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THE JOURNAL REPORT: TECHNOLOGY

Recommended Reading


By KEITH HUANG
March 26, 2007

Jim Griffin, 49, is managing director of [OneHouse LLC](#), a Virginia-based technology consulting company. OneHouse assists media companies, industry associations and artists, large and small.

Mr. Griffin specializes in the digital delivery of art and especially music, having previously worked as director of technology for Geffen Records where his team delivered in 1994 the first online full-length commercial song (Aerosmith's "Head First").

Mr. Griffin also lectures and writes extensively on media, technology and music, and in 2000, he testified before the Senate Judiciary Committee at its oversight hearing on file sharing and music licensing.

RECOMMENDED READING ARCHIVE



Get a regular take on what experts are reading to stay on top of their field, whether it be Small Business, Technology or Trends. Check back weekly at [The Journal Report](#) and see an [archive of previous columns](#).

Here is a selection of Web sites from Mr. Griffin for keeping up to date with digital media news and trends:

- **Digital Media Wire**, www.digitalmediawire.com
 "Based in Los Angeles, DMW is a hub of information about digital media, though not a hometown cheerleader for Hollywood (L.A. is a company town and most of its news outlets treat it that way). A wire service for digital media, DMW provides the top stories of the day, breaks news, and puts everything in context. Publisher Ned Sherman is more than the average pundit: He is an attorney and has an inside grasp of what is happening. The site also hosts first-rate conferences and has the best job board in new media. It is without fear or favor regarding news and catches the news that others miss."
- **MusicAlly**, www.musically.net
 "Based in London, MusicAlly is like a Digital Media Wire for Europe, reporting news and hosting insightful conferences. MusicAlly gives a more global and European view of the issues. If DMW is the Wall Street Journal of this space, then MusicAlly is The Financial Times. MusicAlly is run by musicians, unlike most of the digital media space, which is occupied by people who can't perform the creative work about which they opine."
- **Paid Content**, www.paidcontent.com
 "Paid Content takes the deepest look at the deal making that goes on in digital media. True to its name, the site keeps its eye on the dollars (or lack thereof) and its original reporting comes from industry professionals who can find out what others cannot. They also know the right questions to ask to uncover valuation and financing details. Boasting the Web's second-best job board in digital media, Paid Content provides detail-oriented reporting, and a strong tradition of networking

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between reporters and readers."

• **Electronic Frontier Foundation**, www.eff.org

"When titanic teams of lawyers clash in courtrooms on behalf of multinational companies, the EFF is often the only voice that speaks for the audience, the customers and the public, who often go unheard when laws governing media and technology are written and enforced. When EFF get involved, the outcome invariably changes. Ignore them at your peril -- their fringe will define your center. The EFF has a treasure trove of documents from cases that pertain to the EFF, including the national security-wiretapping cases, litigation involving file sharing and the ongoing enforcement actions against those who share files on networks. The EFF is the most open player in the digital media policy wars. They share a great deal of information with the public and are quite open about their decision-making processes. The site is a glimpse inside their operation. It's not about agreeing with the EFF -- I often do not -- but they are the ACLU of cyberspace and they are important to follow.

• **BoingBoing**, www.boingboing.net

"Where others report the news, BoingBoing is the home of merry pranksters who celebrate digital media. The site often makes the news with its celebration of new media, reporting on unusual happenings and observations from the principal reporters, each of whom is well known in the digital-media community. BoingBoing offers stories that make people laugh and shake their heads in disbelief, drawing emotion out of otherwise dry subjects such as codecs, copyright and software code. BoingBoing celebrates new media's unique culture and people and is building a strong community and a successful business, too."

• **Aula**, www.aula.org

"This is Finland's gang of deep-thinking media technologists who have been enriched by wireless technology but also enlightened by music, movies, books and lots of cold nights with dips in the Baltic. The site is like a digital clubhouse, which includes the full text of their books, coverage of their conferences and announcements of upcoming projects. As a consultant, I often find importing ideas from the future especially difficult. But it's possible if you travel to Finland and glimpse where they're headed with wireless media, interactive technologies and social networks. This site is useful for giving the rest of the world a view of their cutting-edge thinking, driven largely driven by changes in wireless connectivity, or what they call "Connecting People."

• **Gerd Leonhard's Music Futurist**, www.gerdleonhard.net

"Mr. Leonhard is one of the top media futurists in the world, and his work drives my own. He is a trend setter and one who has established standards in digital media. His site offers presentations, PowerPoints, charts, and other materials from his many presentations. It also offers a platform to follow his thinking on a regular basis. Based in Switzerland, Mr. Leonhard provides the unique, perspective from Germany, Switzerland and Austria, where artists have unique views of how they should be paid and what rights they ought have over their works. I also highly recommend his book, "The Future of Music" (www.musicfuturist.com)."

• **Fred Wilson's A VC**, avc.blogs.com

"Based in New York City, Mr. Wilson is one of the top sources of information about money for new media ventures. He sees the marketing-driven monetization issues with crystal clarity and his thoughts are a must-read for anyone following the digital-media money. The site practices what it preaches: Mr. Wilson festoons

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his site with almost every kind of banner ad and contextual ad-insertion system, simply so he and his readers can "eat the dog food" of net monetization. A VC is useful for keeping track of how people are making money with new media, and how those who allocate investment capital are seeing the space. I know of no other prominent venture capitalists who share his opinion so openly, honestly and freely, and while he sometimes infuriates me with his views (the WSJ editorial page does that, too), I respect him for sharing them."

• **Bob Lefsetz's Lefsetz Letter**, www.lefsetz.com

"Often wrong, but never in doubt, Mr. Lefsetz of Hollywood speaks from the gut -- and we should all listen to our gut every now and then. Mr. Lefsetz is one of the most unusual -- and unusually outspoken -- people you will ever encounter in the business of making media. There is no one (who is anyone) in Hollywood who doesn't secretly delight in reading the Lefsetz Letters and gossiping about them. His site is like slipping behind the velvet rope and feeling like you are at Morton's or the Ivy or wherever people in Hollywood are talking about Blackberrys, debating Apple versus Microsoft, or wondering whether that one-hit wonder has another song in her."

• **Stephen Johnston's ThreeDimensional People**, 3dpeople.blogspot.com

"Mr. Johnston is one of the brightest minds in the business of connecting people. His insights spring from working on Nokia strategy from London. The site focuses largely on the direction of the new economy and lets readers profit from the insights of someone whose job it is to strategize for one of the leading companies in new media. The site is useful for following the new concepts and themes that are driving Nokia and other companies to develop new products, open new divisions and traverse the space from product to service.

• **Jim Romensko's Poynter Online**, www.poynter.org/column.asp?id=45

"What do the workers think? Keep your ear to the ground with Romensko's newsroom site. It's the employee-bulletin board for global media. Romensko collects notes by culling sources from deep across the media landscape. His site offers a glimpse of the death or the rebuilding of old media and how that impacts the people who work there. Internal memos about layoffs, cutbacks and successful experiments to rebuild old media are there, too. It's very useful for getting the inside scoop on the transition from the old to the new, from broadcast to narrowcast, from print to Web, and so on. I know of no other site that follows the human issues so well."

Write to Keith Huang at keith.huang@wsj.com

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