

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)  
invites you to attend its meeting, on Wednesday, Dec. 18, 2013.  
YMCA OF GREENWICH, Greenwich, CT.***

***TIM ARMSTRONG***

***NEW TECHNOLOGY AND THE CONTENT OF MEDIA ON THE  
INTERNET***



Sales of personal computers are in free fall. Worldwide shipments have been dropping at the rate of about 15% a year, as consumer interest in touch-based mobile devices (iPads, smart phones, tablets) is off the charts. Sales of flat-panel television sets are similarly declining. Consumers are not replacing the TVs they already own, and more of their spending on electronic devices is going into mobile gadgets, replacing some of the roles TVs used to play—entertainment and information. And we already know what has been happening to print media—

newspapers, books and magazines.

New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback and creative participation. Most technologies described as "new media" are digital, often having characteristics of being networkable and interactive technologies. Wikipedia encyclopedia is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model in which most users are also participants.

Those who are at the forefront of New Media understand where we are and where we are going (at breakneck speed). Tim Armstrong has served as Chairman and CEO of AOL since 2009. In December of that year he took the company public. Prior to joining AOL, he served as President of Google's Americas operations and on its Operating Committee. Prior to Google he served as an executive of multiple internet and media companies, including Snowball, Disney's ABC ESPN Internet Ventures, and Paul Allen's Starwave Corporation. He has started or co-founded multiple companies during his career included Associated Content (sold to Yahoo) and Patch (sold to AOL). He is a graduate of Connecticut College.

**Our business meetings begin at 10, and our speakers are scheduled for 10:30. No Charge, and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558;bgsesq@gmail.com.;or see our website, greenwichrma.org.**