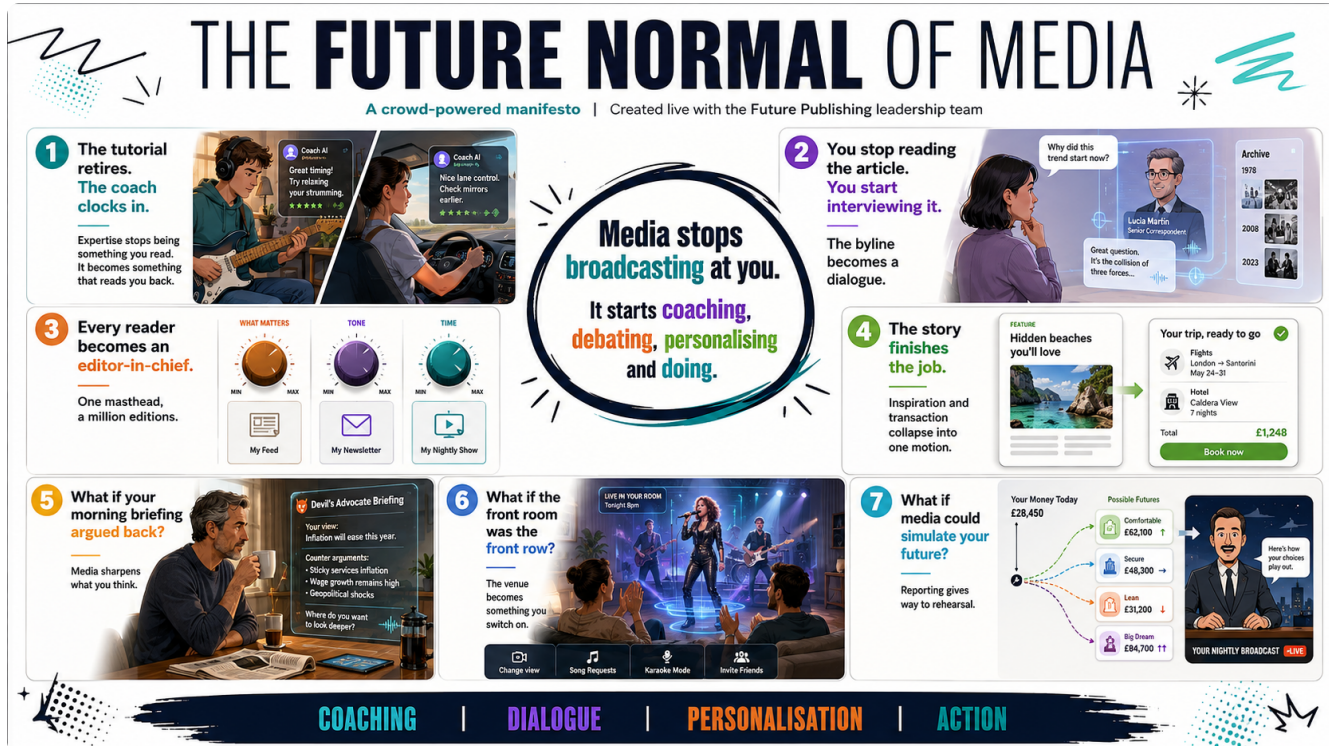


THE FUTURE NORMAL OF MEDIA

A crowd-powered manifesto

Co-created live by 30+ Future Publishing leaders | Bath, UK | July 2026



The tutorial retires. The coach clocks in.

Media stops explaining how and starts watching you try. It listens to your guitar practice and says "try it like this". It sits beside you on your driving lesson. Expertise stops being something you read – it becomes something that reads you back.

You stop reading the article. You start interviewing it.

Decades of trusted journalism wake up as something you can question. Ask the reporter's verified double, "tell me what that means" – and the brand's entire archive joins the conversation. The byline becomes a dialogue.

Every reader becomes an editor-in-chief.

Stuff you like. What to do with it. How you like it. Readers assemble their own media product from three dials – and the feed, the newsletter and the nightly show rebuild themselves around each person. One masthead, a million editions.

The story finishes the job.

The travel feature books the holiday it just sold you – flights, hotel, budget and all. The hotel room can be stood in before it's paid for. Inspiration and transaction collapse into a single motion. Reading becomes doing.

What if your morning briefing argued back?

One leader drew news you can debate: an AI that plays devil's advocate over breakfast, countering your take with evidence before you've finished your coffee. Media's job flips from confirming what you think to sharpening it.

What if the front room was the front row?

Holographic karaoke on your carpet. A life-sized band by the sofa. Legends performing for the price of a projector. The venue stops being somewhere you go and becomes something you switch on.

What if you could rehearse your financial future?

Snapshot your money today, then toggle tomorrow: the career change, the market dip, the early retirement. Watch each future play out before you commit to one. Money media stops reporting what happened and starts simulating what's next.

What if Homer Simpson read you the news?

One sketch asked for exactly that: a personalised nightly bulletin anchored by a cartoon icon, built around one man's love of horse-sized-duck debates. Absurd on purpose – and dead serious about what "channel" means when every fan gets their own broadcaster.

Want to dive deeper?

[View & explore the full signal report & all participant ideas »](#)

Want to bring Henry & this 'multiplayer' AI keynote to your next event? [Learn more »](#)