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Content Discovery in the Age of Tablets, E-readers, and Google

David Renard, mediaIDEAS

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discovery |dis'kəvərē|noun
(pl. discoveries)

- the process of finding what you
want or do not know you want.

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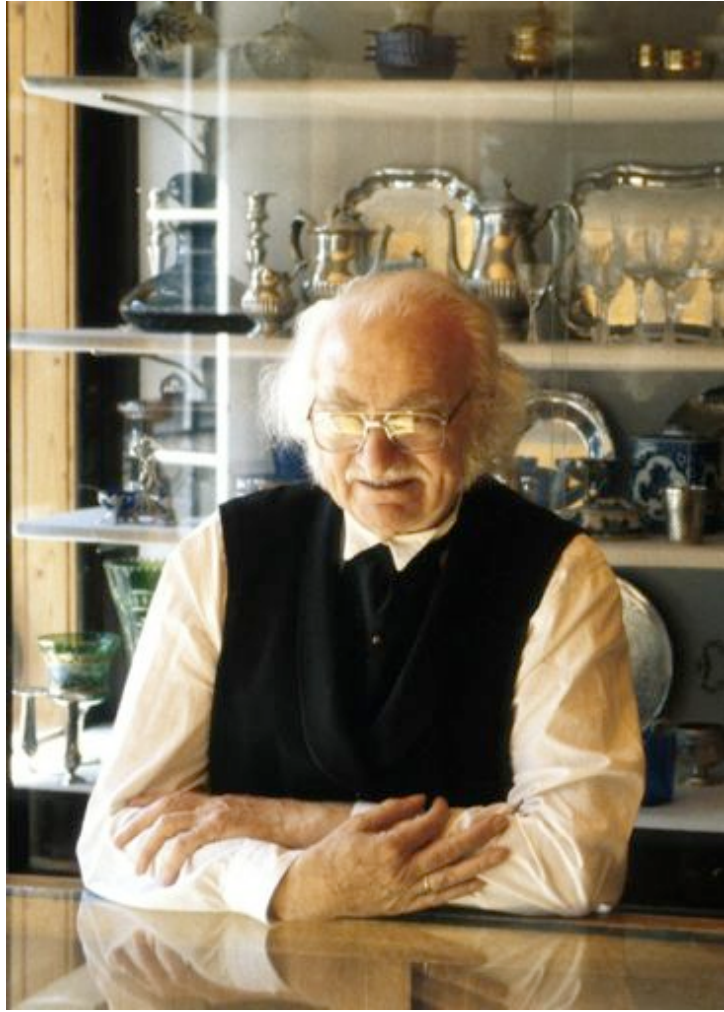


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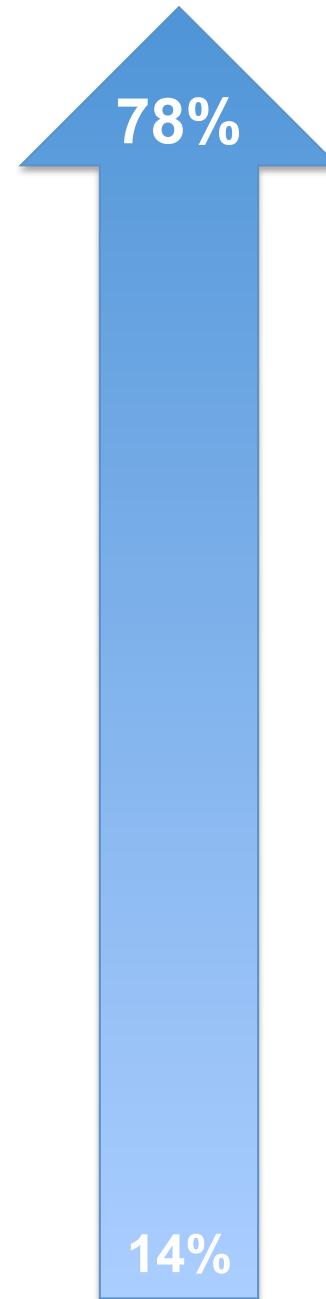
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**Internet Adoption by
US Adults 1995-2011**

Source: Pew Research

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**Internet Adoption by
US Adults 1995-2011**

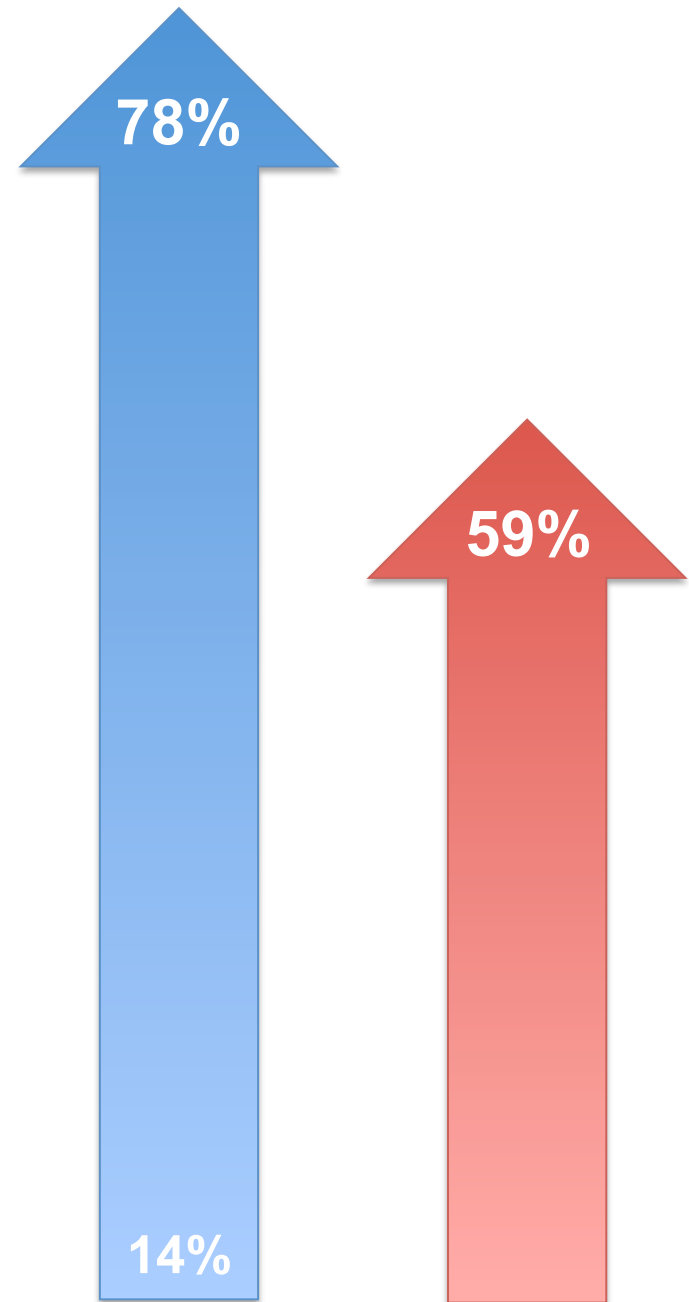
Source: Pew Research

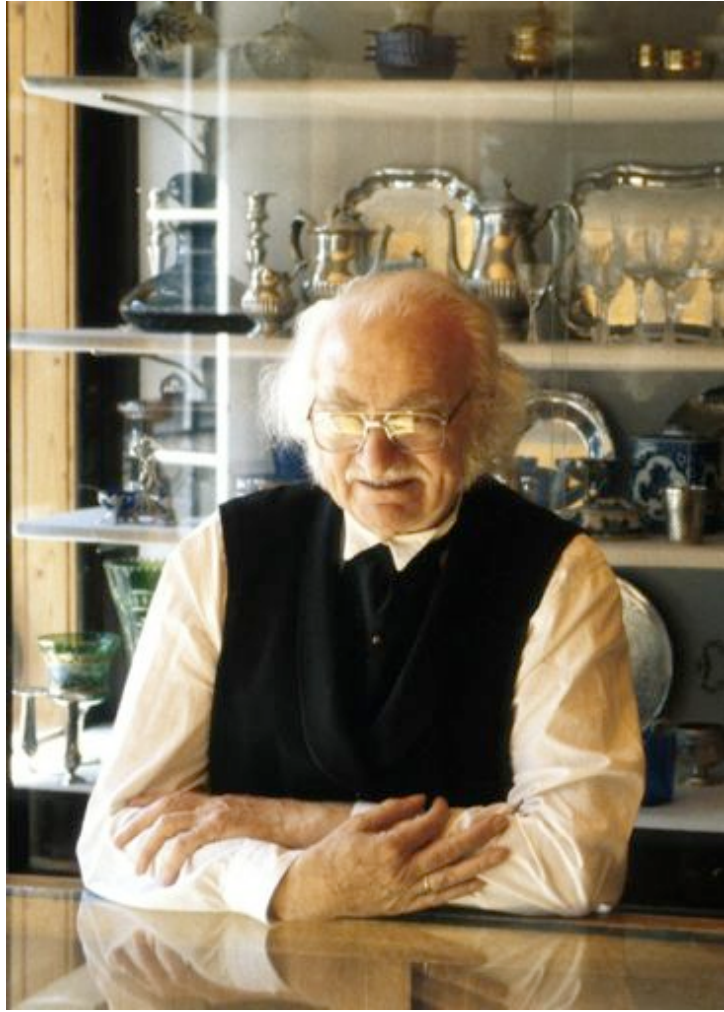
And

Italians 2011

Source: Internet World Stats

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earphones with mic



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- Up to \$25
- \$25 - \$50
- Over \$50

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Apple Earphones with Remote and Mic - headset - Ear-bud, Binaural

for Digital player, Mic: Mono

The Apple Earphones with Remote and Mic have all the performance and comfort of the acclaimed Apple iPod Earphones plus convenient buttons that ...

★★★★☆ - 121 reviews - Add to Shopping List



Shop for earphones with mic at nearby stores

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420 9th Avenue, New York

J&R Music and Computer World

23 Park Row, New York

Adorama Camera

42 West 18th Street, New York

Micro Center

263 McLean Boulevard, Paterson

Best Buy

622 Broadway, New York



M2P Sound-Isolating In-Ear Headphones w/Mic Black

MEElectronics - Ear Bud - Wired

Awards include: Cnet's top budget in-ear headphone, Thinkcomputers Editor's Choice, In Ear Matters Sonic Diamond, Android Police 1, Headphonista 1 ...

★★★★☆ - 74 reviews - Add to Shopping List

#1 in MEElectronics Headphones



MEElectronics M2P Earset - Stereo - Black - Mini-phone M2P-BK

MEElectronics - Ear Bud - Wired - Noise Canceling

MEElectronics' M2P Sound-Isolating In-Ear Headphones' fantastic sound is available even if you are on an extremely tight budget or want an ...

★★★★☆ - 31 reviews - Add to Shopping List

#1 in Noise Canceling Ear Bud Headphones



Apple In-Ear Headphones with Remote and Mic - headset - In-ear ear...

Apple - Ear Bud - Wired - With Volume Control

The Apple In-Ear Headphones with Remote and Mic are engineered for superior acoustic accuracy, balance, and clarity. So you hear details you've ...

★★★★☆ - 41 reviews - Add to Shopping List

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earphones with mic



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★★★★★ - 121 reviews - Add to Shopping List



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earphones with mic



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#1 in Headphones

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Apple Earphones with Remote and Mic - headset - Ear-bud, Binaural

\$10 online, \$26 nearby

★★★★★ 121 reviews

September 2008, for Digital player, Mic: Mono

The Apple Earphones with Remote and Mic have all the performance and comfort of the acclaimed Apple iPod Earphones plus convenient buttons that let you adjust volume and control music and video playback.

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Online stores

Google Checkout Free shipping New items

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Relevance ▾	Seller rating	Condition	Tax and shipping (estimated)	Total price	Base price
Amazon.com Show all 2	★★★★★ 6,442 seller ratings	New	Tax: \$1.51 + Shipping: \$4.99	\$18.49	\$11.99
Target	★★★★★ 745 seller ratings	New	Tax: \$2.79 + Shipping: \$4.99	\$30.28	\$31.49
Apple Store	★★★★★ 218 seller ratings	New			\$29.00
Sears	★★★★★ 2,465 seller ratings	New	Tax: \$2.83 + Shipping: \$5.95	\$34.73	\$24.95
Best Buy	★★★★★ 3,036 seller ratings	New	Tax: \$3.55 + Free shipping	\$43.54	\$39.99



Apple Earphones with Remote and Mic - headset - Ear-bud, Binaural

\$10 ~~was~~ \$26 nearby

★★★★☆ 121 reviews

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Online stores

Google Checkout Free shipping New items

Your location: Brooklyn, NY 11217 [Change](#)

Relevance ▾	Seller rating	Condition	Tax and shipping (estimated)	Total price	Base price
Amazon.com Show all 2	★★★★★ 6,442 seller ratings	New	Tax: \$1.51 + Shipping: \$4.99	\$18.49	\$11.99
Target	★★★★☆ 745 seller ratings	New	Tax: \$2.79 + Shipping: \$4.99	\$30.28	\$31.49
Apple Store	★★★★★ 218 seller ratings	New			\$29.00
Sears	★★★★☆ 2,465 seller ratings	New	Tax: \$2.83 + Shipping: \$5.95	\$34.73	\$24.95
Best Buy	★★★★★ 3,036 seller ratings	New	Tax: \$3.55 + Free shipping	\$43.54	\$39.99



Apple Earphones with Remote and Mic - headset - Ear-bud, Binaural

\$10.00 ~~or more~~ \$26 nearby

★★★★★ 121 reviews

September 2008, for Digital player, Mic: Mono

The Apple Earphones with Remote and Mic have all the performance and comfort of the acclaimed Apple iPod Earphones plus convenient buttons that let you adjust volume and control music and video playback.

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Online stores

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Relevance	Rating	Condition	Tax and shipping	Total price	Base price
Amazon.com Show all 2 ★★★★★ 6,442 seller ratings	Now	Tax: \$1.51 + Shipping: \$4.99	\$18.49	\$11.99	
Target ★★★★★ 2,465 seller ratings	Now	Tax: \$2.83 + Shipping: \$5.95	\$34.73	\$24.95	
Apple Store ★★★★★ 218 seller ratings	Now	Tax: \$3.55 + Free shipping	\$43.54	\$39.99	

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MP3 Music Store

Apple Earphones with Remote and Mic (NEWEST VERSION)(Retail Packaging)

by Apple

★★★★☆ (1,00 customer reviews)

List Price: ~~\$29.00~~

Price: **\$17.95**

You Save: **\$11.05 (38%)**

In Stock.

Ships from and sold by **PromoCell**.

4 new from \$17.95 17 used from \$3.97 10 refurbished from \$3.97



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Quantity: 1

\$17.95 + \$3.95 shipping

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J&R Music and Computer World **Add to Cart**

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Abt Electronics **Add to Cart**

\$29.00 + \$9.99 shipping

31 used & new from **\$3.97**

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MP3 Players

MP3 Speaker Systems

MP3 Accessories

MP3 Music Store

Apple Earphones with Remote and Mic (NEWEST VERSION)[Retail Packaging]

★★★★☆ (100 customer reviews)

List Price: ~~\$30.00~~

Price: **\$17.95**

You Save: **\$11.05 (38%)**

In Stock.

Ships from and sold by **PromoCell**.

4 new from \$17.95 17 used from \$3.97 10 refurbished from \$3.97



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Computer World **\$29.00** + Free Shipping

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31 used & new from **\$3.97**

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iPod Headphones

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Go Out and Play: Active Toys for Ages 3-6: A Hit by Greenhopper



Toddler Bikes: A Hit by Matt K. Birch

"headphones with microphone"

Related Searches: earphones, earphones with mic, headphones with microphone

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Choose a Department

1.  Stereo Headset w/ Microphone for Apple iPhone 3G (White) by Oringadgets
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2.  JBuds J3MS In-Ear Single Earphone style Headset with Microphone for iPhone / Android / BlackBerry / HTC / LG / Motorola / Palm / Samsung - Black
 Buy now: ~~\$29.99~~ **\$14.95**
 Used from \$15.00
 Get it by Tuesday, Oct 18 if you order in the next 46 hours and choose one-day shipping.
 Available in 1 (1) (100)
 Eligible for FREE Super Saver Shipping.
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3.  For Apple iPhone 3G 3 Earphones Headphones with Mic NEW by iPhone
 Buy now: **\$3.15**
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4.  Samsung EHS60ANBE 2.5 mm Premium Stereo Headset Bulk Packaging - Black by Samsung
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headphones with microphone



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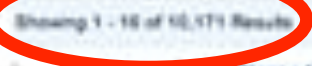
Go Out and Play: Active Toys for Ages 3-6: A Fall by Greenhopper



Toddler Bikes: A Fall by Mari K. Borch

"headphones with microphone"

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1. Stereo Headset w/ Microphone for Apple iPhone 3G (White) by Dringadgets

Buy now: ~~\$9.99~~ **\$1.78**

Save from \$9.99 | Used from \$2.28

In Stock

Available in 100+ countries

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2. JBuds J3MS In-Ear Single Earphone style Headset with Microphone for iPhone / Android / BlackBerry / HTC / LG / Motorola / Palm / Samsung - Black

Buy now: ~~\$29.99~~ **\$14.95**

Used from \$15.00

Get it by Tuesday, Oct 18 if you order in the next 48 hours and choose one-day shipping.

Available in 100+ countries

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3. For Apple iPhone 3G S Earphones Headphones with Mic NEW by iPhone

Buy now: ~~\$3.99~~ **\$3.15**

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In Stock

Available in 100+ countries

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4. Samsung EH60ANBE 2.5 mm Premium Stereo Headset Bulk Packaging - Black by Samsung

Buy now: ~~\$99.99~~ **\$7.00**

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earphones with microphone



- Department
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- Wired Headsets
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- iPod Headphones
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In Stock

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2. JBuds J3MS In-Ear Single Earphone style Headset with Microphone for iPhone / Android / BlackBerry / HTC / LG / Motorola / Palm / Samsung - Black



Buy now: ~~\$29.99~~ **\$14.95**

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3. For Apple iPhone 3G & Earphones Headphones with Mic NEW by iPhone



Buy now: **\$3.15**

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4. Samsung EH60ANBE 2.5 mm Premium Stereo Headset Bulk Packaging - Black by Samsung



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Best earbuds (in-ear headphones)

Updated October 12, 2011 7:46 AM PDT

Earbuds are commonly issued as freebie headphones with portable players, but higher-performance earbuds can offer sonic performance that rivals full-size headphones. Their tiny earpieces rest on the outer ear or need to be inserted into the ear canal. Ultracompact and lightweight, earbuds are the most portable of all headphones, and they can provide moderate to excellent isolation from external noise. They also offer little to no interference with earrings, glasses, hats, or hairstyles.

 **Justin Fu**
Associate Editor



Klipsch Image S4 earphones

The Klipsch Image S4 earphones offer up sound quality on par with and better than sets that cost many times as much; they are a spectacular choice for anyone looking for new earbuds.

Price: ~~\$67.99~~ - ~~\$79.99~~ [check price!](#)

★★★★★
Outstanding

[Read full review >](#)



Shure SE425 sound-isolating earphones

The Shure SE425 sound-isolating earphones are an excellent choice for eclectic listeners who demand stellar audio and a high-quality design.

Price: ~~\$299.99~~ [check price!](#)

★★★★★
Excellent

[Read full review >](#)

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[Top 10 Must-Have Gadgets](#)



Etymotic hf5

The Etymotic hf5 earphones are an excellent option for those who want the highest level of sound isolation without sacrificing sound quality, portability, or style.

Price: ~~\$149.00~~ [\(check price\)](#)

★★★★★
Excellent

[Read full review »](#)



Westone 2 True-Fit Earphone

The Westone 2 True-Fit Earphones offer great sound and features for the money; those who find triple-driver earbuds too large for their ears should take heed.

Price: ~~\$249.00~~ [\(check price\)](#)

★★★★★
Excellent

[Read full review »](#)



Etymotic ER-4PT MicroPro Headphones

While the Etymotic ER-4PTs have less low-end oomph than some competing earphones in this price class, they deliver excellent sound with very accurate tonal balance.

Price: ~~\$299.00~~ - ~~\$299.99~~ [\(check price\)](#)

★★★★★
Excellent

[Read full review »](#)



Ultimate Ears 700 Noise-Isolating Earphones (Dark Silver)

With a sleek design, a range of ear tips, and supreme sound reproduction, the Ultimate Ears 700 headphones are worthy of an audiophile's ear and earn our recommendation.

Price: ~~\$190.00~~ - ~~\$216.95~~ [\(check price\)](#)

★★★★★
Excellent

[Read full review »](#)

- It's hard to find **good advice**

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- It's hard to find **good advice**
- Do the **ratings/★★★★★** work?

- It's hard to find **good advice**
- Do the **ratings/★★★★★** work?
- Too much **choice**

discovery |dis'kəvərē|noun
(pl. discoveries)

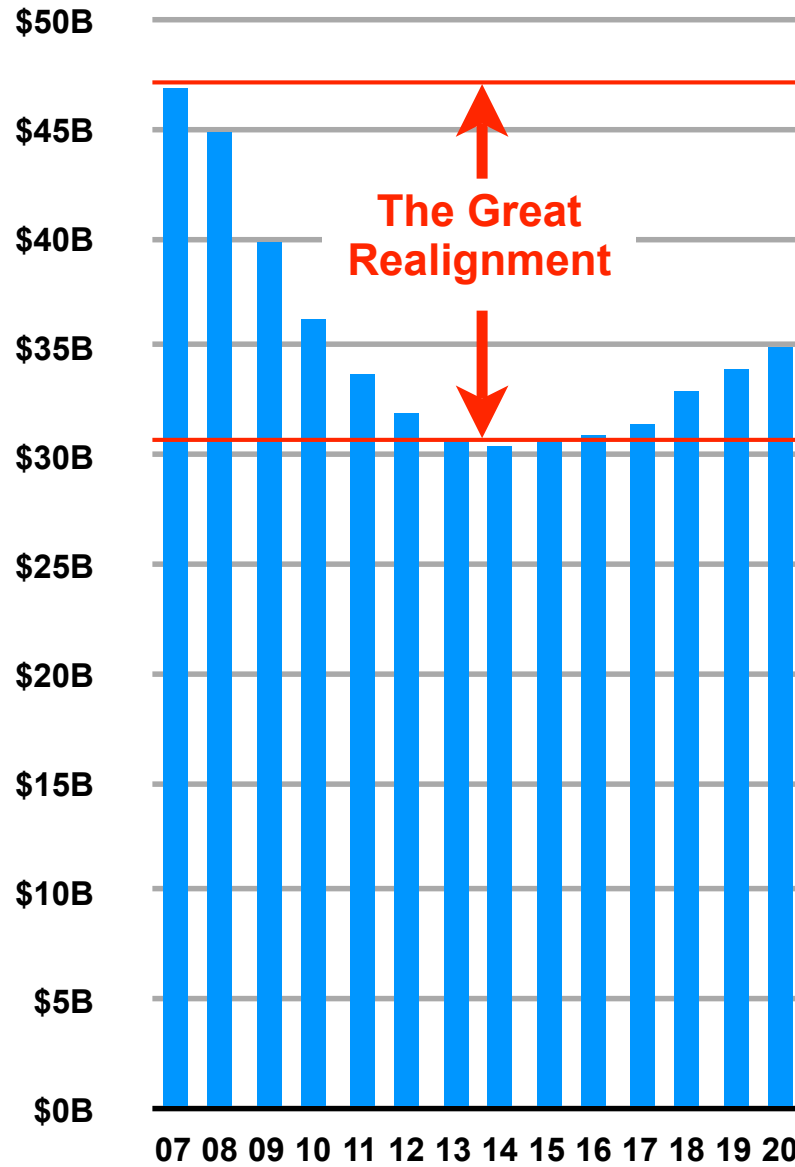
- the process of finding what you
want or do not know you want.

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PUBLISHING

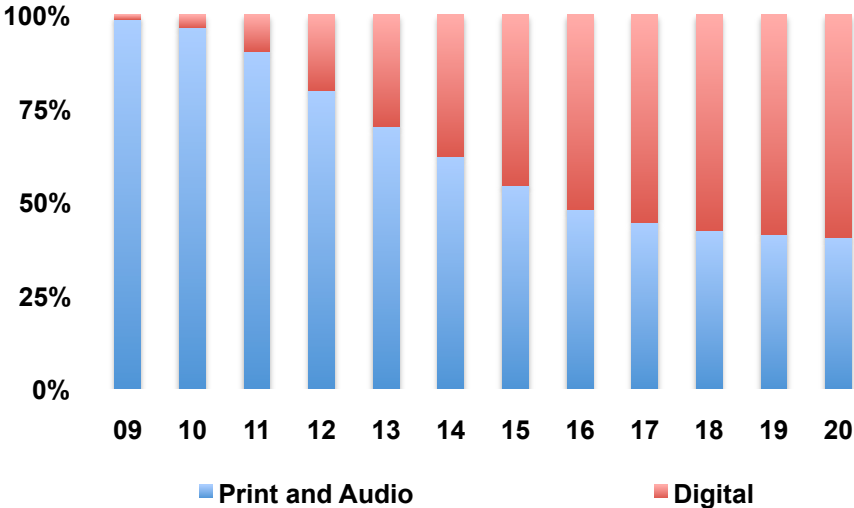
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**Publishing's
Great Realignment
2007-2020**
(magazine industry
Revenue in billions of \$)

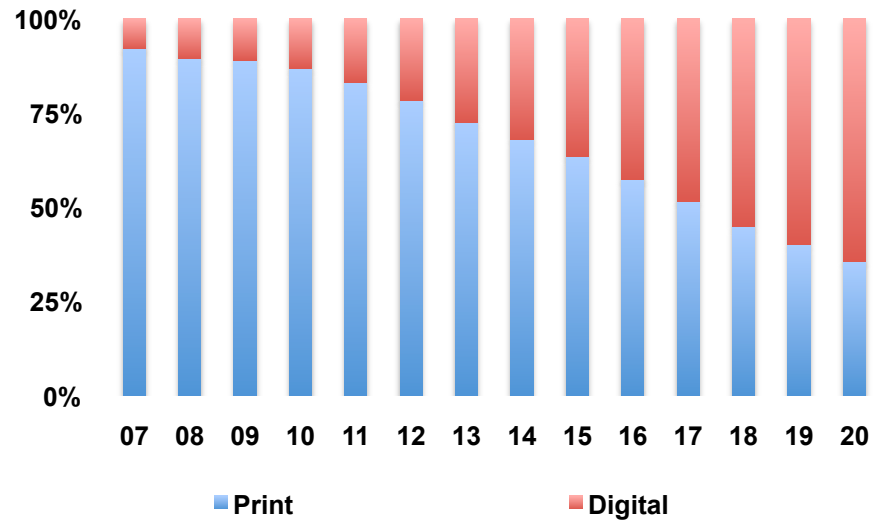


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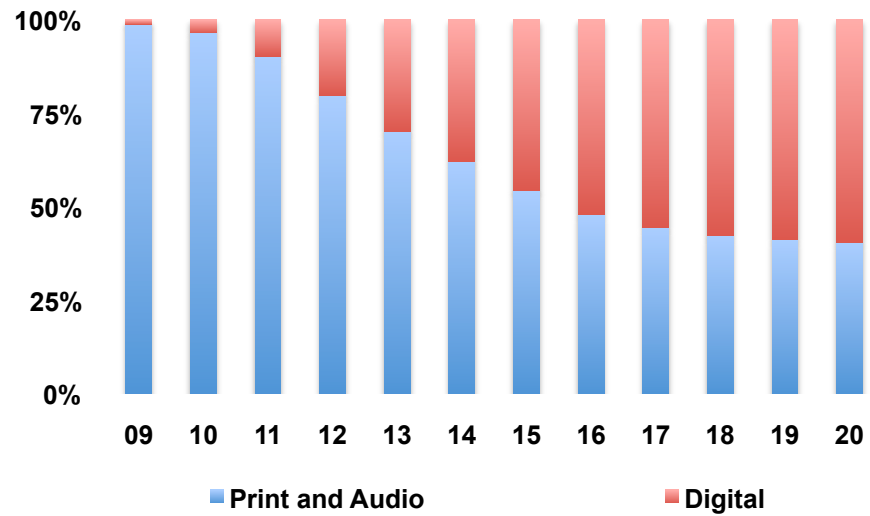
Forecasted US Book Market from 2007-2020



Forecasted US Periodical Market from 2007-2020



Forecasted US Book Market from 2007-2020

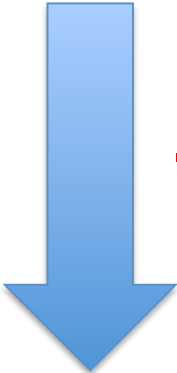


**Paper Consumption by
Book Publishers
US 2009-2020 (000 tons)**



**Paper Consumption by
Magazine Publishers
US 2009-2020 (000 tons)**

1890

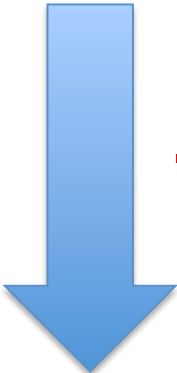


-47%

1008

**Paper Consumption by
Book Publishers
US 2009-2020 (000 tons)**

1140



-52%

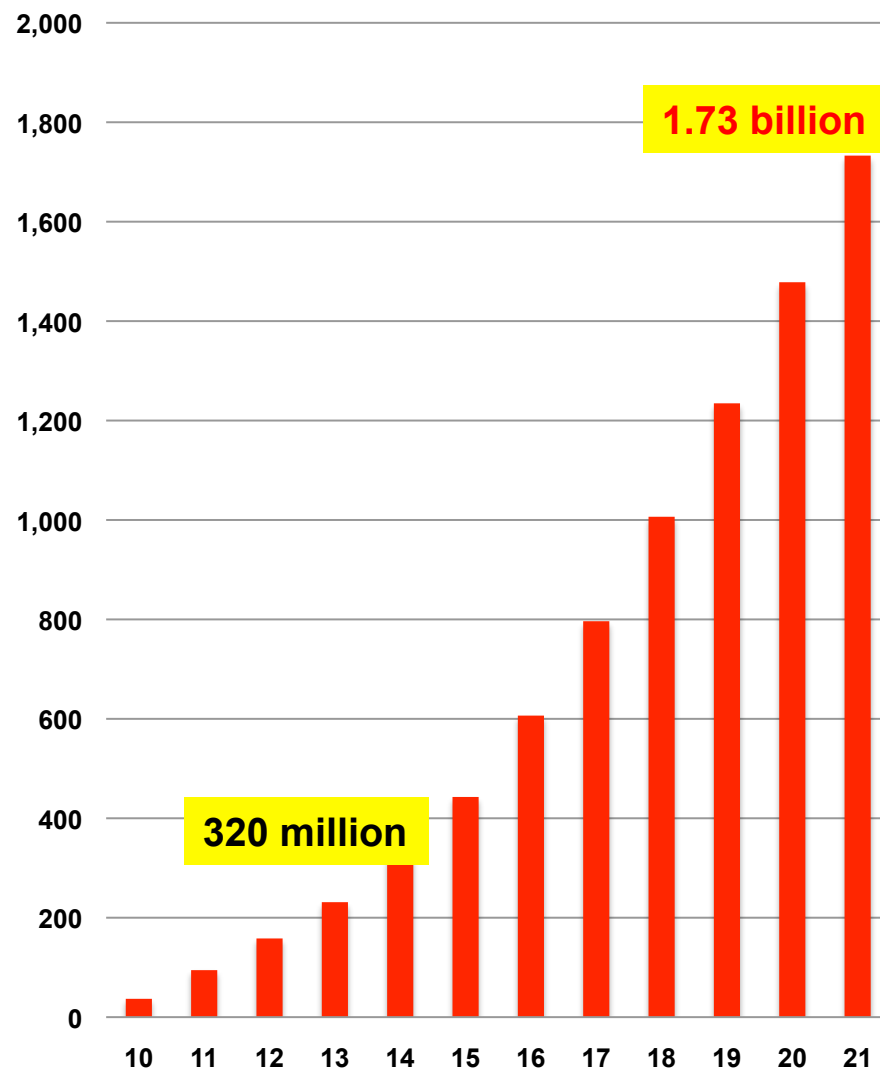
550

E-reading Devices



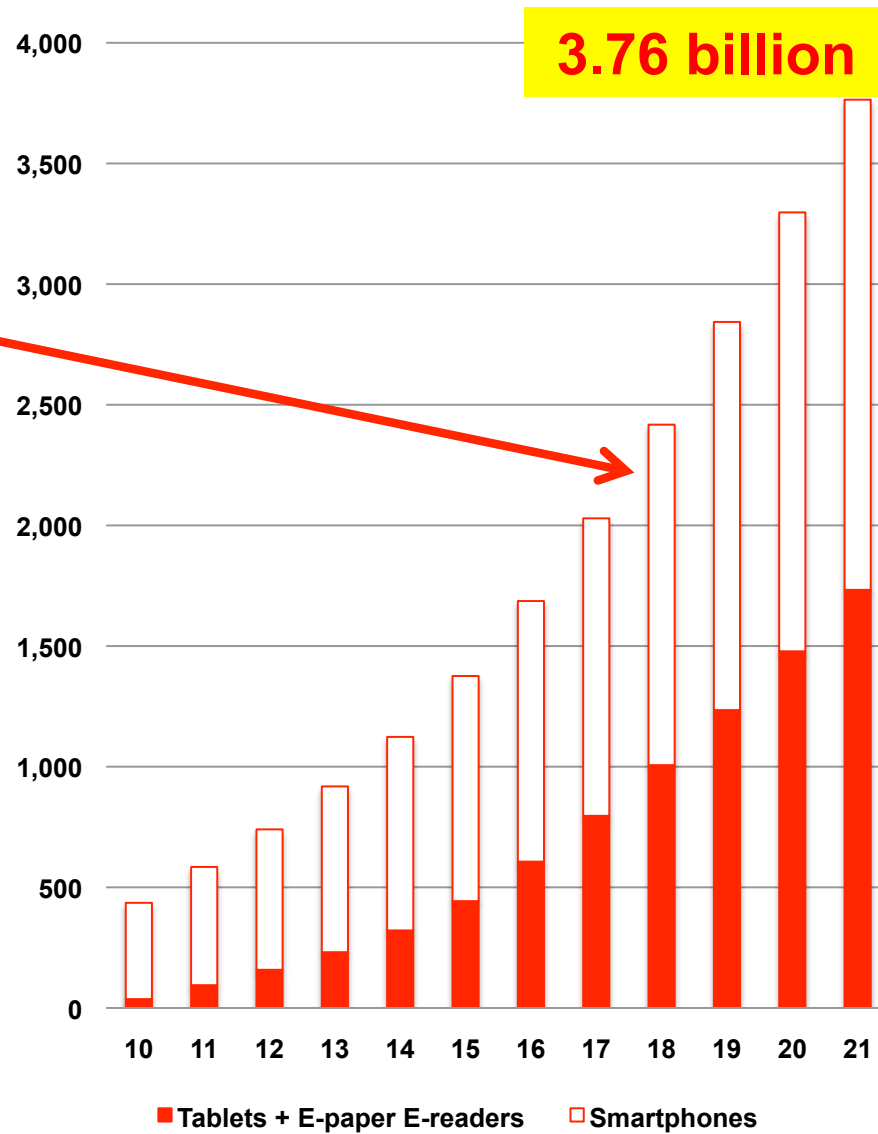
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**E-reading
Device Global
Installed-base
2010-2020**
(in millions of tablet
and e-paper e-reader
units)

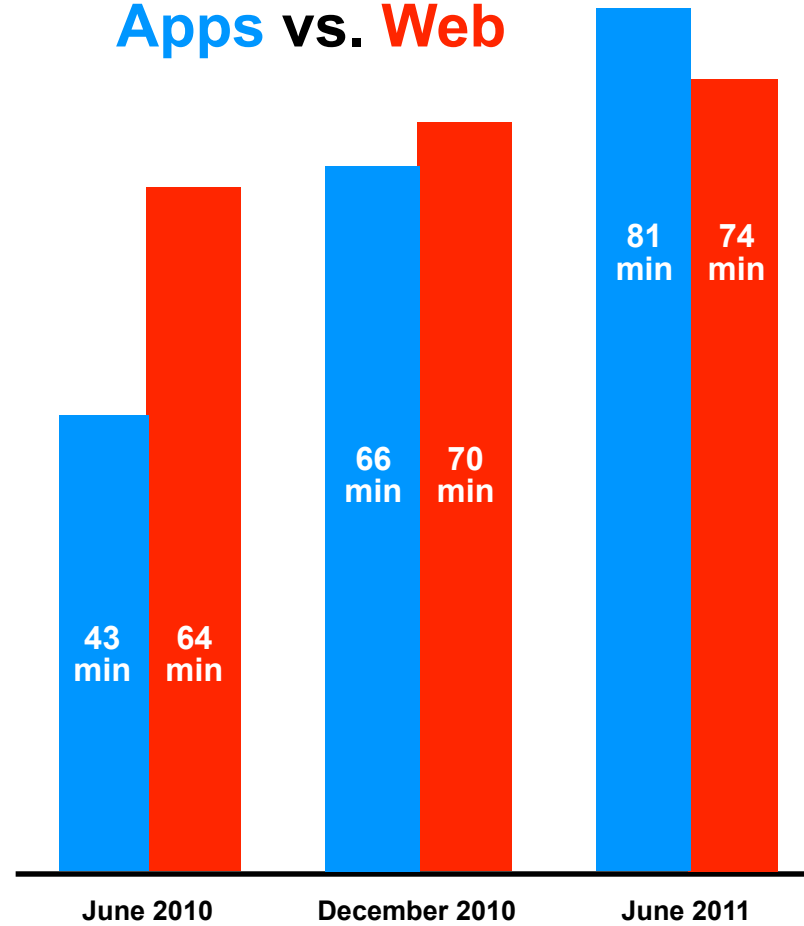


Smartphones

**E-reading
Device Global
Installed-base
2010-2020
(in millions of units)**



Minutes Spent Consuming Apps vs. Web



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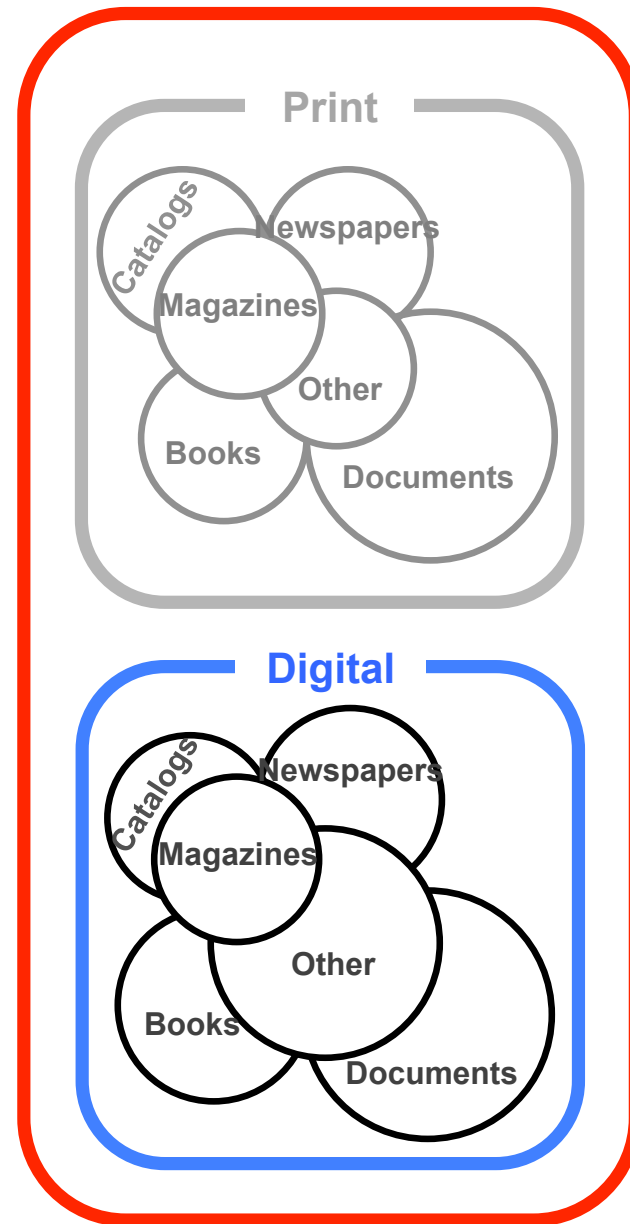
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The Page



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Paginated Media



Sale of Digital Paginated Content on E-readers and Tablets (in millions of \$)

\$642M



10

11

12

13

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16

17

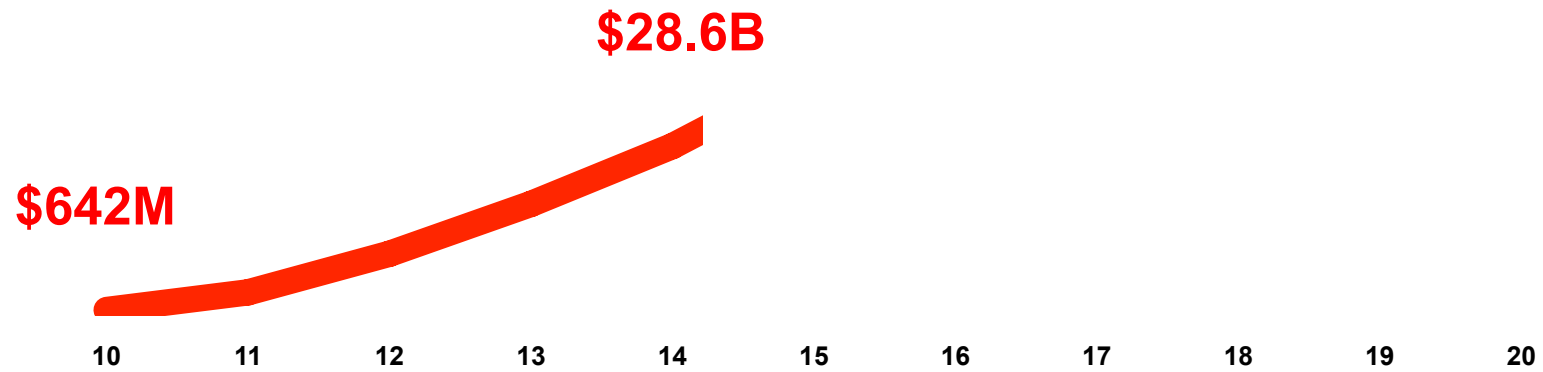
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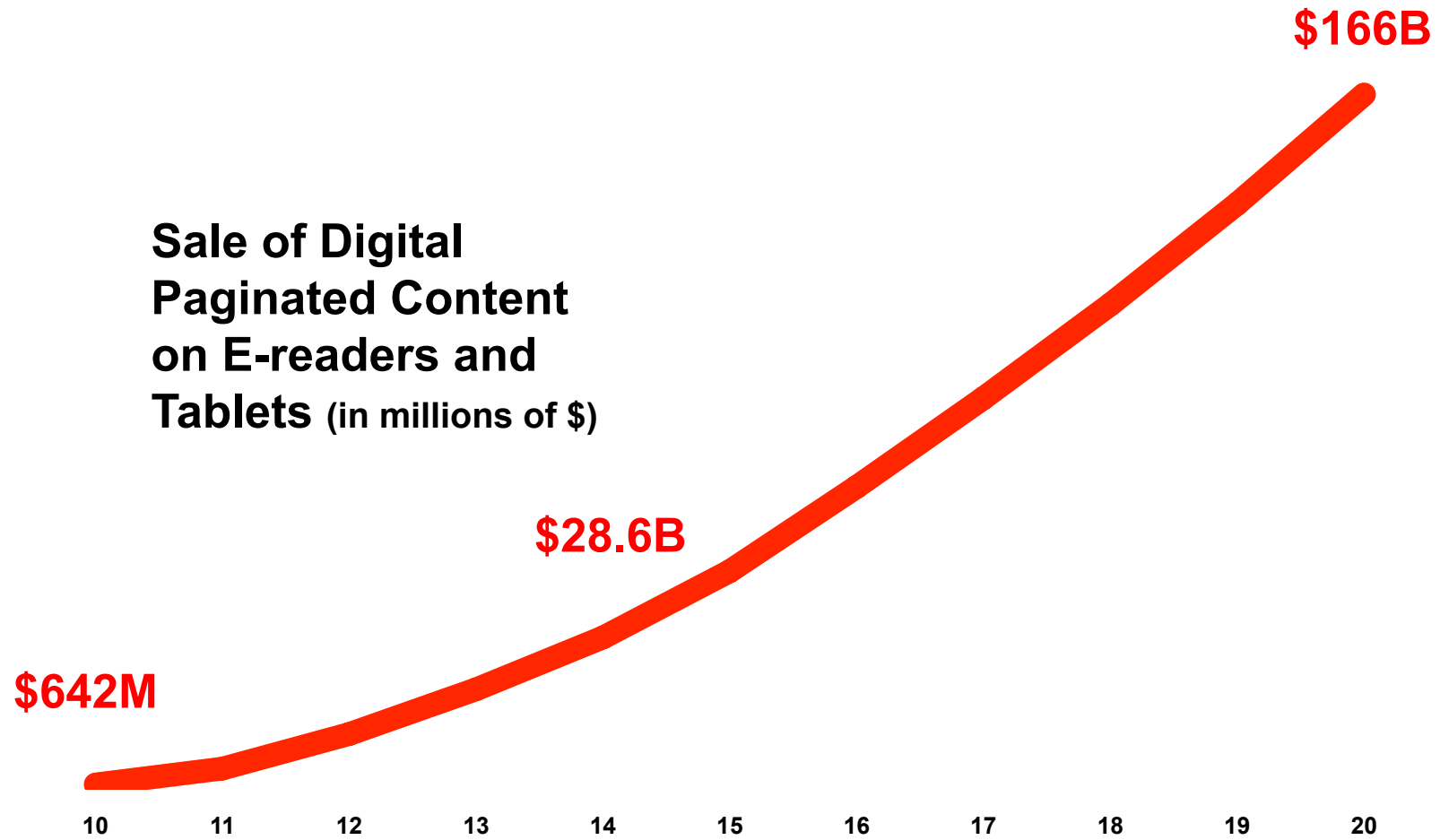
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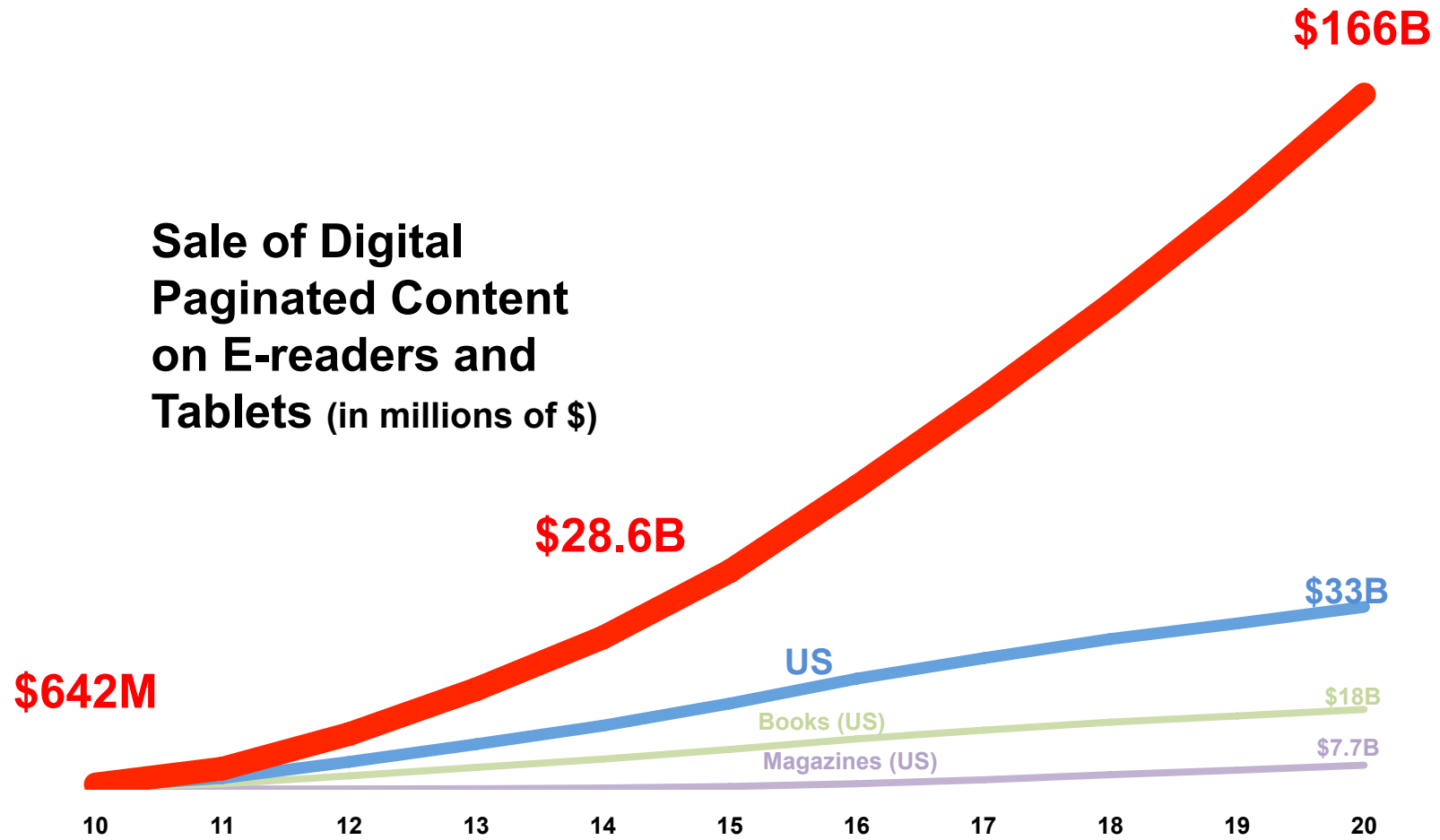


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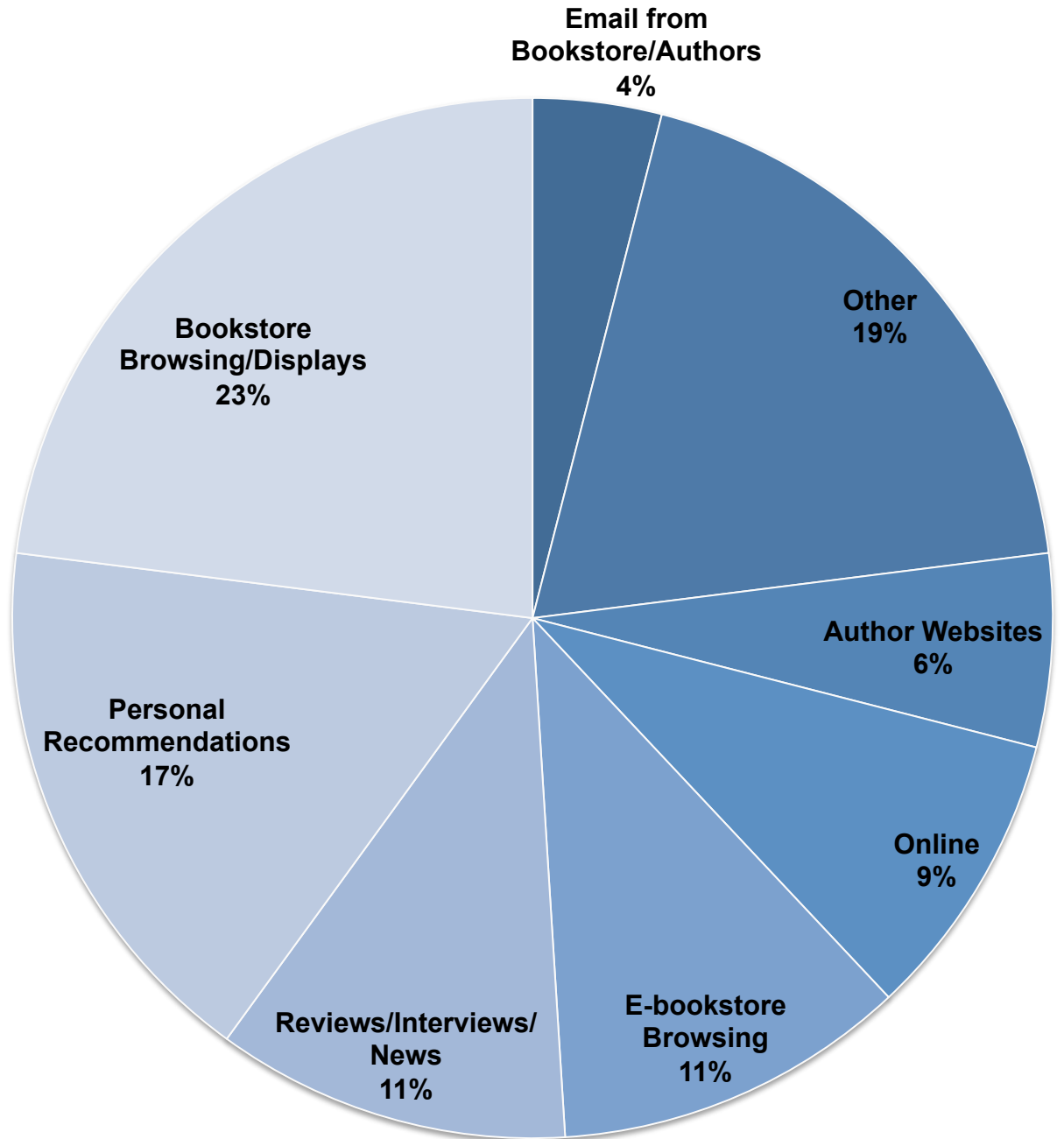
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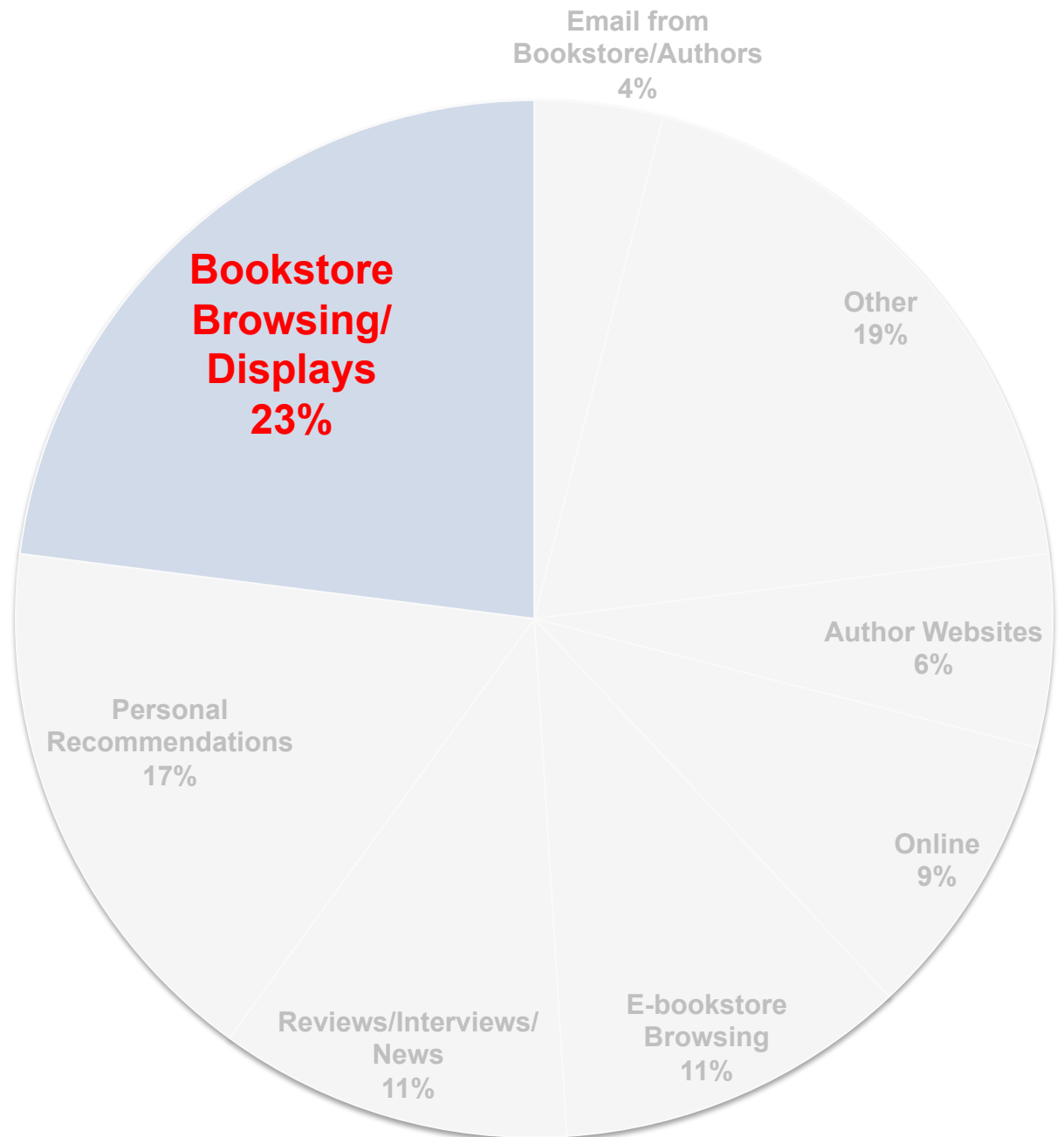
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Source: Codex Group's Book Intelligence Survey of Book Shoppers

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SECOND LIFE



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- **90% of consumers trust peer recommendations while only 14% trust ads**

Source: Facebook, Grunwald Associates,
Nielsen, *Marketing to the Social Web*,
Socialnomics

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2. Customized, targeted delivery in context



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earphone with microphone



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Sep 06 '11	\$0.99 → \$1.99	PRICE INCREASE
Sep 01 '11	\$1.99 → \$0.99	PRICE DROP
Aug 17 '11	\$2.99 → \$1.99	PRICE DROP
Aug 08 '11	\$0.99 → \$2.99	PRICE INCREASE
Aug 04 '11	\$2.99 → \$0.99	PRICE DROP
Jul 25 '11	\$1.99 → \$2.99	PRICE INCREASE
Jul 24 '11	\$2.99 → \$1.99	PRICE DROP
Jul 23 '11	\$1.99 → \$2.99	PRICE INCREASE
Jul 23 '11	\$2.99 → \$1.99	PRICE DROP
Jul 06 '11	\$0.99 → \$2.99	PRICE INCREASE
Jun 30 '11	\$2.99 → \$0.99	PRICE DROP
Jun 05 '11	Version 1.11.62	UPDATE
Jun 02 '11	\$0.99 → \$2.99	PRICE INCREASE
May 26 '11	\$2.99 → \$0.99	PRICE DROP
Apr 26 '11	\$0.99 → \$2.99	PRICE INCREASE
Apr 21 '11	\$2.99 → \$0.99	PRICE DROP
Apr 18 '11	Version 1.10.32	UPDATE
Apr 08 '11	Version 1.10.7	UPDATE
Mar 21 '11	\$0.99 → \$2.99	PRICE INCREASE
Mar 17 '11	\$2.99 → \$0.99	PRICE DROP
Feb 15 '11	\$1.99 → \$2.99	PRICE INCREASE
Feb 10 '11	\$0.99 → \$1.99	PRICE INCREASE
Feb 08 '11	\$2.99 → \$0.99	PRICE DROP



App Activity

Oct 13 '11	\$1.99 -> \$0.99	PRICE DROP
Sep 06 '11	\$0.99 -> \$1.99	PRICE INCREASE
Sep 01 '11	\$1.99 -> \$0.99	PRICE DROP
Aug 17 '11	\$2.99 -> \$1.99	PRICE DROP
Aug 08 '11	\$0.99 -> \$2.99	PRICE INCREASE
Aug 04 '11	\$2.99 -> \$0.99	PRICE DROP
Jul 25 '11	\$1.99 -> \$2.99	PRICE INCREASE
Jul 24 '11	\$2.99 -> \$1.99	PRICE DROP
Jul 23 '11	\$1.99 -> \$2.99	PRICE INCREASE
Jul 23 '11	\$2.99 -> \$1.99	PRICE DROP
Jul 06 '11	\$0.99 -> \$2.99	PRICE INCREASE
Jun 30 '11	\$2.99 -> \$0.99	PRICE DROP
Jun 05 '11	Version 1.11.62	UPDATE
Jun 02 '11	\$0.99 -> \$2.99	PRICE INCREASE
May 26 '11	\$2.99 -> \$0.99	PRICE DROP
Apr 26 '11	\$0.99 -> \$2.99	PRICE INCREASE
Apr 21 '11	\$2.99 -> \$0.99	PRICE DROP
Apr 16 '11	Version 1.10.32	UPDATE
Apr 08 '11	Version 1.10.7	UPDATE
Mar 21 '11	\$0.99 -> \$2.99	PRICE INCREASE
Mar 17 '11	\$2.99 -> \$0.99	PRICE DROP
Feb 15 '11	\$1.99 -> \$2.99	PRICE INCREASE
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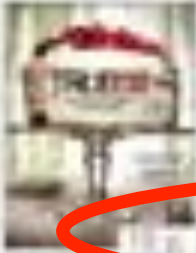

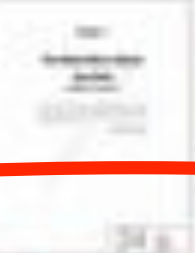
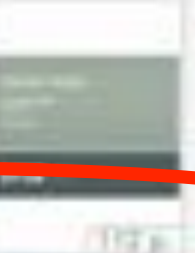
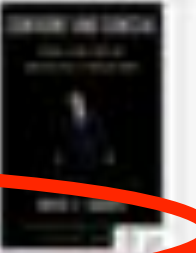
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Fonte: elaborazione Politecnico su dati Forrester Research ed eMarketer

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