

**WALT MOSSBERG, PERSONAL TECHNOLOGY
COLUMNIST, *THE WALL STREET JOURNAL*
Highlights from the MT&R Media Center Luncheon
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- “People are making higher production value programming that’s only being put up on the Internet. I would not be surprised if this year or next we get a hit television show that is only available on the Internet -- a series that people will want to watch on the web.”
- “I am a big believer in getting good journalism out through whatever medium, and the Internet has great advantages. But it is still better to read the *Journal* that we produce on paper. There’s nothing you can do to fight the fact that people are less interested in doing that, but it’s better. And why is it better? Because of serendipity. If you turn the pages in a newspaper, your eye is likely to fall on an article that you did not know you would find or would be interested in reading when you started the newspaper. And that article could change your life. On the web, at the moment, we haven’t thought of a good way to recreate that serendipity.”
- “The most important digital platform is the device formerly known as the cell phone. There’s tremendous energy going into it and there’s more disruption coming in the cell phone market. There are companies that are not in the cell phone market today that are going to be in it in about 18 months.”