

Ψηφιακά Μέσα, νέο επιχειρηματικό περιβάλλον, νέο οικοσύστημα δημοσιογραφικής παραγωγής, νέοι ρόλοι και ευθύνες, διαφορετικές ανάγκες εκπαίδευσης

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Συνέδριο για την σωτηρία και αναβάθμιση του περιφερειακού, τοπικού Τύπου
Σάββατο 29 Μαρτίου 2014



Lambrakis Press S.A.

Που να έχουμε το νού μας..

please pay

share
become part
of the
conversation

young
audience

Mobile
Mobile
Mobile
Mobile

DATA
DATA
DATA

second screen
on tv

not just
content but
services for
me

know your
competitor!

Γνωρίζουμε με τι παλεύουμε;



Τι είναι το Ιντερνετ;;

είναι αυτό που ήταν όταν γεννήθηκε;

**μέσο
ενημερωσης;**



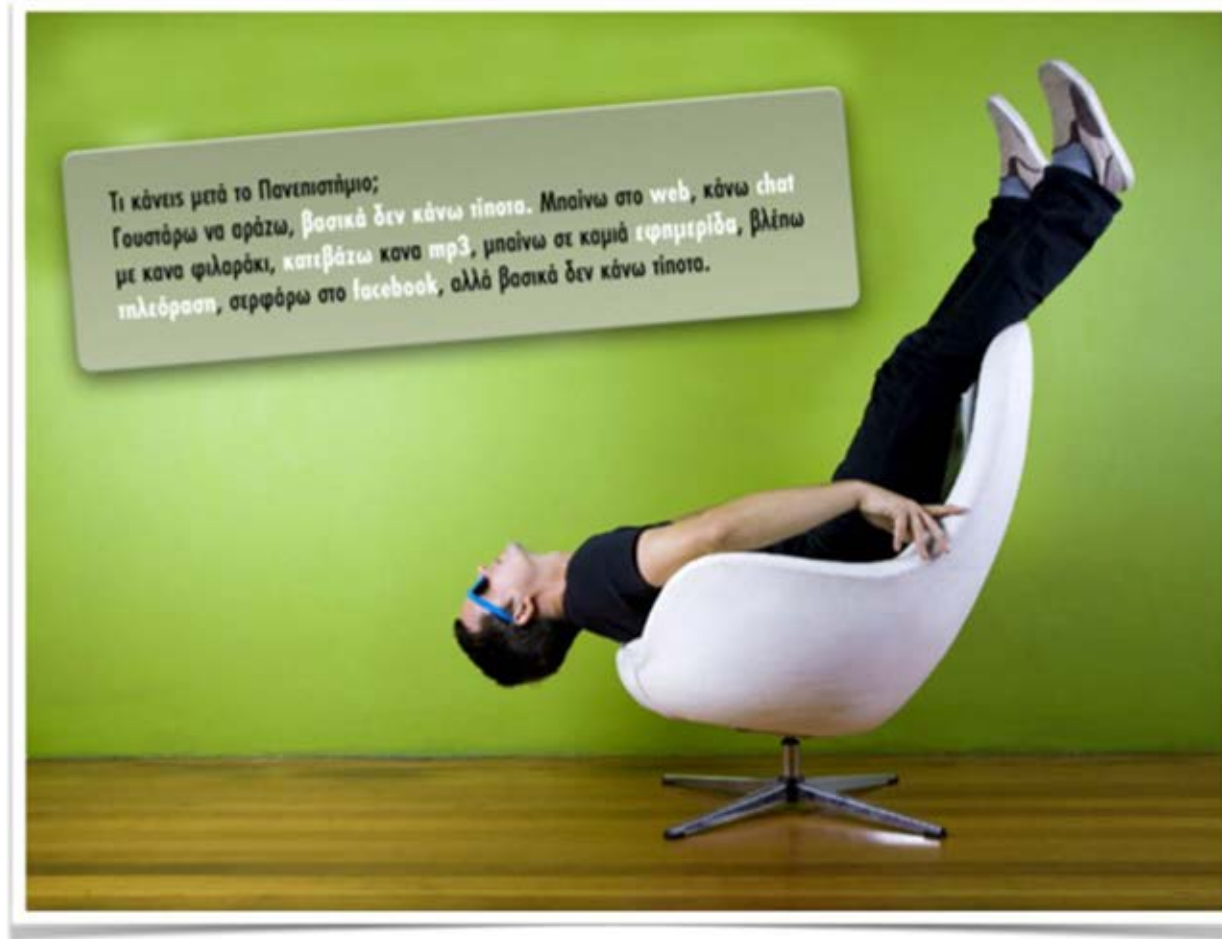
**μέσο
ψυχαγωγίας;**



**μέσο
“κοινωνίας”;**



ΤΟ ΈΧΟΥΜΕ ΚΑΤΑΛΆΒΕΙ;



ΤΕΤΡΙΜΜΕΝΟ ΑΛΛΑ ΑΣ ΜΗΝ ΞΕΧΝΆΜΕ

1990s



2010s



η αρχή



το σήμερα;



το σήμερα;



το σήμερα;

How technology and social media are changing the way we watch TV

How We Find Out What's On

How we choose what to watch (% increase over 1 year)



Who uses Twitter to find something to watch?



24% of 18-24 year olds use Facebook to find something to watch



12% of people say they've turned on their TV just because of something they've seen on social media



24% use social media for TV recommendations



How We Watch TV

75% of people watch TV with a second device

Apart from eating, going online is the next form of multi-tasking whilst watching TV



Programmes watched on portable devices



Why do we turn to social media when we watch TV?



How We Share TV

21% talk online to people they don't know about their favourite TV



Types of programmes that get us talking on social media



Device ownership

Smartphone ownership has doubled in the past two years.

PC ownership has decreased over the past two years.

Tablet ownership continues to grow, with the number of devices multiplying by 6 in two years.

1 in 6 UK adults intend to purchase a tablet in the next year.

Increase of tablet ownership in 2 years

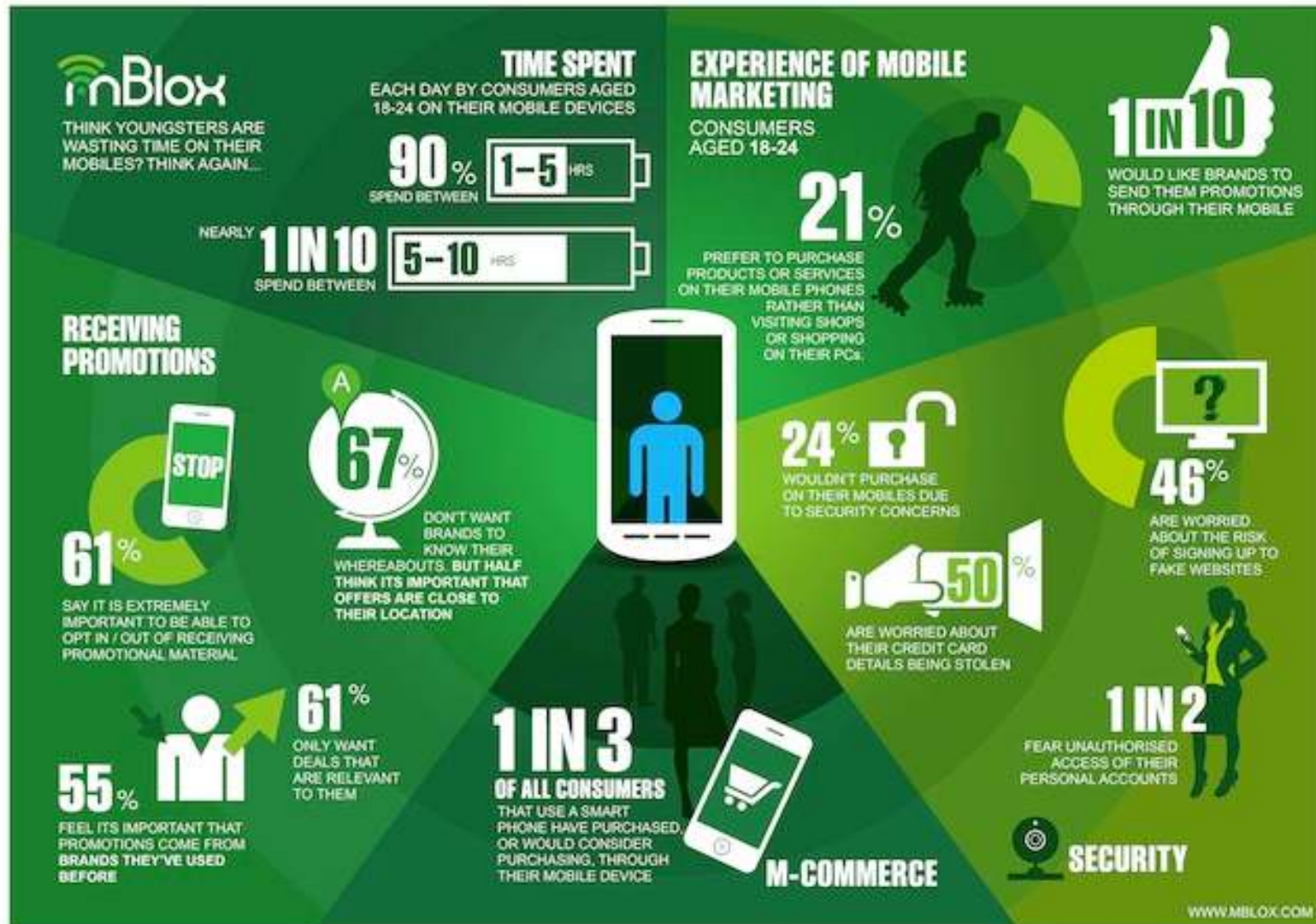


You Tube

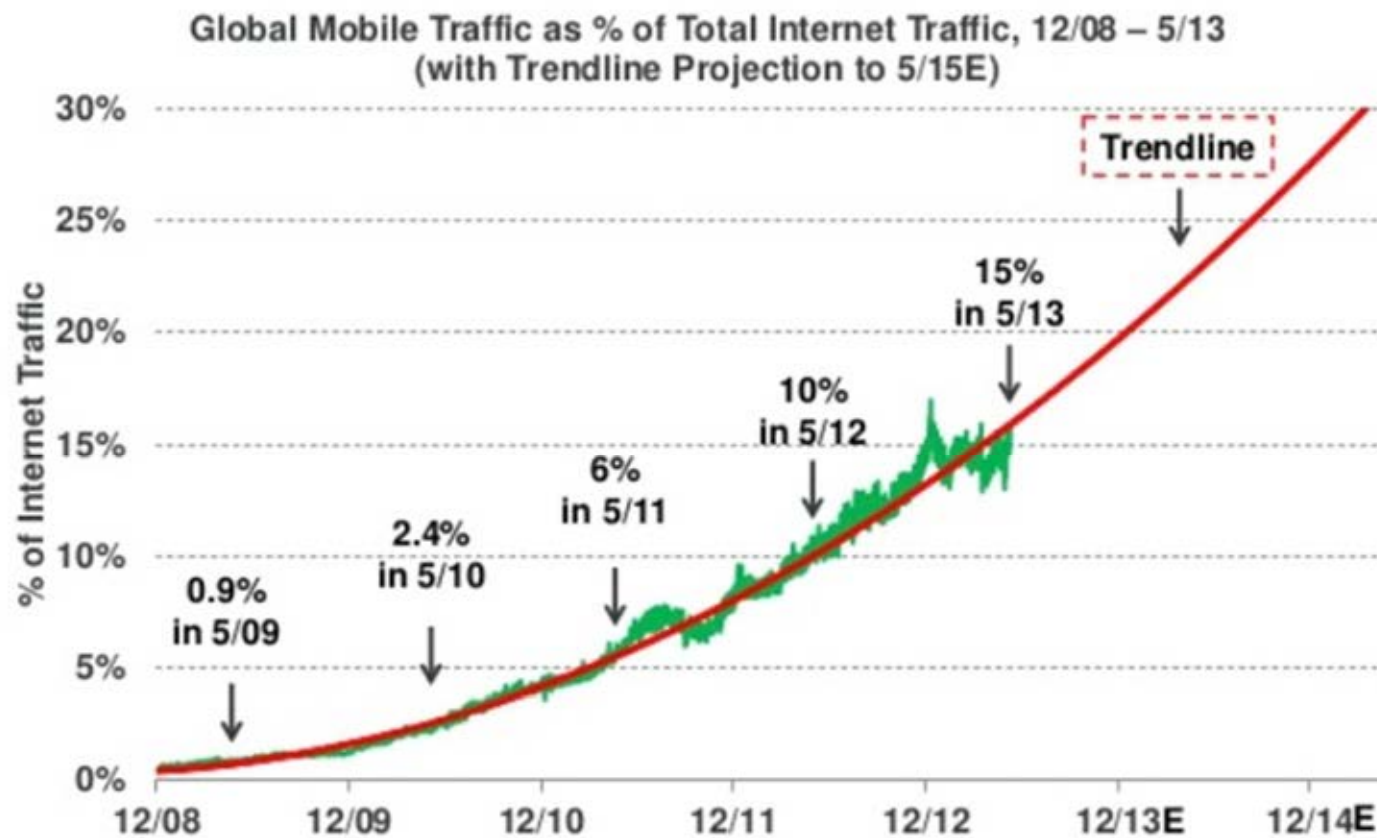
sky

Believe in better.

το σήμερα;



Ήδη έχει φθάσει το 45%!



KPCB

Source: StatCounter Global Stats, 5/13. Note that PC-based Internet data bolstered by streaming.

32

Το χθές!



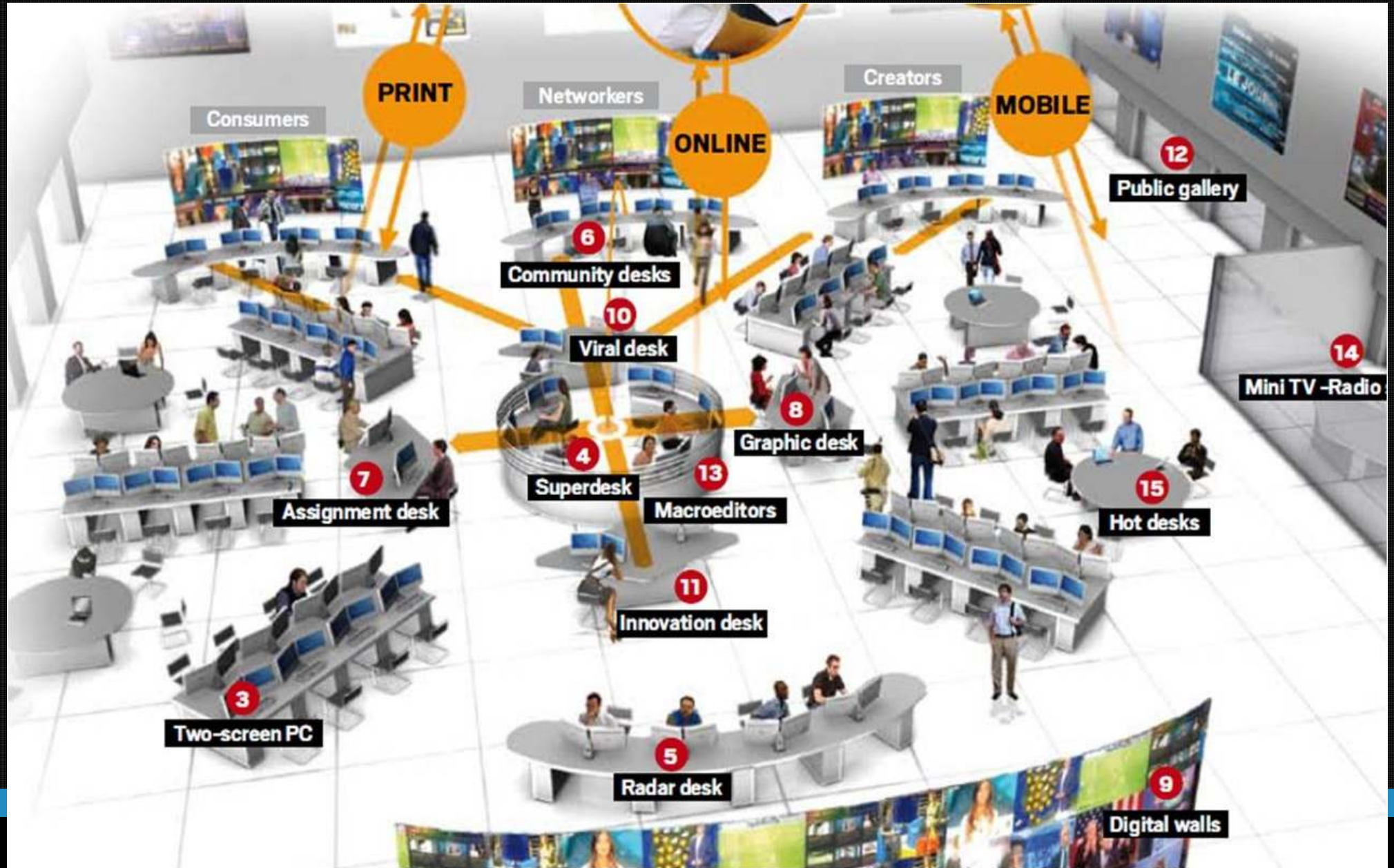
Το χθές!

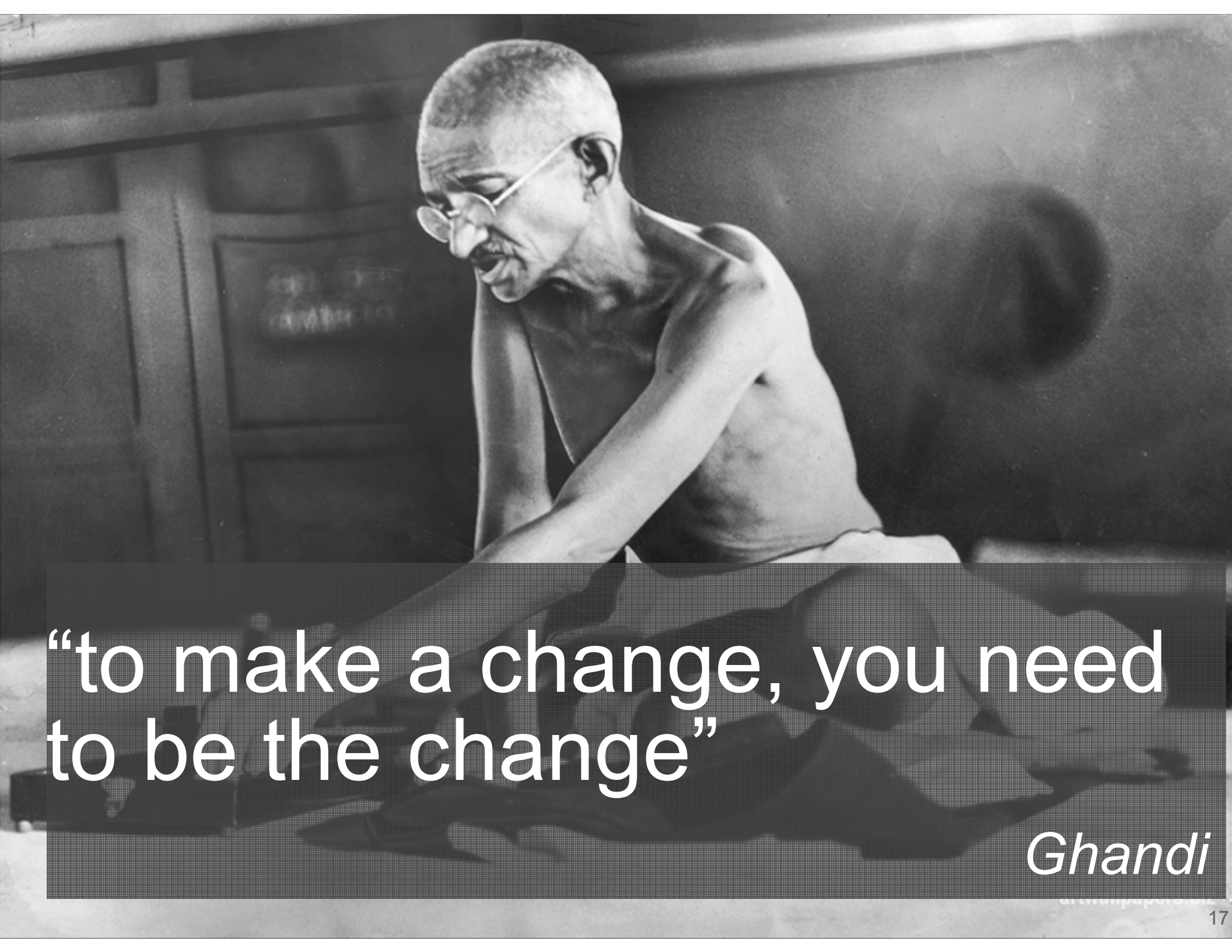


Ναι το ξέρω ότι δουλεύει ακόμη!



Το όνειρο !

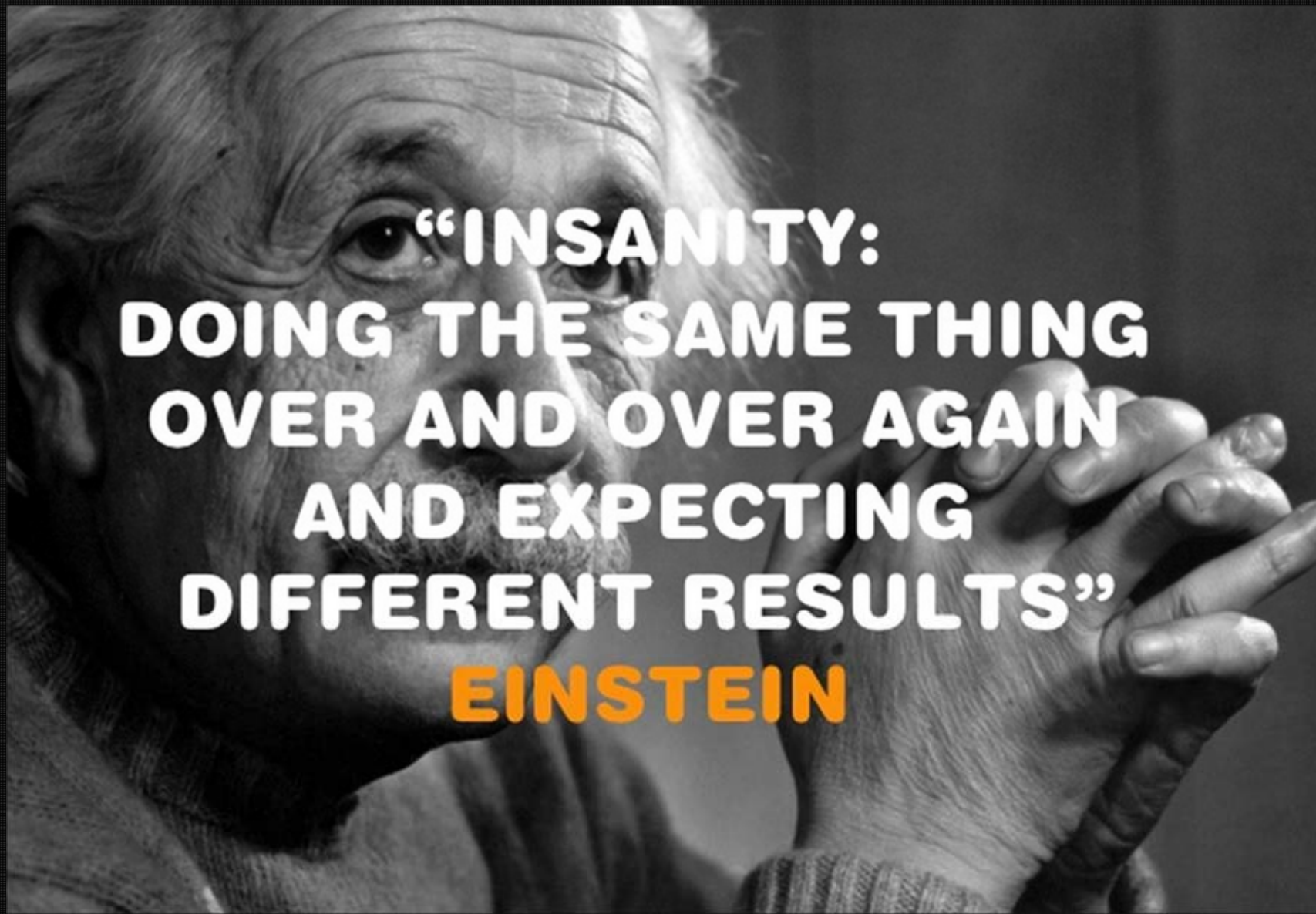




“to make a change, you need to be the change”

Ghandi

Φόβος και τρόμος



**“INSANITY:
DOING THE SAME THING
OVER AND OVER AGAIN
AND EXPECTING
DIFFERENT RESULTS”**

EINSTEIN



“The goal is to deliver independent news coverage to our audiences wherever and whenever they find us”

Newsrooms and Integration

different strategies

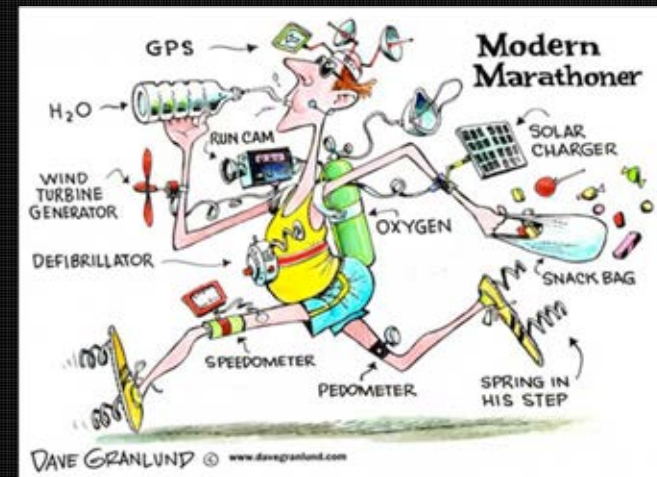
Digital First
Philosophy



Separate
Reporting
Entirely from
Production



Divide
Journalists in
Fast and Slow
teams



Από το Newsroom 1.0 στο Newsroom
4.0!

Newsroom 1.0

From the very traditional newsroom to the very first
days of online operation



Από το Newsroom 1.0 στο Newsroom 4.0!

Newsroom 2.0

Integrating Print with
Online Operations



Από το Newsroom 1.0 στο Newsroom 4.0!

Newsroom 3.0

Embracing Mobile and Tablet applications



NEWSROOM 4.0 - Η περίπτωση των FT



Technology

Platform Agnostic - Medium Independent CMS

Production

Former Newspaper Subs are Production Journalists multi skilled in “digital” outputs

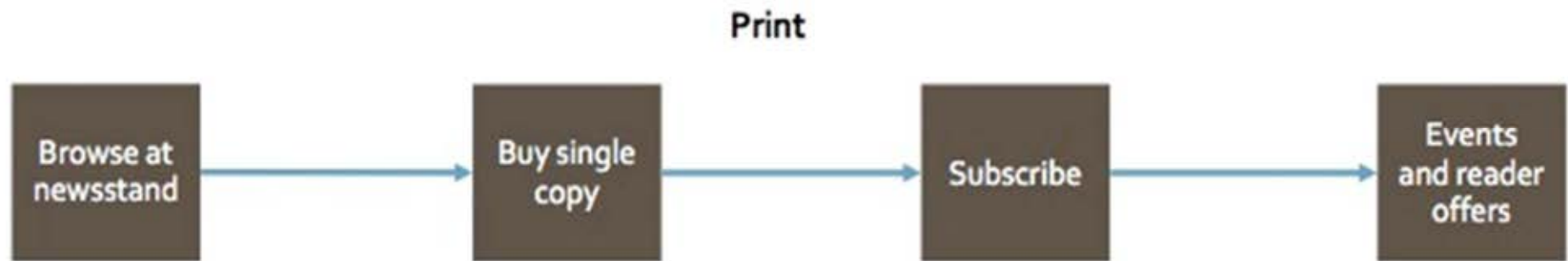
Reporters Training

Reporters are trained to be Multi skilled storytellers - recording podcasts, filming video on studio or on location - in many cases they do it themselves - MULTI FACETED CREATURES

Redefinition of Roles

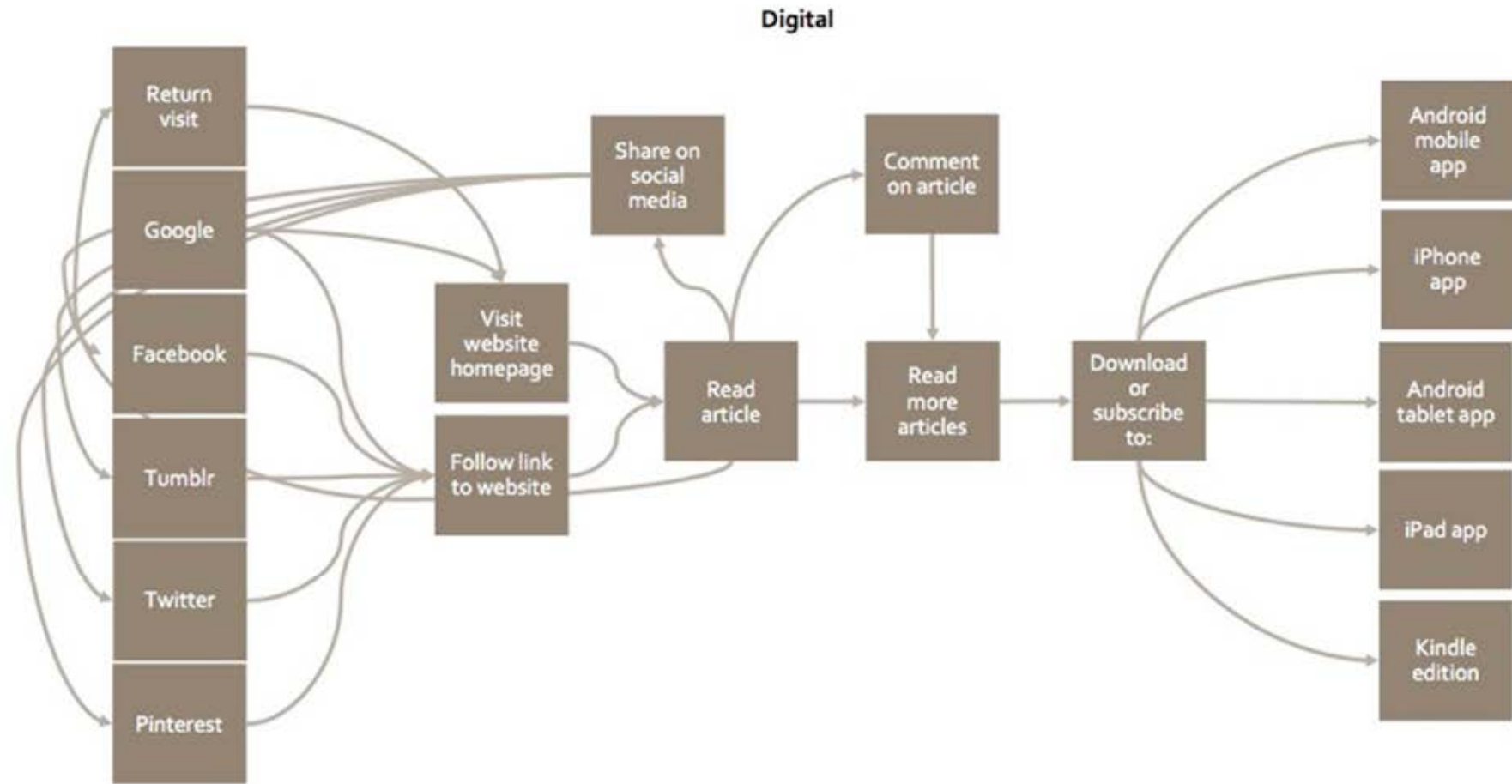
Traditional print jobs redeployed to service demanding digital output - New Job Titles - New Skill Sets

Ας Ξεχάσουμε αυτά που ξέραμε



ENDERS|ANALYSIS


και ας δούμε τι γίνεται



και μην ξεχνάμε και αυτό



και έχει και συνέχεια



OVER 50%

**OF TWITTER USERS SAY
TWITTER GIVES THEM THE
LATEST NEWS FASTER THAN
ANY OTHER SOURCES**

source: EMEA user deep dive Nielsen Q4 2013

Δεν ξεχνώ!

η αλλιώς δεν υπάρχουμε στο παιχνίδι

Αλλάζει η
συμπεριφορά
των
αναγνωστών
μας



αλλάζουν τα
μοντέλα
πωλήσεων



όλο και
περισσότερο
θα μας
κλέβουν τα
άρθρα μας



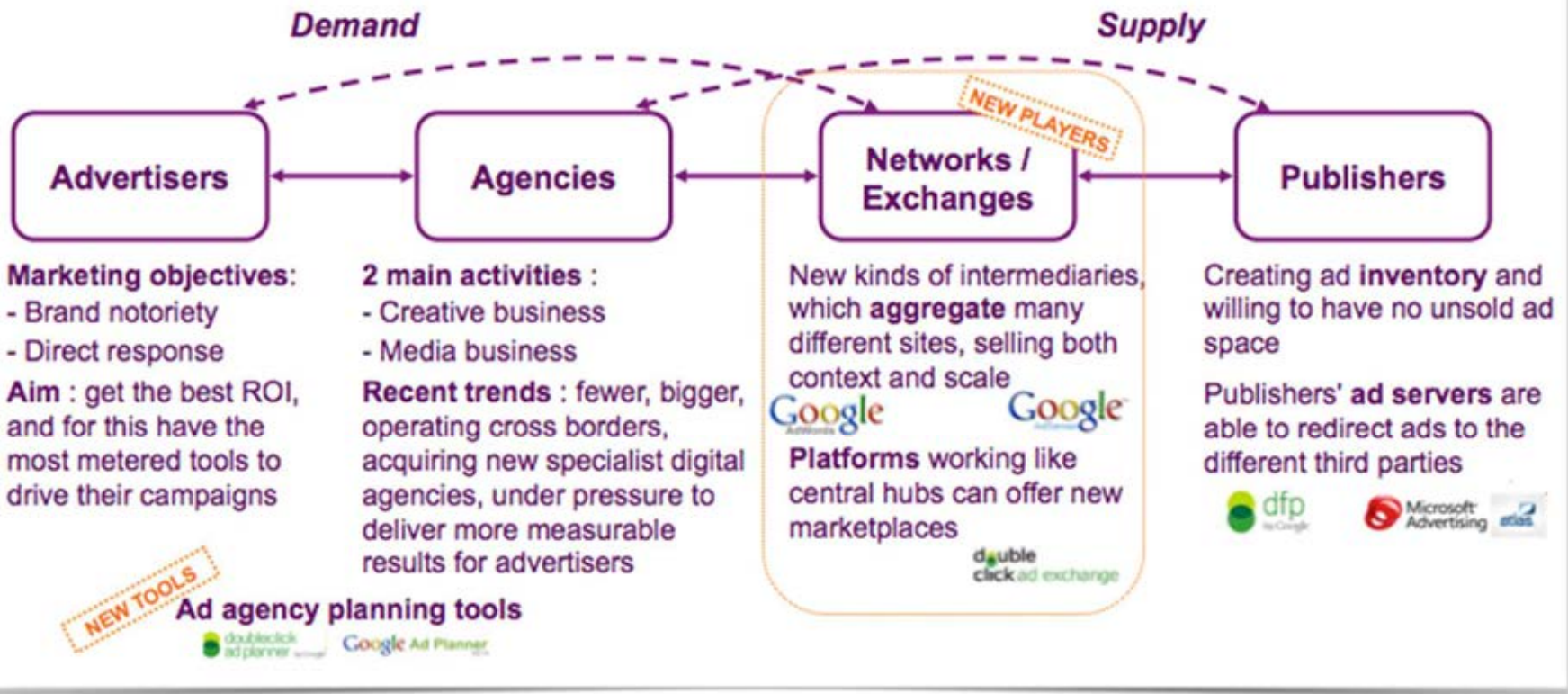
1 προς 9 και
ανεβαίνει!

ΠΡΕΠΕΙ να
υπάρχουμε σε
όλες τις
συσκευές

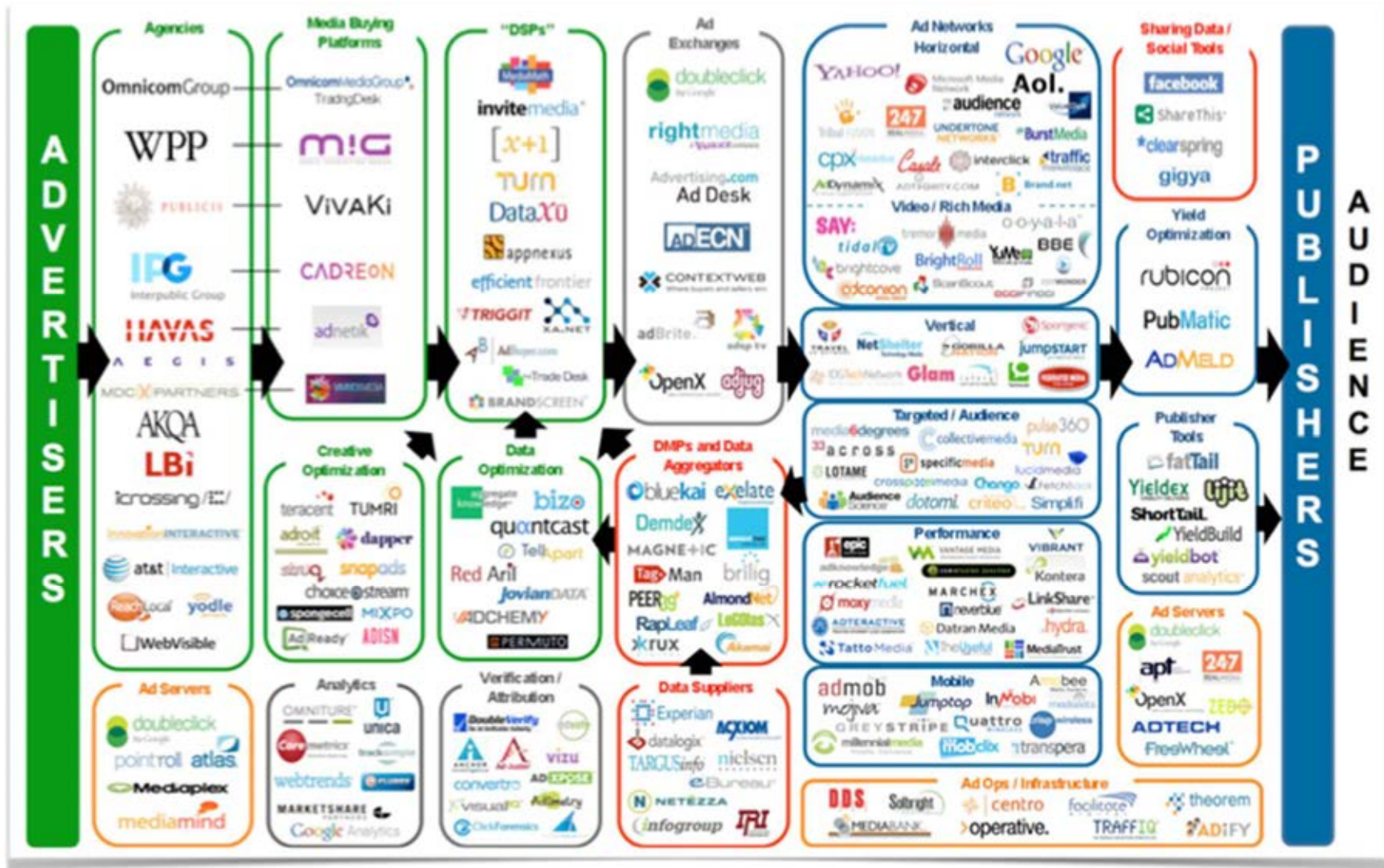


δεν είναι απλά τα πράγματα

- The value chain is increasingly complex and traditional sales houses now often bypassed
- New players and new tools favor disintermediation



αόρατος πόλεμος!



Τι βλέπουν, που, πως!!

Activity and device usage: time of day analysis

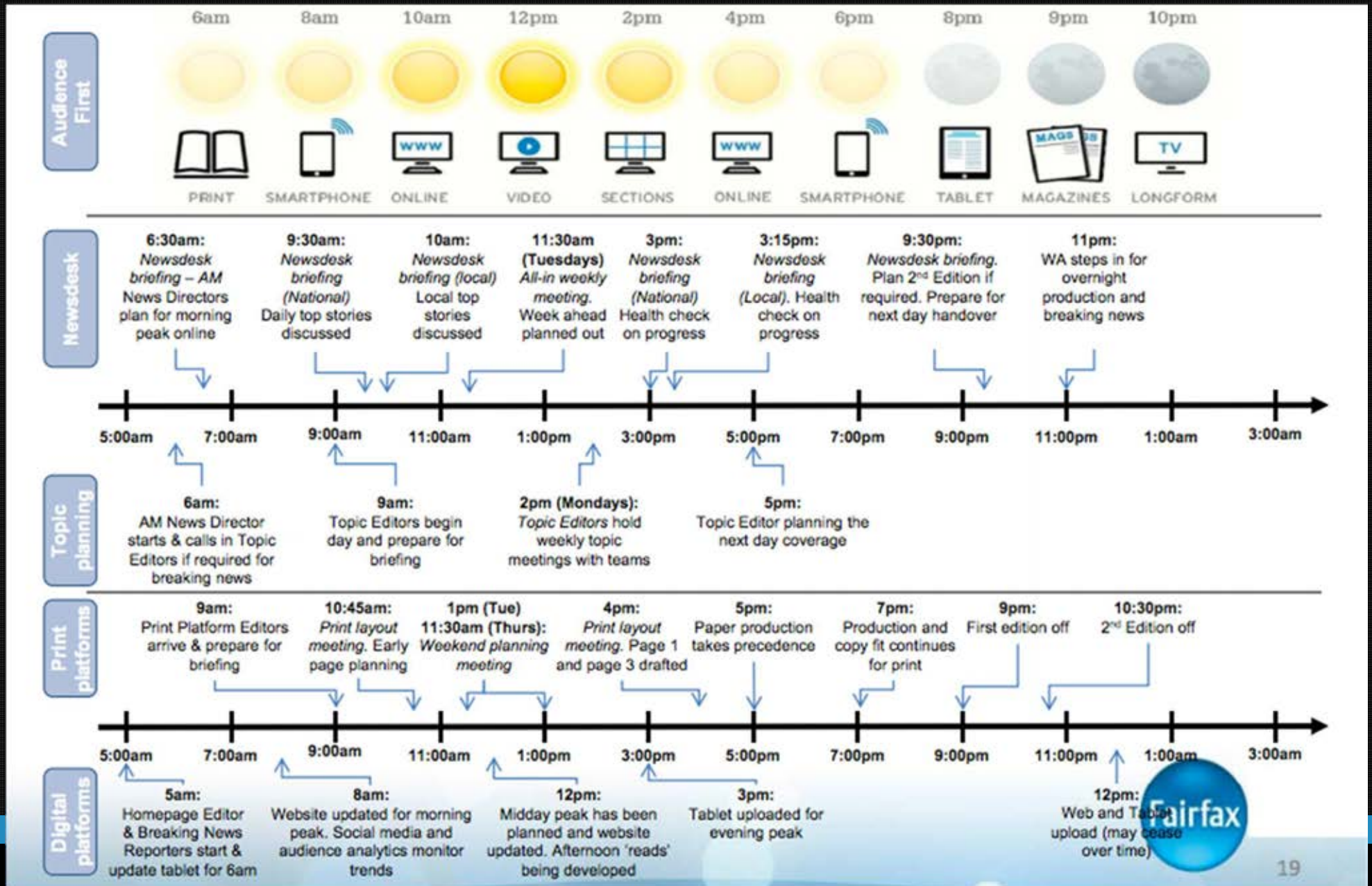
Device use by time of day								
	Morning	Transit	Work	Noon	Work	Transit	Evening	Night
Smartphone	●	●●	●	●●	●	●●	●	●
Tablet	●●	●	●	●	●	●	●●	●●
Desktop	●	-	●●	●	●●	-	●	●

Types of news contents by order of importance

Tablet	Smartphone	Desktop
News stories	Morning briefings	News stories
Features	Quick updates / alerts	Data
Morning briefings	News stories	Infographics
Videos	Videos	Videos

← Social interactions: Facebook, google+, twitter →

Key Roles: The Daily Life in The Integrated Newsroom



Νέοι Ρόλοι - Νέες Ευθύνες - Νέες Ανάγκες εκπαίδευσης

Editor-in-Chief: oversees journalism across all platforms – a transformative change from the current situation in which print and digital are managed separately. The EIC is the ultimate arbiter in the newsroom and the internal and external figurehead. Reports to the Editorial Director.

News Director: the newsroom's linchpin, effectively the head of content. Platform-neutral, the News Director is the EIC's delegate in day-to-day operations and forward planning. When questions are raised about when and where a story is published, the News Director makes the final call. News Directors chair the daily and weekly news briefings, manage quality control and Topic Editors' needs/performance and ensure Platform Editors' needs are met. They will be supported by deputies to ensure news director presence 6am-late across seven days.

Platform Editors: The editors of our newspapers, websites, tablet apps and mobile sites are the champions of our products. They are totally immersed in delivering journalism for targeted audiences, and must know intimately their platform's strengths, audience reach/needs and demographics. They are not passive curators of journalism in the newsroom, but are expected to be active in ideas generation and execution by liaising with Topic Editors and News Directors.

Topic Editors: Topic Editors lead a team of journalists and are responsible for delivering 24/7 coverage of assigned rounds to all of the platforms. A platform-neutral role, they will be active in daily and weekly news briefings, maintain newslings and diaries, manage the performance of the journalists in their team, oversee the production of online and print sections and liaise with fellow Topic Editors. Editors of national topics report to the National Editor, editors of local topics report to the News Director.

Reporters: Reporters will no longer be aligned to one platform – they will be organised into topics and will produce their stories for all platforms. Their aim will be the same: to set the agenda by breaking exclusive stories, finding fresh and compelling new angles and engaging our audiences.

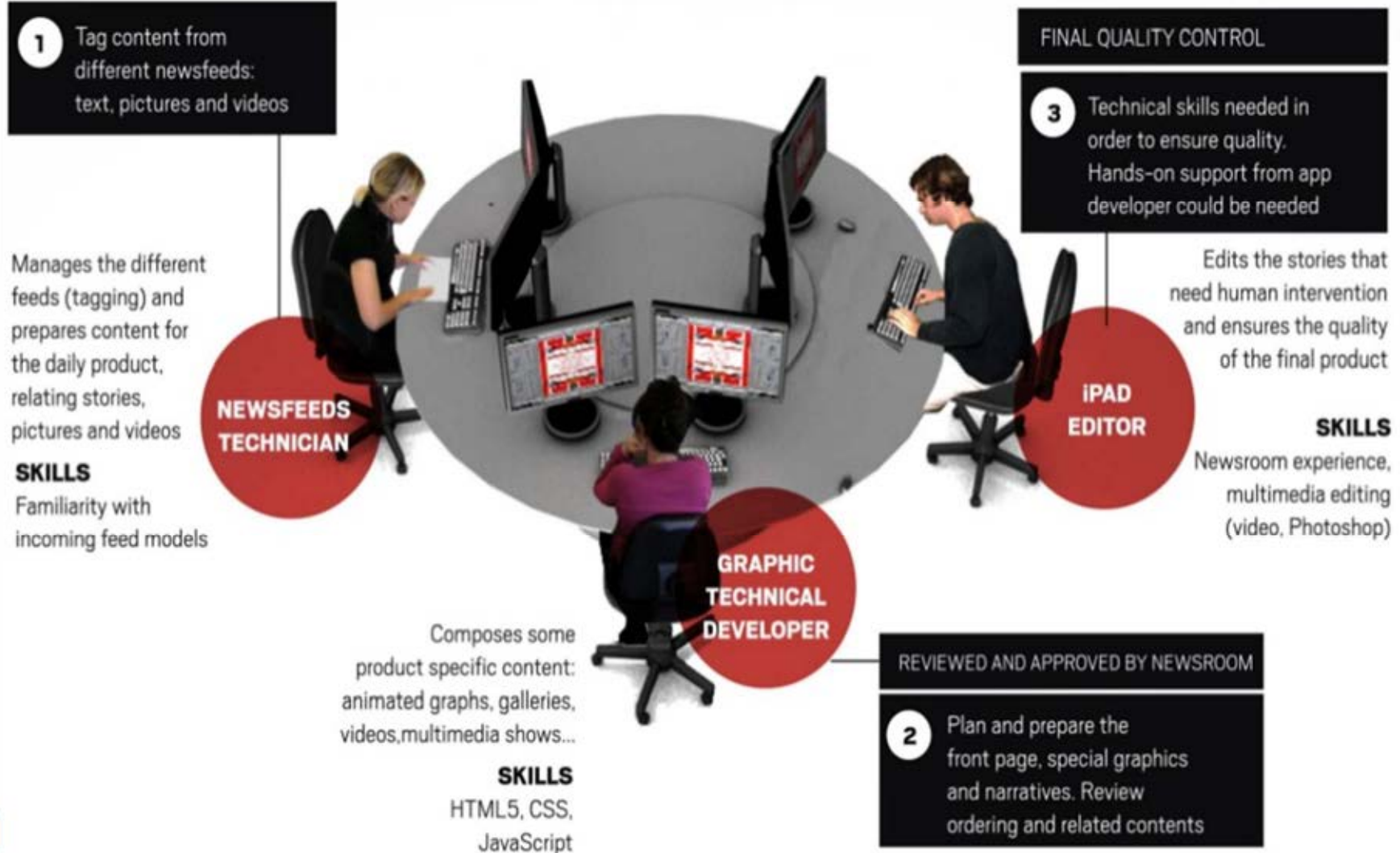
National Head of Production: a new role to lead a cross-masthead, cross-platform production team, elevating the quality of our online journalism.

Producers: for the first time, digital, newspaper and magazine production staff across geographies will unite to form a multi-skilled production team.



Νέοι Ρόλοι - Νέες Ευθύνες - Νέες Ανάγκες εκπαίδευσης

TABLET & MOBILE WORKFLOW



Νέοι Ρόλοι - Νέες Ευθύνες - Νέες Ανάγκες εκπαίδευσης

Integrated Newsroom Director -
The MAESTRO

Mobile Editor

Social Media
Editor

Web Tv Editor

Photo Galleries
Editor

Growth Director

Chief Data Officer
RTB sales
director

Native Ads sales
Director

Local Digital Media



Dear Local Business,

Tried to find you on the web today, but had to buy from your competitor....

Sorry!

~Your Customers

Click To Fix!

Old-Timey Communications Postcard Company | Est. 1987

Περιφερειακός Τύπος

ΒΕΒΑΙΩΣ ΚΑΙ ΕΙΝΑΙ ΣΤΟ ΠΑΙΧΝΙΔΙ! ΠΟΥ ΝΑ ΚΟΙΤΑΞΟΥΜΕ

native ads
σχετικές με το
περιεχόμενο

affiliate
συνέργιες με
“μεγάλους”!

Be part of the
Economy of
Conversation
& Sharing
“Be Social”

Mobile
Mobile
Mobile
Mobile

DATA
DATA
DATA

και ας είναι και λίγα!

ΕΙΝΑΙ ΠΟΛΥ ΑΡΓΑ ΠΙΑ ΝΑ ΣΚΕΦΤΟΥΜΕ
“ΑΝ ΠΡΕΠΕΙ”
ΝΑ ΕΠΕΝΔΥΣΟΥΜΕ ΨΗΦΙΑΚΑ

Ναι αλλά είμαστε σε κρίση!



στην κατοχή και γάμοι γίνανε και σπίτια ανοίγανε!

Ευχαριστώ

@nikosgouraros

Συνέδριο για την σωτηρία και αναβάθμιση του περιφερειακού, τοπικού Τύπου
Σάββατο 29 Μαρτίου 2014



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