Entertainment vs. News

Issues in media took hold of my interest hard at Yahoo and WSJ. As social media competition grew, our video products took on new platforms and business models. In turn I grew more interested in product decisions and their effect on UX.

Facilitating team activities to prioritize features through research *and* business goals got buy in, but something about media UX kept me guessing. What is the experience really about? The voice of the content? The platform its on? The amount of time readers and viewers spend with it?