party data limited
- No moat against new entrants
- Resource-intensive



## MOVING TO STAGE 2

- Centre customers - decouple experience from traditional digital formats and focus on their needs
- Ensure content and data is machine-readable, interoperable and accessible to enable innovation

# PRODUCT DATA MATURITY MAP



## PRODUCT

- Customers start to curate content / experience for their own needs
- Engagement at more points in the value chain - newsletters, etc.
- Contextual information supporting trends in data
- In-event services layered on top of programs

## CONTENT / DATA

- Product siloes broken down, content and data reused to meet different user needs
- Text, audio, video, events, numeric data (third-party, proprietary, publicly available), people, training, etc. treated as data points to be connected
- AI-ready

# STAGE 2: PERSONALISED, GRANULAR CONTENT

## PEOPLE

- Understand value to customers and why they come
- Think beyond traditional formats and about information as the product

## PROCESS

- Opportunities for automation identified and rolled out
- Customer feedback and user behaviour data gathered, analysed and fed back into product development on a regular basis



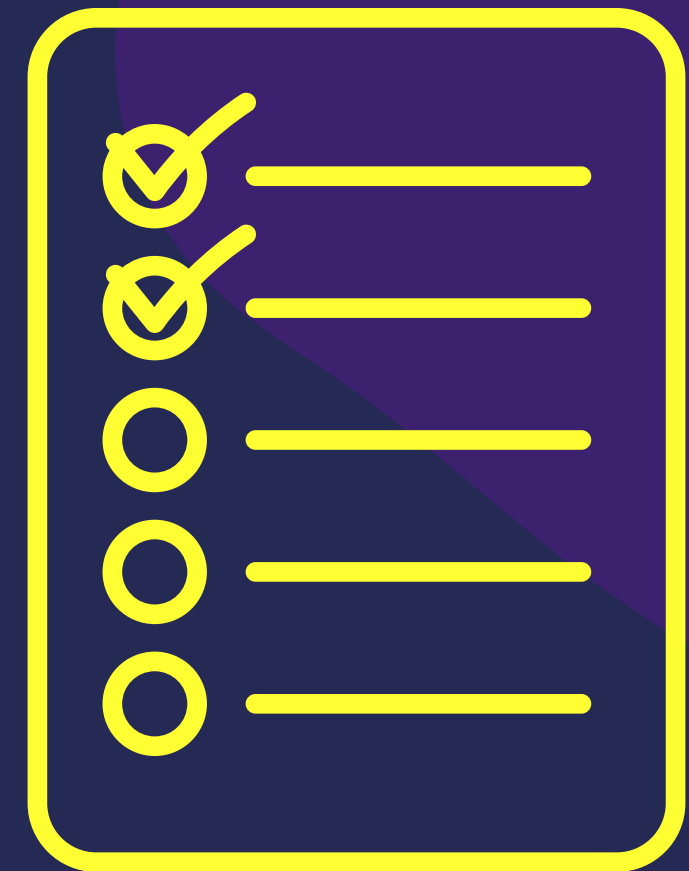
## EXAMPLES

- Enhesa Product / Chemical Watch
- FT mini-brands



## RISKS

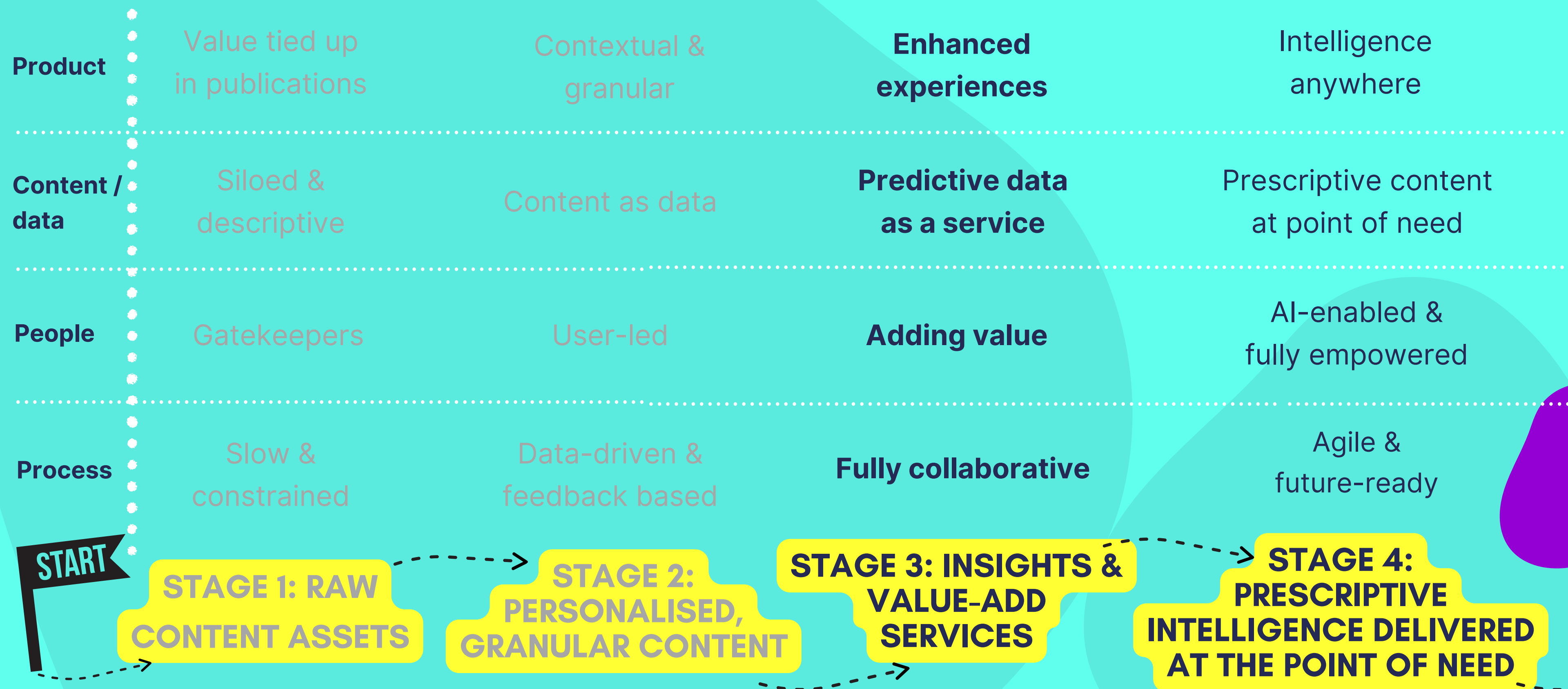
- User experiences lagging behind broader consumer expectations
- Not engaging younger audiences
- Threats from less specialist aggregators with great tech



## MOVING TO STAGE 3

- Deepen customer understanding and identify opportunities to create new services that reduce time to value
- Analyse usage data to identify common questions to automatically enrich content and data to answer questions

# PRODUCT DATA MATURITY MAP



## PRODUCT

- Automatically curated content serving answers from knowledge contained in multiple places
- Predictive analytics that deepen the story data tells customers and turn it into intelligence
- Repeatable consulting services or self-service insights based on queryable knowledge bases
- User experiences enhanced by GenAI

## CONTENT / DATA

- Predictive in nature, deriving new value and insights from combination of granular chunks
- Data as a service strategy - content and data leveraged across the user journey (not just on your website)

# STAGE 3: INSIGHTS & VALUE-ADD SERVICES

## PEOPLE

- Reinvented as information product managers harnessing content assets to provide answers
- Commercial teams equipped and incentivised to sell product subscriptions
- Agile, open to change, excited by AI-enabled opportunities, empowered to evolve

## PROCESS

- Collaborative culture where business, content, product and technology work as one
- First-party data and feedback fed into product development on a continuous basis





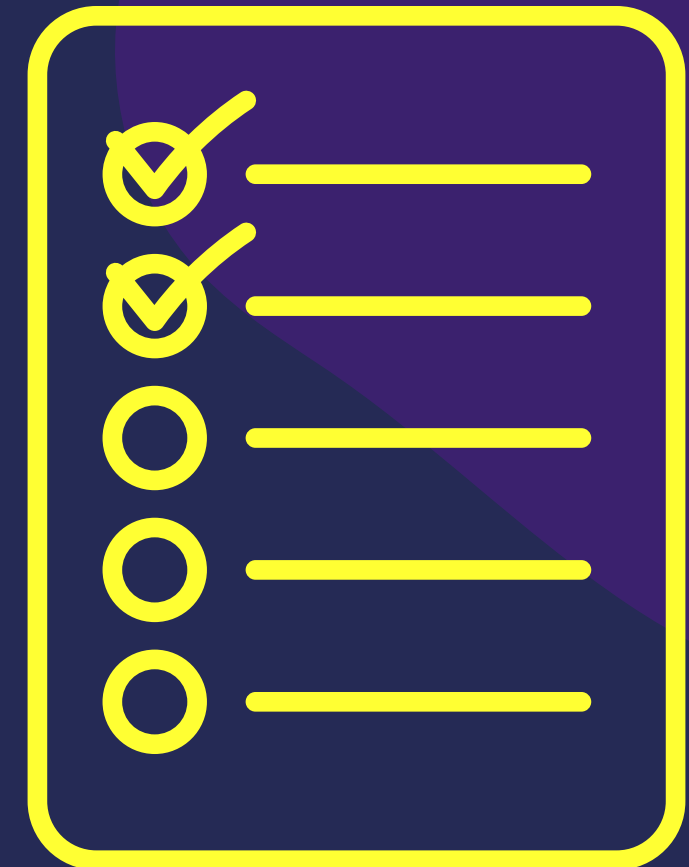
## EXAMPLES

- BMJ Best Practice
- EIU Viewpoint
- Wood Mackenzie Lens
- Questex



## RISKS

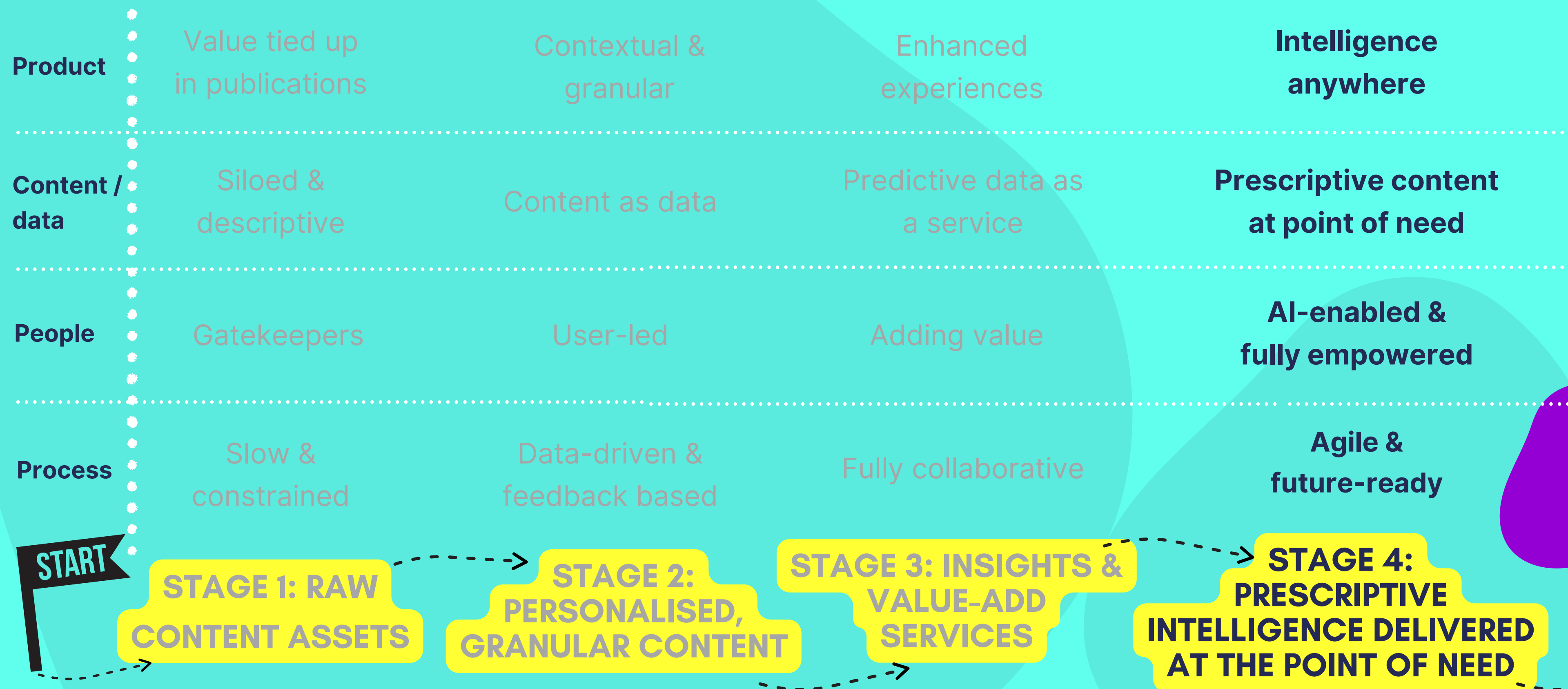
- Looks great in our current information economy, but consumer expectations are not standing still
- Intelligence is becoming commoditised
- Delivery is still limited to text on screen



## MOVING TO STAGE 4

- Think big - how do AR, VR, frontier models, audio interfaces, etc. meaningfully transform your value to users?
- Lean further into niches to create communities around trusted content

# PRODUCT DATA MATURITY MAP



**START**

**STAGE 1: RAW CONTENT ASSETS**

**STAGE 2: PERSONALISED, GRANULAR CONTENT**

**STAGE 3: INSIGHTS & VALUE-ADD SERVICES**

**STAGE 4: PRESCRIPTIVE INTELLIGENCE DELIVERED AT THE POINT OF NEED**

## PRODUCT

- Immersive technologies deliver content - significant machine-processing between publisher and end-user
- Cleo is AI-enabled to harness content to create her own experiences

## CONTENT / DATA

- Prescriptive, trusted, verifiable content which turns predictive insights into guided steps for Cleo to execute
- Structured and managed in a way that enables further innovation

# STAGE 4 : PRESCRIPTIVE INTELLIGENCE DELIVERED AT THE POINT OF NEED

## PEOPLE

- Actively scanning for opportunities to deliver further value
- Working in tandem with AI agents, empowering them to be creative

## PROCESS

- Part of a much broader customer value chain with LLM capabilities baked in
- Flexible and agile enough to integrate new technologies and adapt to new user behaviours
- Foundation for next 10 years of innovation



# THE INFORMATION PROVIDERS WHO ARE THRIVING IN 2034 HAVE ...



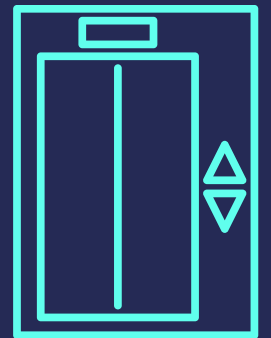
Understood that change is being driven by consumer experiences



Addressed new markets / types of customer



Deepened brand value



Got in at the ground floor during the last great technological disruption (i.e. this one!)



Put a premium on reducing time to value



Capitalised on the opportunities new technologies present



Created new pathways to increased retained revenues

**“No one gets our data quite like 67 Bricks. We found them to be a perfect fit”**

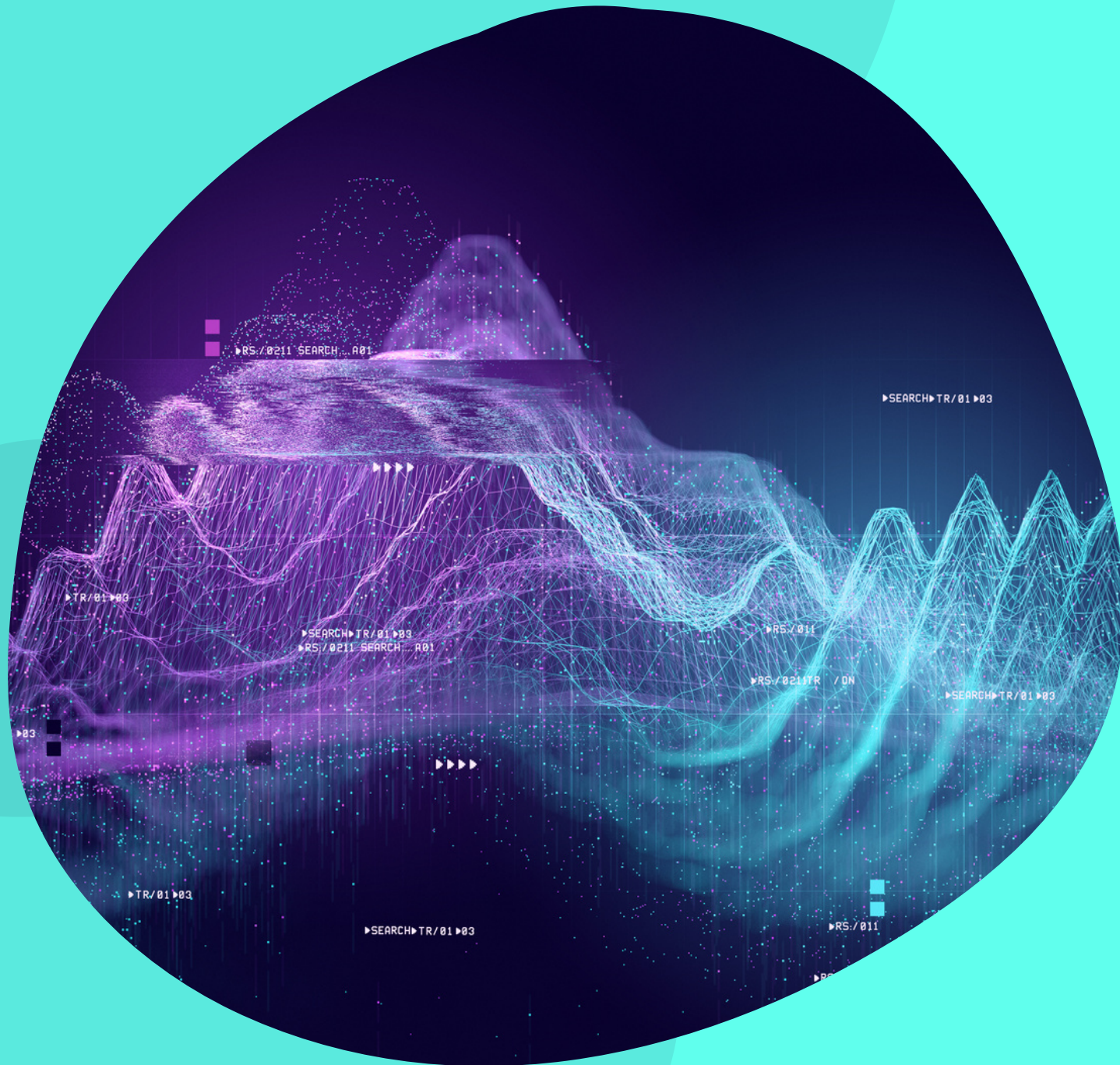
*Scott Williams, VP Platform and Technology, De Gruyter*

# Let's get started!

Book your Executive Diagnostic and plot a course into the future  
[will.bailey@67bricks.com](mailto:will.bailey@67bricks.com)

**6<sup>7</sup>bricks**

**Any questions?**





# 17 bricks

BUILD YOUR FUTURE WITH US