Lifecycle of Content

Content Creators:

Writers
Photographers
Videographers
Bloggers
Podcasters
Etc.

Content gets created into some meaningful body of work

Content

Books
Photography
Video
Articles
Music
Audio

Content gets wrapped into a format for delivery to a specific medium. Includes using things like HTML, Flash, MP3, CD, DVD, Print, Live Stream, etc.

Output

Computers
Smart Phones
Portables
Retail Stores & Outlets

Consumers decide how they want to retrieve content and go to that resource, expecting a certain type of experience

Content Consumers

Readers
Art Directors
Employers
Buyers
Companies & Vendors