

january 2007



project
updates

Whether you call it Web 2.0, social media or simply the second generation of web services, one thing's for certain... the web is changing. We think it's changing for the better. As companies increasingly encourage, and even rely on, exchanges between **people** rather than between **computers**, we're seeing incredible power shifts and opportunities for communities to shape the media. It's all very reminiscent of a decade ago, when the Web entered the mainstream and changed forever our reliance on "one-to-many" media. This winter At Large is charged up about the exciting work we're doing to help companies build community online.

CANADA WIDE MEDIA LIMITED

Canada Wide Media Limited is the largest independent publisher in Western Canada. The company publishes a diverse range of over 40 business, consumer and trade magazines, including BC Business, TV Week and GardenWise.

At Large Media is really excited to be working with Canada Wide on their online strategy and services. With a wealth of niche, West coast content being published each month, Canada Wide is poised to provide local and global audiences with unique online offerings. Stay tuned for our first site launches in the Spring.

CAPERS OPENS NEW STORE

At Large is delighted to have extended our relationship with Capers Community Markets, Canada's leading natural and organic foods retailer with four locations in Greater Vancouver. As part of our partnership with Capers we are producing podcasts, creating and distributing a new electronic newsletter, and redeveloping the company's website and CMS. At Large Media and Capers are involved in a wide range of productions, including on-site live recordings for use in podcasts and in-house DVD presentations. During preparation for the opening of their new store on Cambie Street in Vancouver this summer, the At Large team chronicled the development of the store over a 2 month period in digital stills and video, and was on hand to capture everything from an in-store fashion show to the hundreds of people on hand for the grand-opening.

at large out loud

the exploration of media & meaning

MOUTH WATERING CHOCOLATE SITE GOES LIVE

At Large Media recently enjoyed working with chocolate guru, Pam Williams, to build innovative online, community-driven tools for chocolate lovers and retailers across North America. The new website for Ecole Chocolat, went live in July at www.ecolechocolat.com, followed by the launch of Chocomap at <http://chocomap.com>. At Large provided the initial interface design templates for both sites and the original photography for Chocomap.

One of the most interesting features of <http://chocomap.com> is a unique implementation of Google Maps that allows chocolate retailers to add their outlets to a map of North America's best spots to buy chocolate. Visitors can then search the map by city or retailer. Google was impressed by the application and quickly asked if they could feature our use of the map on their API developers website.



Photography by At Large Media

new
podcasts

3-PART PODCAST WITH ANTHONY BOURDAIN, PROVES THE POWER OF THE LONG TAIL FOR RAINCOAST BOOKS

This summer At Large Media launched a three part podcast series featuring Anthony Bourdain, the best-selling author of Kitchen Confidential and host of No Reservations. Bourdain's latest release, The Nasty Bits, is the focus of this series of podcasts which are colourful, entertaining, and generating substantial results for Raincoast.

In June Bourdain spent a day in Vancouver doing media interviews and bookstore appearances to talk about his new book The Nasty Bits. He wore a lapel microphone during the entire day, allowing Raincoast Books and At Large Media to record his casual conversation with fans and private moments in the car. It's Bourdain as you've never heard him before. This three-part series is a perfect addition to your iPod. The podcast is available via the Raincoast books RSS feed at <http://feeds.atlargemedia.com/raincoast> where you can sample other At Large Media podcasts created exclusively for Raincoast.



new
podcasts

MORE ON THE LONG TAIL: NEW RELEASE FROM CHRIS ANDERSON OF WIRED

Wired editor, Chris Anderson, wrote a treatise on the long tail effect in October 2004, claiming that “the future of entertainment is in the millions of niche markets at the shallow end of the bitstream.” Earlier this year Anderson released his book on the subject, entitled *The Long Tail*, and is using the book and his blog to declare the death of “common culture” which he insists is for the best.

In his article Anderson says, “What’s really amazing about the Long Tail is the sheer size of it. Combine enough nonhits on the Long Tail and you’ve got a market bigger than the hits. Take books: The average Barnes & Noble carries 130,000 titles. Yet more than half of Amazon’s book sales come from outside its top 130,000 titles. Consider the implication: If the Amazon statistics are any guide, the market for books that are not even sold in the average bookstore is larger than the market for those that are (see “Anatomy of the Long Tail”). In other words, the potential book market may be twice as big as it appears to be, if only we can get over the economics of scarcity. Venture capitalist and former music industry consultant Kevin Laws puts it this way: “The biggest money is in the smallest sales.”

Read Anderson’s original article in Wired at:

http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=

Or visit Chris’s blog and read more about his new book at:

http://longtail.typepad.com/the_long_tail/



media

CBS MARKETWATCH PROFILES AT LARGE MEDIA PODCASTS

Monique Trottier of Raincoast Books recently had the opportunity to speak to CBS Marketwatch about the success of their podcasting series, produced by At Large Media. In his *Internet Daily* column, Frank Barnako spoke to Monique about how podcasts have enabled Raincoast to generate awareness for its authors in non-traditional channels.

“Using traditional media is not very exciting or measurable,” Monique said. “You know how many people subscribe to the newspaper, but you don’t know how many saw your ad. With a blog or podcast, you know how many people were exposed to your message.” Trottier said promotional dollars for online are coming from print budgets, and have led to unexpected success for the publisher.

Read the article online at:

<http://www.marketwatch.com/news/story/story.aspx?guid=%7BB9ABD88C-DE3F-40E5-BA74-A42F3DA38BFB%7D>



presentations

ROBERT'S MASTER CLASS IN "EVERYTHINGCASTING" MAKES NEWS

As part of Vidfest 2006's mobile content stream, Robert and co-presenter Roland Tanglao presented a master class titled "Everythingcasting: Audio and Video". The Georgia Straight named the Everythingcasting session as a highlight of the conference, noting that it was being "cohosted by Robert Ouimet of At Large Media, formerly one of the CBC's bright brains, known for his groundbreaking work founding Radio 3 and thus helping the Ceeb make an early transition into on-line media."

The sold out session was fast-paced and full of ideas for new and veteran podcasters.

Visit www.vidfest.com for more information on the conference.

WORK LIFE BALANCE THE #1 RESOLUTION FOR 2007

ACNielsen surveyed consumers in 46 countries from the United States to Vietnam and found that more than half of those interviewed wanted work to play a lesser role in their lives in 2007. Work-life balance was the subject of a panel discussion hosted by the Vancouver Film School and New Media BC. Robert was invited to share his 30 years experience working with both small and large teams. Since he was there, he also recorded the session for a podcast, available on Robert's blog at:

<http://blog.bigsnit.com/index.php/2006/11/28/357>

CONTACT INFO & SUBSCRIPTIONS

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