



THE BLOG AS YOUR MEDIA HUB

The growth of blog readers in the U.S

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The blog has grown considerably as a business tool since its inception. No longer just a platform upon which to pontificate, the blog has evolved into a flexible media outlet tethered to a host of outside media distributors.

Though some business owners think “social media serves all my needs,” a blog (or website with a blog) provides much more control, flexibility and usefulness. Indeed, by 2014, readership of blogs will rise to more than 150 million Americans, or 60% of the internet population in the US. Looking at the chart below, we can see the gradual rise of blog readers in the U.S.



As technology develops, evolves and merges, the term *blog* may disappear from the tech lexicon. Indeed, the ease with which we're able to embed or integrate elements of social media into a website has blurred the lines of what constitutes a blog. Now that news sites like the Wall Street Journal and the New York Times have begun compete with news aggregators like Mashable and Huffington Post, blogging media hubs will continue to flourish.

