

- 17 Douglas Adams: Generally, old media don't die. They just have to grow old gracefully. Guess what, we still have stonemasons. They haven't been the primary purveyors of the written word for a while now, of course, but they still have a role because you wouldn't want a TV-screen on your headstone, and the work of the stonemason persists for centuries, while many of the old Technicolor films, for instance, are rotting away or exploding. Which brings us onto another issue. Maybe it's new media that die.

Stewart Brand: I think one of the most deeply, unsolved problems is preserving digital material. Because once it's digital, er, it's readable in the current formats. Those formats move on typically every five or ten years now and you can't read once it's moved on. So in that sense you may want to have printed copies of your books just to be sure they're around in twenty years ...

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