

We're On a Mission

The Enduring Value of Newspapers in the Digital Age



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WAN-IFRA, based in Paris, France and Darmstadt, Germany, with offices in Singapore, India, USA, is the global organisation of the world's newspapers and news publishers. It represents 18,000 publications, 15,000 online sites, 80 associations, 300 suppliers and 3,000 companies in more than 120 countries



#greekpress



Results for #greekpress

Save

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WAN-IFRA @NewspaperWorld · 28s

Legislative framework prohibits growth of Greek regional press, editor Christos Boukoros tells Minister Kedikoglou #greekpress #editors

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WAN-IFRA @NewspaperWorld · 2m

Yiannis Laskarakis, Editor, GNOMI Newspaper: It's up to our imaginations and willingness to embrace risk to ensure our future. #greekpress

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WAN-IFRA @NewspaperWorld · 15m

First panel concludes at Greek press conference: Key message is to understand new content models to engage fully with audience. #greekpress

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WAN-IFRA @NewspaperWorld · 24m

Michael Meïmaris, Director New Technologies Lab Athens National Uni: Future of Greek Regional Press must be innovation #greekpress

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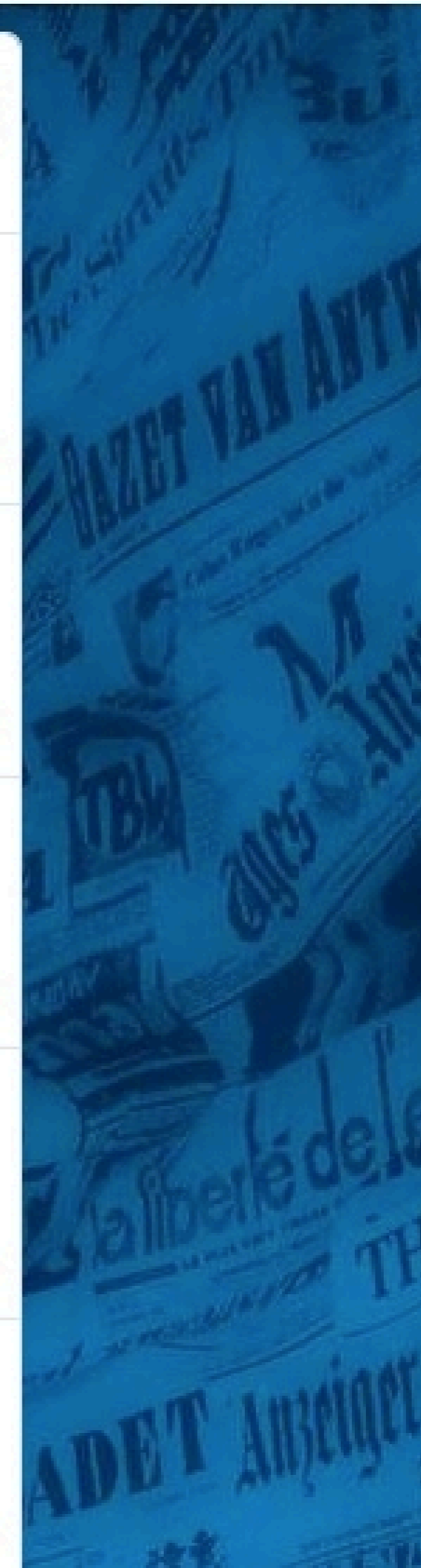


WAN-IFRA @NewspaperWorld · 34m

Information is the most precious gift of our times says editor Christos Boukoros, Director, TACHYDROMOS Newspaper #greekpress

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ENGAGE



- 1. Latest trends in Publishing**
- 2. Latest trends in News Rooms**
- 3. Concerning trends in Press Freedom in Europe**
- 4. Your engagement with the global press:
WAN-IFRA – A new direction with living values**

World Press Trends 2014

www.wan-ifra.org/wpt

**The dilemma facing
newspapers as they**

pivot

**from print to print & digital - and
then?**

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Lionel Barber memo to staff on reshaping the newspaper for the digital age [Print](#) [Email](#) [Share](#)

We are now ready to take the next steps in our successful "digital first" strategy. This is an exciting but also challenging opportunity for all journalists at the Financial Times. It means changes in work practices, a further shift of resources to ft.com and a significant reshaping of the newspaper.

Highlights

FT HISTORY TIMELINE

HOW TO SPEND IT



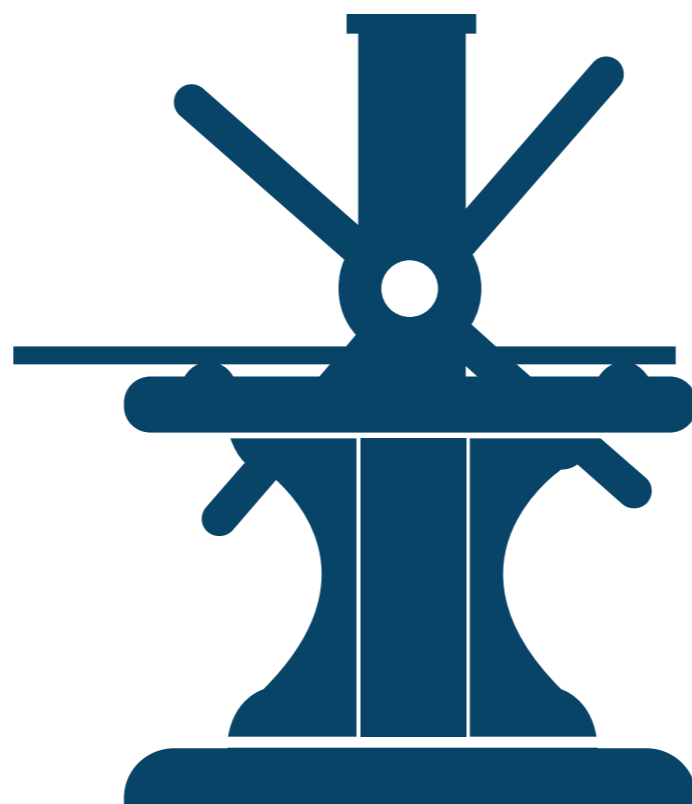
Digital first strategy:

- **The 1970s-style newspaper publishing process – multiple editions – is dead.**
- **Print will derive from the web – not visa versa**
- **Pace of change, driven by technology, is relentless**

**How long do you see having a
print edition?**



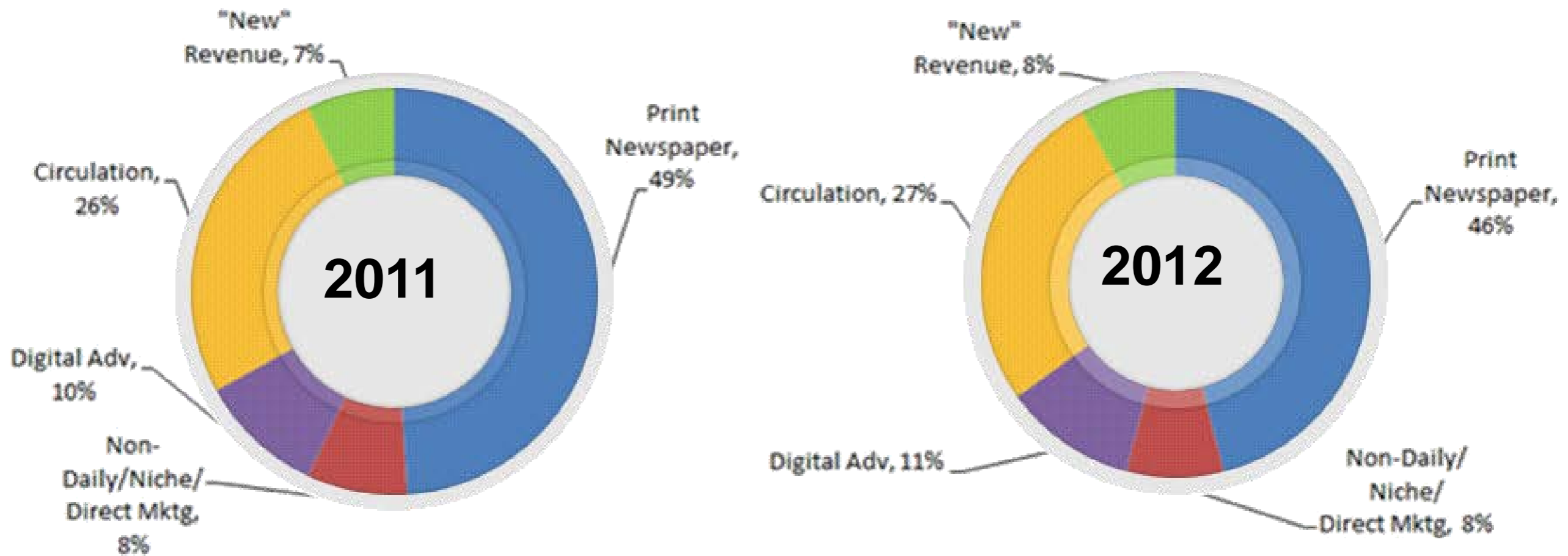
“As long as we have 100 million pounds of advertising. Special reports are a 20 million plus business.”



Publishers are enjoying significant profit contributions from print sales.

A reliance on print revenues

Digital revenues account for 11% of revenues (USA)
Non publishing revenues account for 8%



PELICANS WIN THIRD STRAIGHT, TOP DENVER IN OVERTIME  PAGE 49

The Times-Picayune

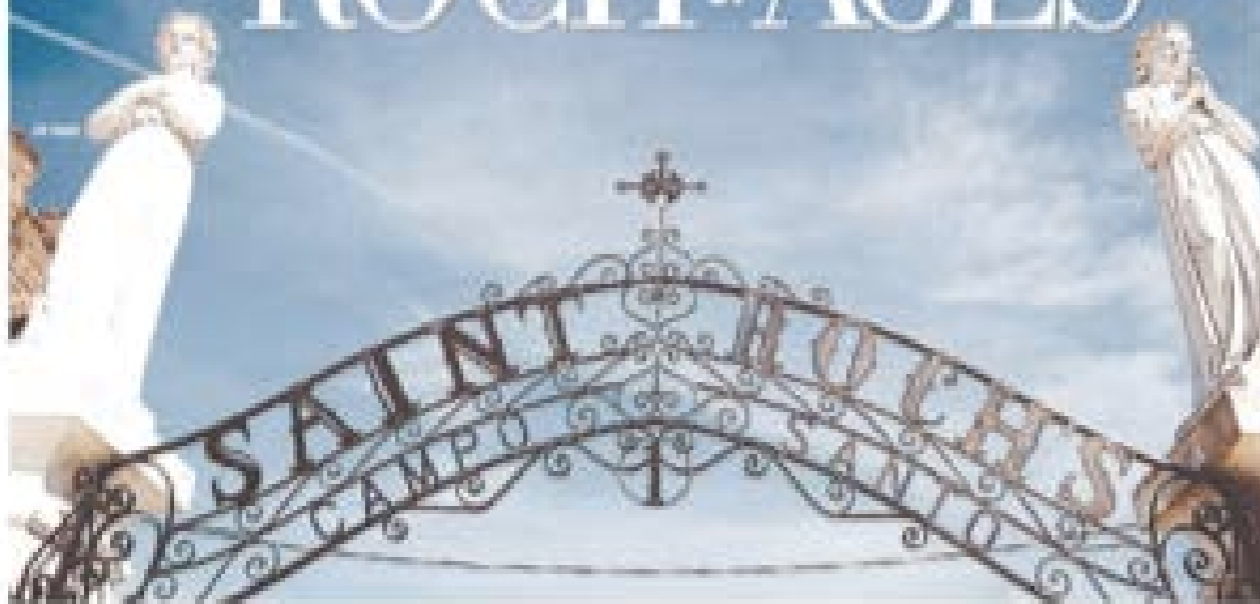
STREET

nola THE ORLEANS AREA

DECEMBER 14, 2012

FOR MORE THAN A CENTURY, HUNDREDS HAVE SOUGHT SOLACE
AND HEALING IN CEMETERY CHAPEL  PAGE 3

ROCH OF AGES



WEEKLY DUNNELL 74 87

SERVING THE NEW ORLEANS AREA 75¢



Digital first strategy:

- New Orleans becomes largest American city without a daily when

177-year old Times-Picayune cuts back to 3 days a week in 2012

- “Hits city like wrecking ball”. Failed to anticipate criticism from subscribers, city leaders and media critics, new competition

- Locals responded as if they had been betrayed by a cherished friend. “The newspaper is important to them.”

A new conservative voice for Louisiana

Columnist Quin Hilyer debuts today
page 18

Capitol closes with meeting
of Rep. and Senate courts
page 18

SPRING
FURNITURE
Show
rooms
from
your
back
yard
page 18



THE NEW ORLEANS ADVOCATE

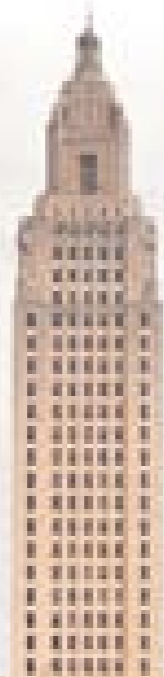
SEVEN DAYS • HOME DELIVERED • LOUISIANA EDITION

NEW
CLUB
page 18
SUNDAY
page 18

Tall order

Lawmakers facing full
agenda when Legislature
convenes Monday

Lawmakers will convene at the Louisiana State Capitol in Baton Rouge on Monday, facing a full agenda of bills and resolutions. The session is expected to be a busy one, with lawmakers tackling a wide range of issues, from education to infrastructure. The Capitol building, a prominent landmark in Baton Rouge, will be the center of activity as the legislative process unfolds.



ON THE AGENDA

- 10:00 AM** - Opening prayer by Governor Bobby Jindal.
- 10:15 AM** - Roll call and reading of the minutes from the previous session.
- 10:30 AM** - Presentation of bills and resolutions.
- 11:00 AM** - Debate on various legislative proposals.
- 12:00 PM** - Lunch break.
- 1:00 PM** - Resumption of legislative business.
- 2:00 PM** - Public hearing on a specific bill.
- 3:00 PM** - Further debate and amendments.
- 4:00 PM** - Adjournment of the session.

Millage request stirs debate

A 50-year property tax for support Louisiana goes to voters. The proposal has sparked a heated debate among lawmakers and the public. Supporters argue that the millage is necessary to fund essential services, while opponents claim it is an unfair burden on taxpayers. The final decision will be made by voters at the next election.

Gusman out front despite jail problems

Despite ongoing issues with the justice system, Gusman remains a prominent figure in the news. The article discusses the challenges faced by the legal system and the impact of these issues on the public. Gusman's role in the current events is a central focus of the report.



Terrorism not ruled out in missing jet

Investigators are considering terrorism as a possibility in the disappearance of a commercial jet. The article details the search efforts and the various theories being explored. The incident has raised concerns about aviation security and the need for improved protocols.



- Baton Rouge Advocate launches home-delivered NO daily, hiring former Times-Picayune staff, including former ME

- Times-Picayune forced to launch TP Street, single-sales tabloid on days the Times-Picayune doesn't come out

- Advocate's new owner attracted to its steady cash flow

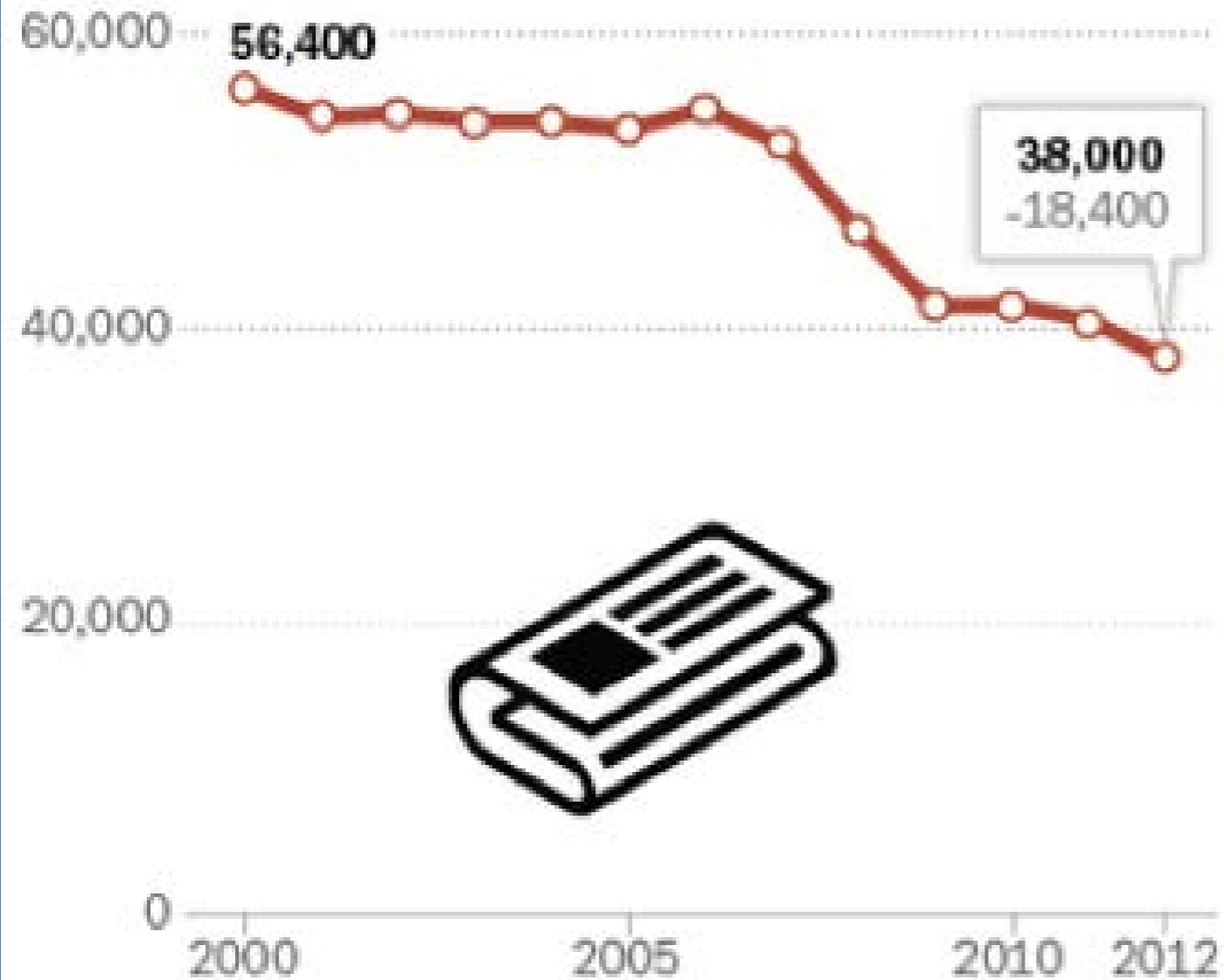
- Monthly newspaper distributed for free across the downtown district of Cairo -- a vibrant business district in the morning and a hangout for various people from different demographics during the afternoon and nighttime.



Mantiqti – going local for lasting growth

**Is digital up to the
task?**

Full-Time Professional News Jobs at Newspapers



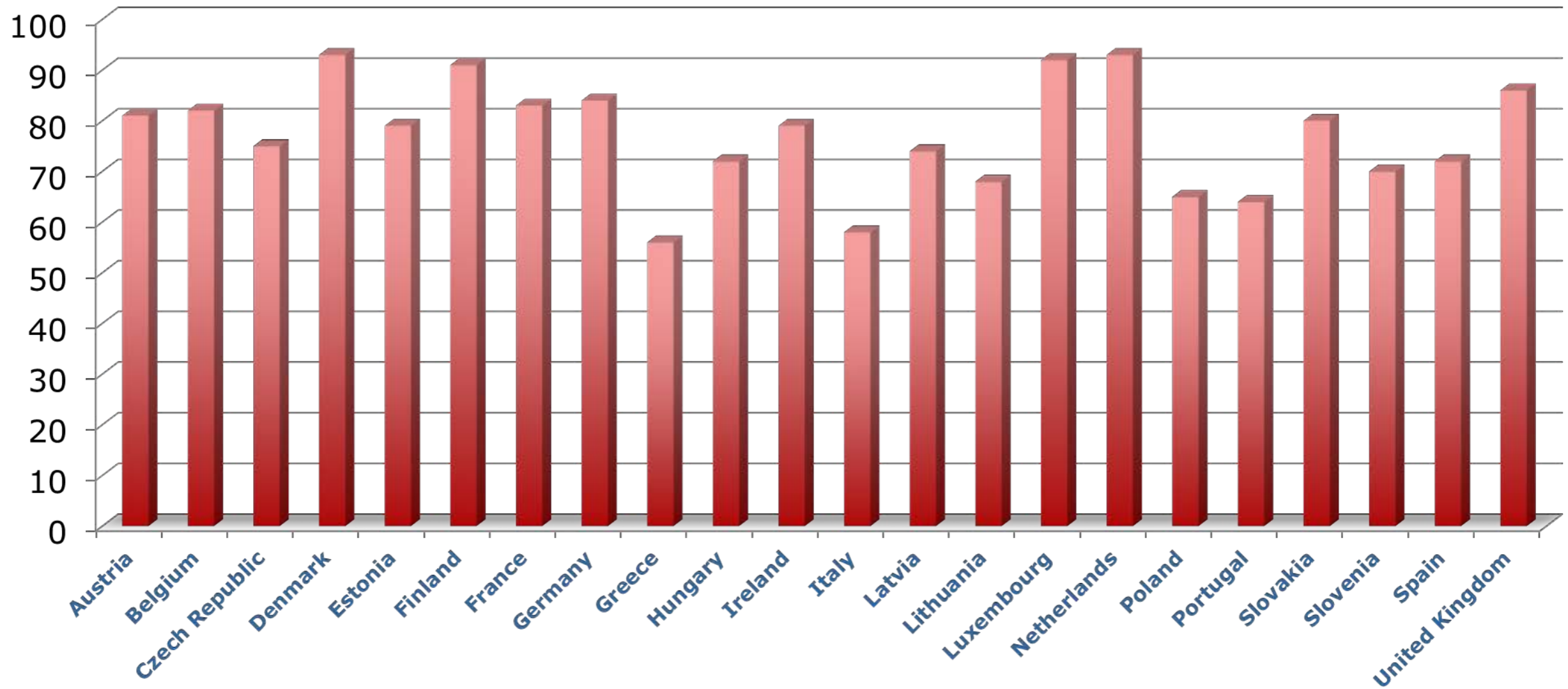
Source: American Society of News Editors

When cutbacks do damage

- One-third of respondents in State of News Media survey abandoned news outlet because it failed to provide news and info they expected.
- “When a convicted felon is appointed to office without the public being properly informed, the newspaper failed its readers.”

Good reason for 'digital first'

Internet penetration, EU in %

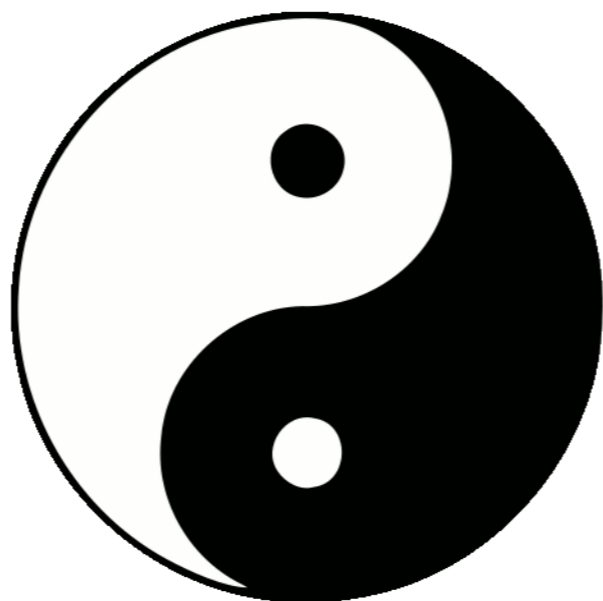


But what about this significant audience?

25 % in the EU don't use internet, or 109 million people!



<http://markosun.files.wordpress.com/2011/01/newspaper-readers-43.jpg>



Print and web are
complementary

Over half the world's adult population read a daily newspaper



Over **2.5 billion** in print

More than **600 million** in digital form



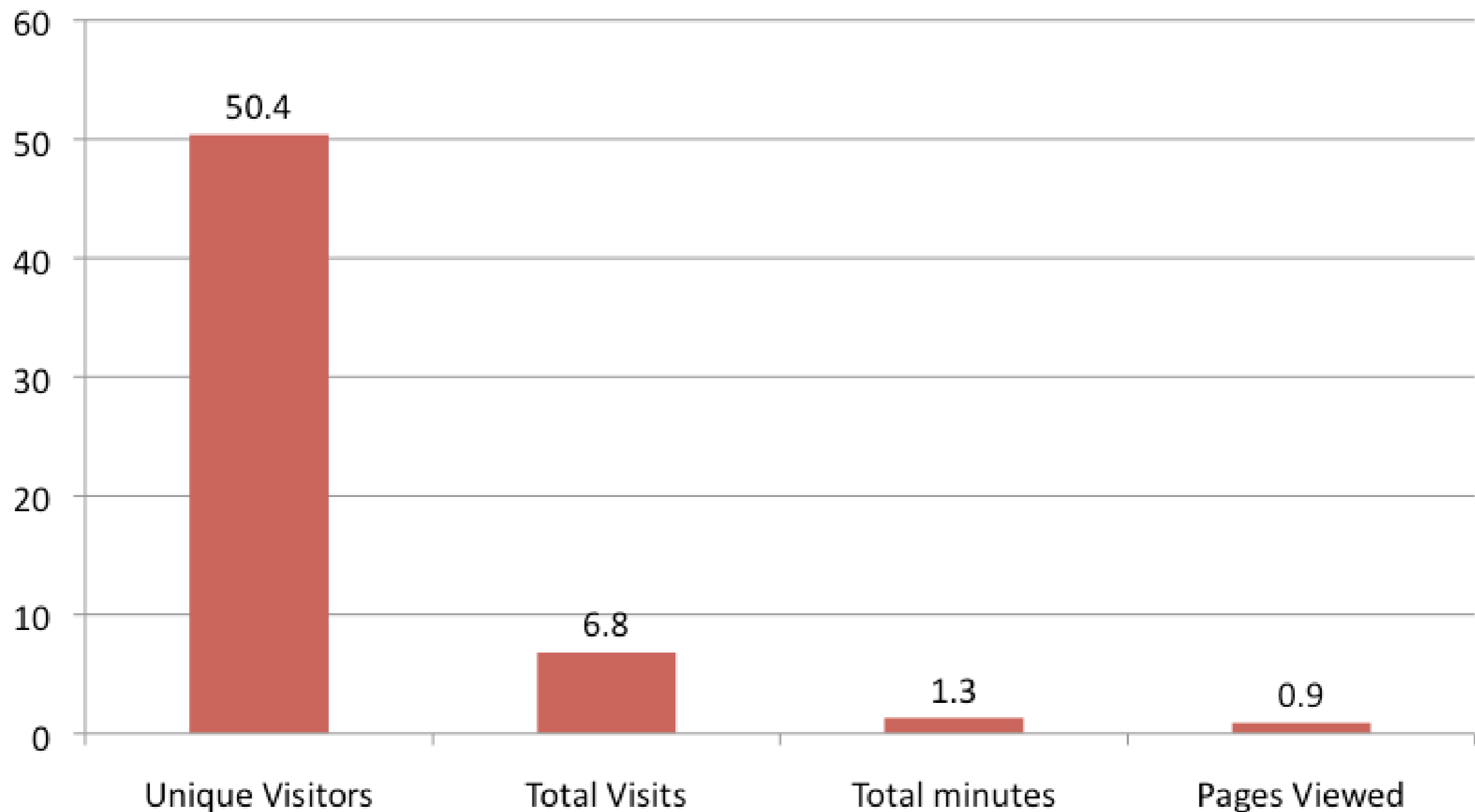
Today newspapers generate **\$200 billion** of revenue globally



**The news industry's future
is about our numbers,
but more importantly about how
citizens
engage and participate
in the society**

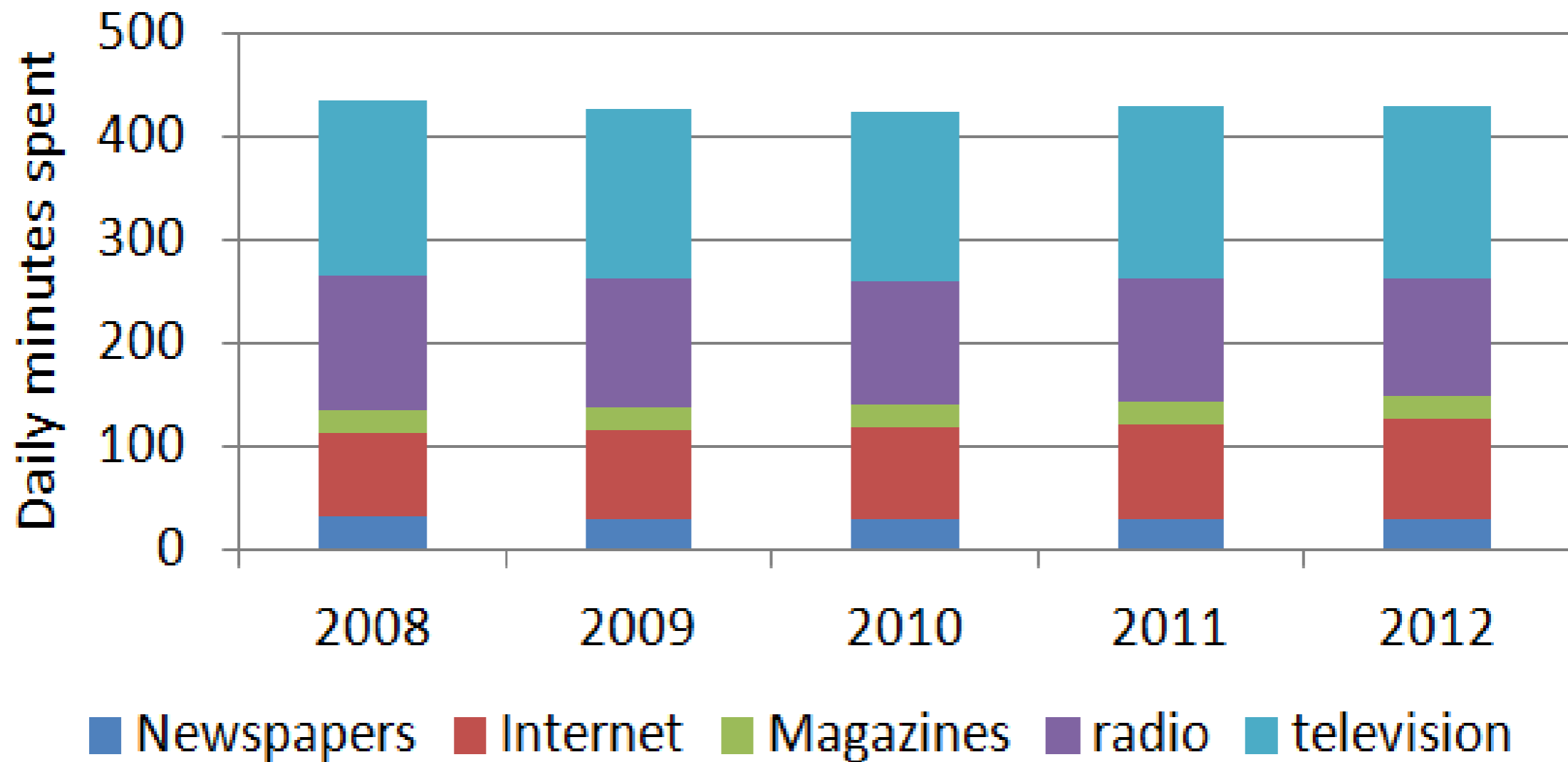
We attract readers on-line but don't engage them

Newspapers as a percentage of total internet consumption



Newspapers are not losing readers, but reading frequency

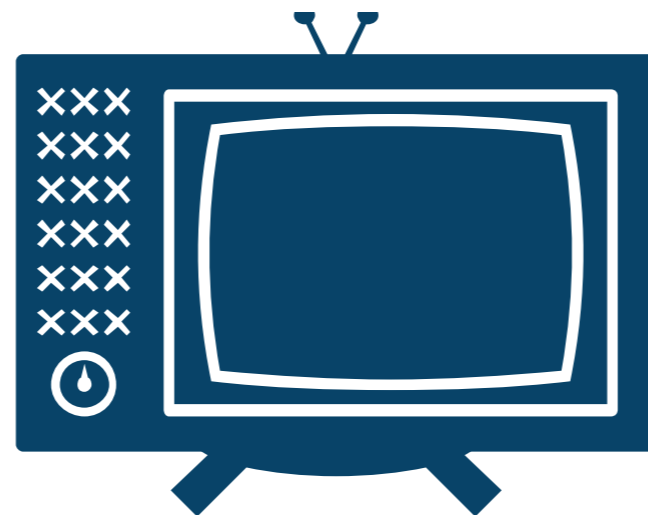
Daily time spent with media



Media consumption

Time spent per day

TV remains the most consumed medium, but...



News accounts for **less than**
5%
of TV viewing

Media consumption

Time spent per day



News accounts for **less than**
1%
of **Internet page views**

Media consumption

Time spent per day

Print continues to dominate
the vast majority of **news**
consumption



**Newspapers are moving toward the pivot of digital
driving and profitability**

In search of a solution

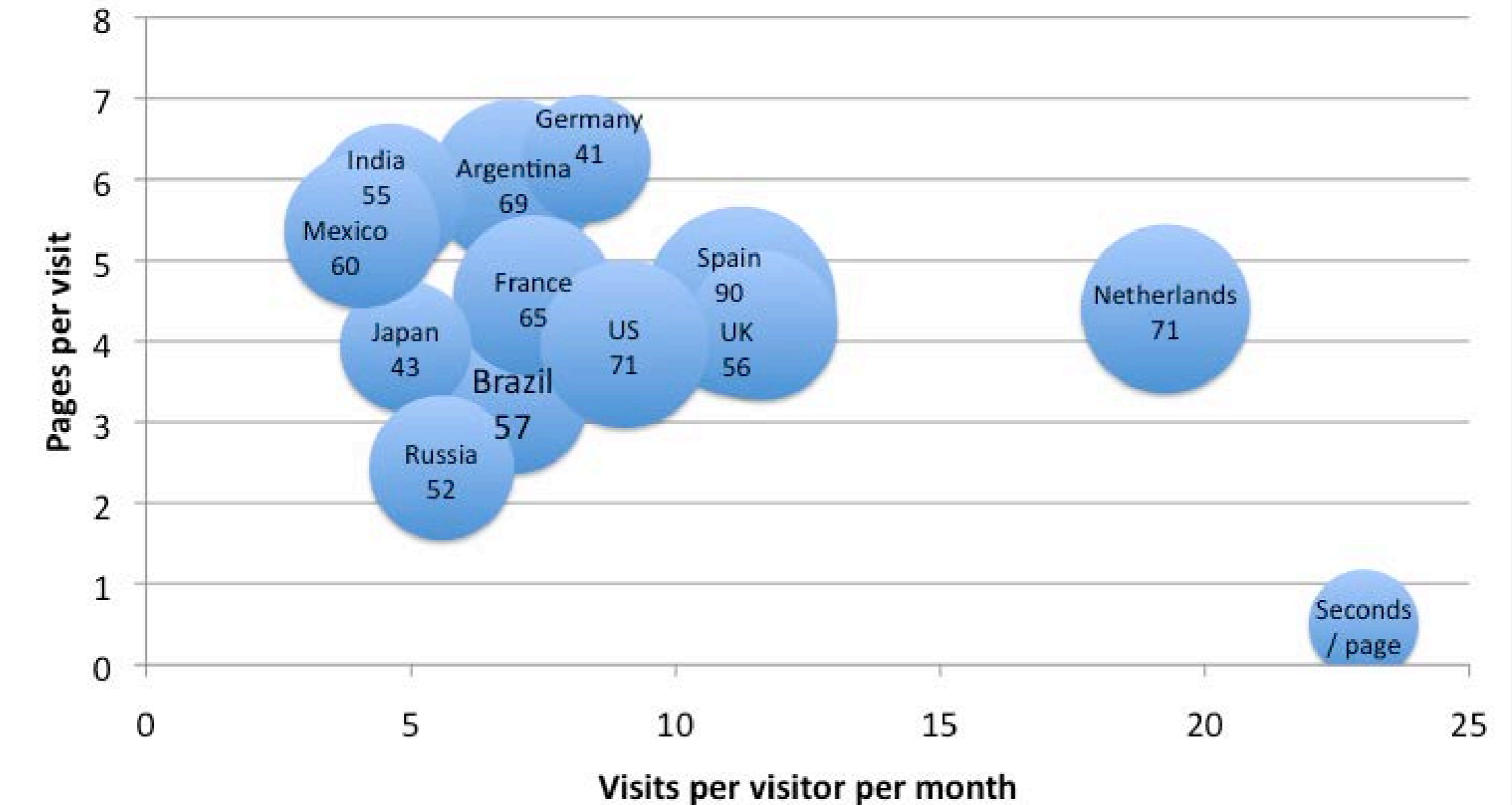
Our industry's biggest challenge is that readers visit our websites but have very low levels of engagement.

A comparison of pages viewed and time spent between print and digital suggests that digital engagement is 5% of that in print.

Digital revenues are generally around 5% of those from print.

**The route to the future is
*engagement.***

Key multipliers of digital engagement



The Netherlands enjoys the highest level of visits. **WHY?**

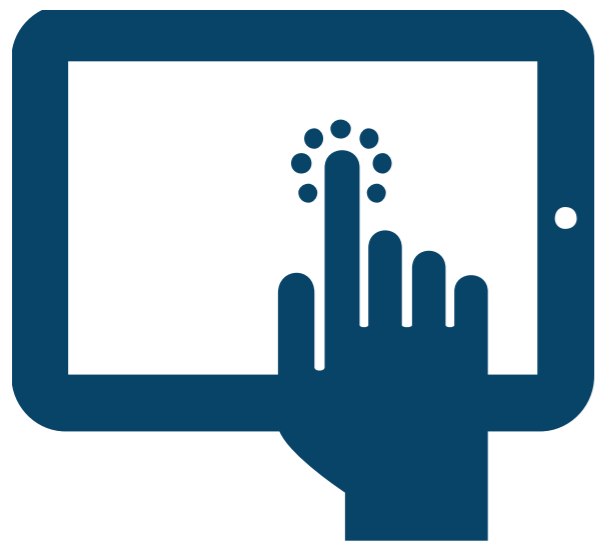
Germans read the most pages.

The Spanish spend the most time per page.

Mobile magic....

the shift from computer to mobile





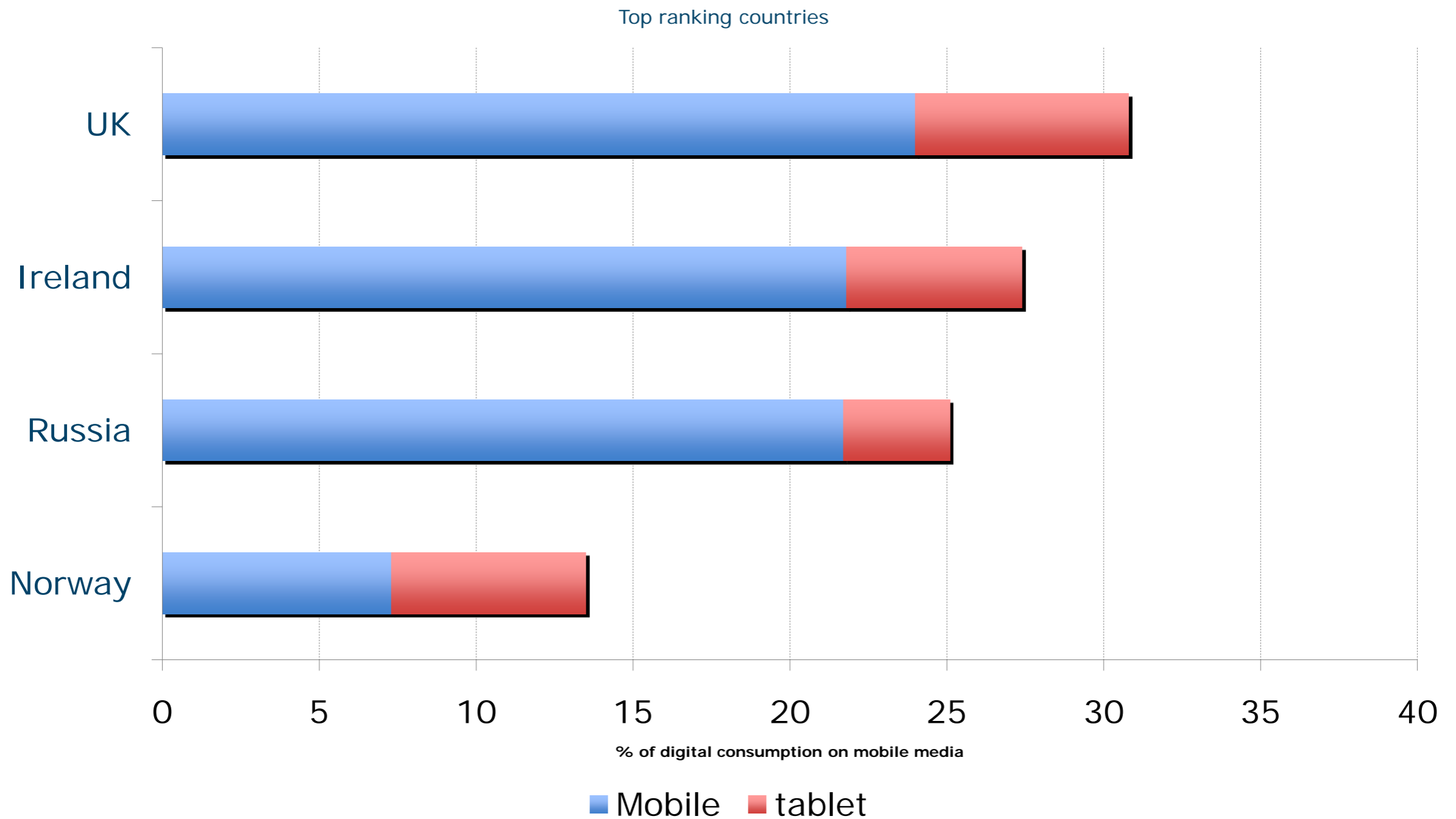
Research in the USA, Germany and France, suggests that news engagement via a tablet is **equal to that of the printed newspaper.**

Older readers with a tablet are particularly **engaged with news.**

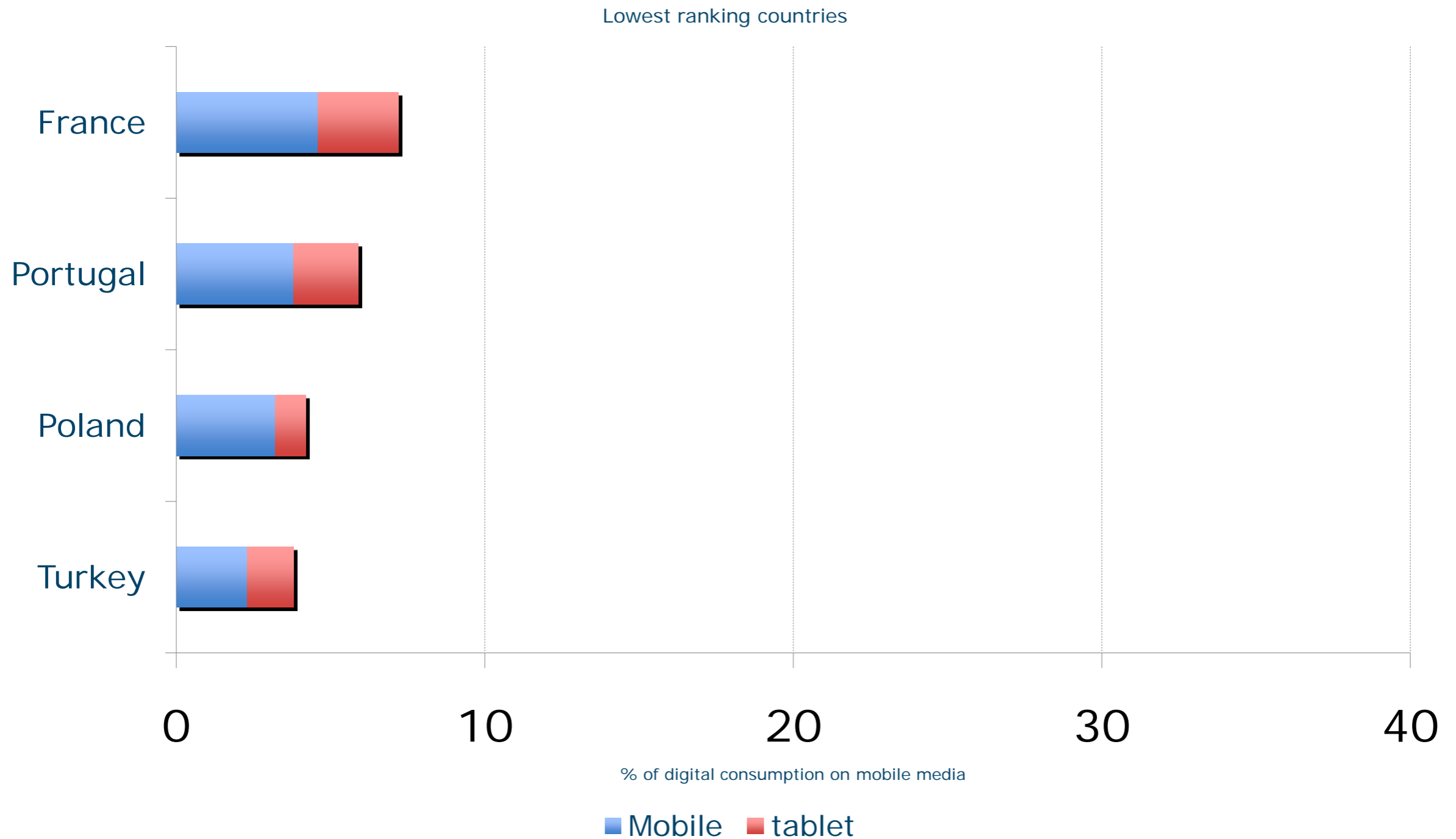
20% of page views on digital are now from mobiles (15%) or tablets (4%)

Tablets are rapidly becoming the **medium of choice** for news consumption

Differing patterns of engagement



Differing patterns of engagement



Could this be the solution?

In the USA, in 2009, 51% of publishers had a mobile presence,

The figure is now 90%.

iPhone 85%	iPad 87%	Kindle 67%	Nook 57%	Android 75%
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Between 2011 and 2012:

Kindle 24% >>> 67%

Nook 14% >>> 57%

Could this be the solution?

56 percent of US publishers charge for their iPad apps

42 percent for their iPhone apps

38 percent for their Kindle apps

31 percent for their Nook

Nearly 40 percent said they are not currently charging for their content on any device.

Overview

News media continue to **advance the migration from print to digital**. But 'digital first' does not mean 'digital only.'

Print remains the world's most potent influence. The loyalty it generates is unsurpassed, it provides proven revenue and companies should **continue to invest in it**.

Newspapers attract large audiences to their websites **but not intensively enough**.

Next steps

Mobile and tablet technology would appear to be transforming news consumption

There is a need for a **better understanding of how people** consume news in the digital age.

World Press Trends now collects
data for
More than 70 countries,
accounting for
over 90% of industry value.

www.wan-ifra.org/wp

Data is provided by:

Enormous work by local associations

Generous support from global data suppliers:



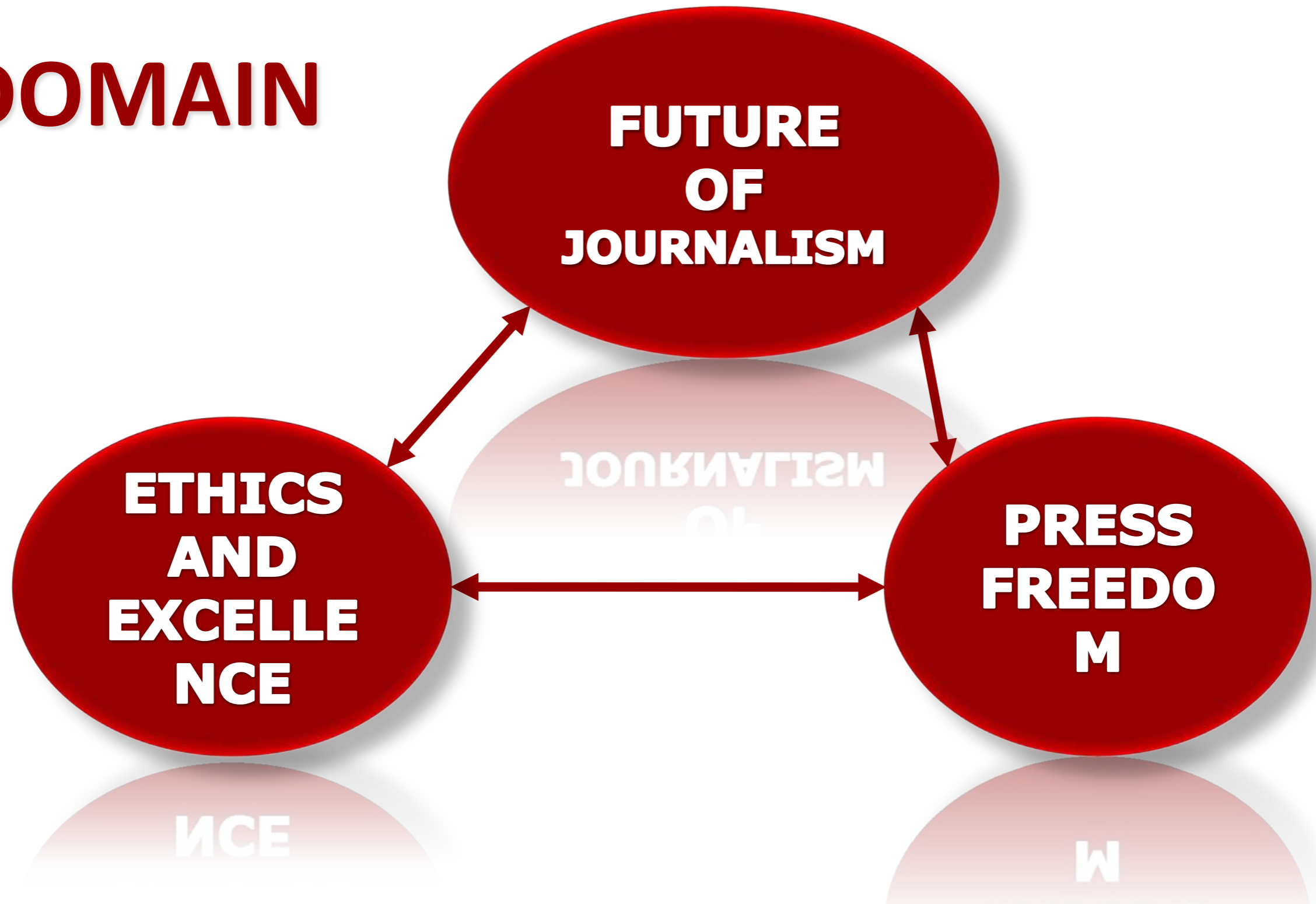
WORLD
EDITORS
FORUM

Trends in
Newsrooms



WORLD EDITORS FORUM

DOMAIN



FACTORS AFFECTING OUR FUTURE

BIG DATA:

Acceleration of computing power, availability of data and ability to layer data brings...
opportunity and challenges

FACTORS AFFECTING OUR FUTURE

MOBILE:

Rapid rise in people accessing news on mobile/tablet vs desktop & print



FACTORS AFFECTING OUR FUTURE

WEARABLE COMPUTING

e.g. Google glasses create new demand for content



FACTORS AFFECTING OUR FUTURE

JOURNALISM VS SPONSORED/ BRANDED CONTENT

The Washington Post | Politics | Opinions | Local | Sports | National | World

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WP BRANDCONNECT >> SPONSOR GENERATED CONTENT

The Journey from Pen to Metal

By The Lincoln Motor Company on May 29, 2013 at 5:47 pm



The Atlantic

Politics | Business | Tech | Entertainment



SPONSOR CONTENT PRESENTED BY IBM
Reaching the Multi-Tasking Consumer on Their Mobile Device

As consumers become more dependent on mobile devices, companies will need to build platforms and create experience that meet the needs of these on-the-go customers.

TYLER M. TRIBE, MANAGER OF COLLABORATION SOLUTIONS, IBM



What Would the 'Exercise Pill' Mean?

The idea plays to our love of efficiency, spirit of entrepreneurship, and longing to install physicians and scientists as the new priests of the age.

INNOVATION IN THE NEWSROOM

More creativity and experimentation

The screenshot shows the beta.boston website interface. At the top left is the logo "beta.boston" and on the right are RSS and Twitter icons. A main banner reads: "Be a part of the process... Test drive our digital products and provide feedback to us and our partners at Beta.Boston.com". Below this are two featured sections: "Localocracy" and "BrandBowl 2011".

Localocracy
ON BOSTON.COM Localocracy is an online forum for residents and decision makers to weigh in on issues facing their community, which is now live for Cambridge as well as Arlington. [MORE](#)

BrandBowl 2011
ON BOSTON.COM Brand Bowl 2011 monitors the Twittersphere and ranks Super Bowl advertisers on how much people like (or dislike) the TV ads. Boston.com has teamed up with Stullen and radian6 to offer this service. [MORE](#)

Below these sections are social media links for "boston.tumblr.com" and "buzub".

Recent Activity

- Judges for #bostonhack – and a Video**
February 17, 2011 by Jeff Moriarty
Meet the 'celebrity' judges of the Boston Hack Day Challenge, and hear from the organizers about what we're trying to do. [MORE](#)
- #ShortyAward for Boston**
February 17, 2011 by Jeff Moriarty
Meet the best, most creative, useful, and entertaining Twitter user in Boston. [MORE](#)
- #bostonhack Grand Prize revealed**
February 11, 2011 by Jeff Moriarty

A large yellow stamp with a checkmark and the word "EXPERIMENTATION" is overlaid across the bottom half of the page.

INTEGRATED

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

ZEIT ONLINE

KAPITEL 1

Am Berg der Fahrrad-Verrückte

Wer hier schlafen will, muss sich den Berg hoch q
Im Hotel der Familie Castillan übernachtet die To
Von Steffen Dobbert

Ekstra
Bladet **Eddy og Søren**
1. kapitel - De glemte gidsler



En lysegrøn prik yderst i radarens registrerings-sfære fanger hans opmærksomhed. Den bevæger sig hurtigt. Enhver tanke om Ærø er blæst væk. Endnu en hurtigtgående prik viser sig på radaren. Pirater, tænker Søren Lyngbjørn.

Han kalder kaptajnen op. Eddy Lopez er efter få øjeblikke i styrehuset. På ti sømils afstand får de hurtigtgående både øje på fragtskibet. Eddy Lopez krænger roret over og forsøger at lave den første af en række undvigelsesmanøvrer.

Den dunkende dieselmotor og bølgerne mod boven bliver overdøvet af blodets brusen i ørene.

WEB TV AND VIDEO

LIVE All English

TIMES NOW ET N

NOW SHOWING News Now

2:00PM News Now

2:30PM News Now

Like 45,820 people like this. Be the first of your friends.



GIRISHA WON SILVER AT 2012 PARALYMPICS

00:07 | 02:39

Post Sports Live More Video

Post Sports Live

AFTONBLADET TV

Start Nyheter Sport Nöje

oj, vilken vecka!

Karin Magnusson med panel guidar er genom veckans hetaste snackisar



JOINT INVESTIGATIONS

The World's Best Cross-Border Investigative Team

ICIJ THE INTERNATIONAL CONSORTIUM OF INVESTIGATIVE JOURNALISTS

HOME LATEST PROJECTS JOURNALISTS RESOURCES ABOUT ICIJ PEARL AWARDS LEAK TO US DONATE SEA



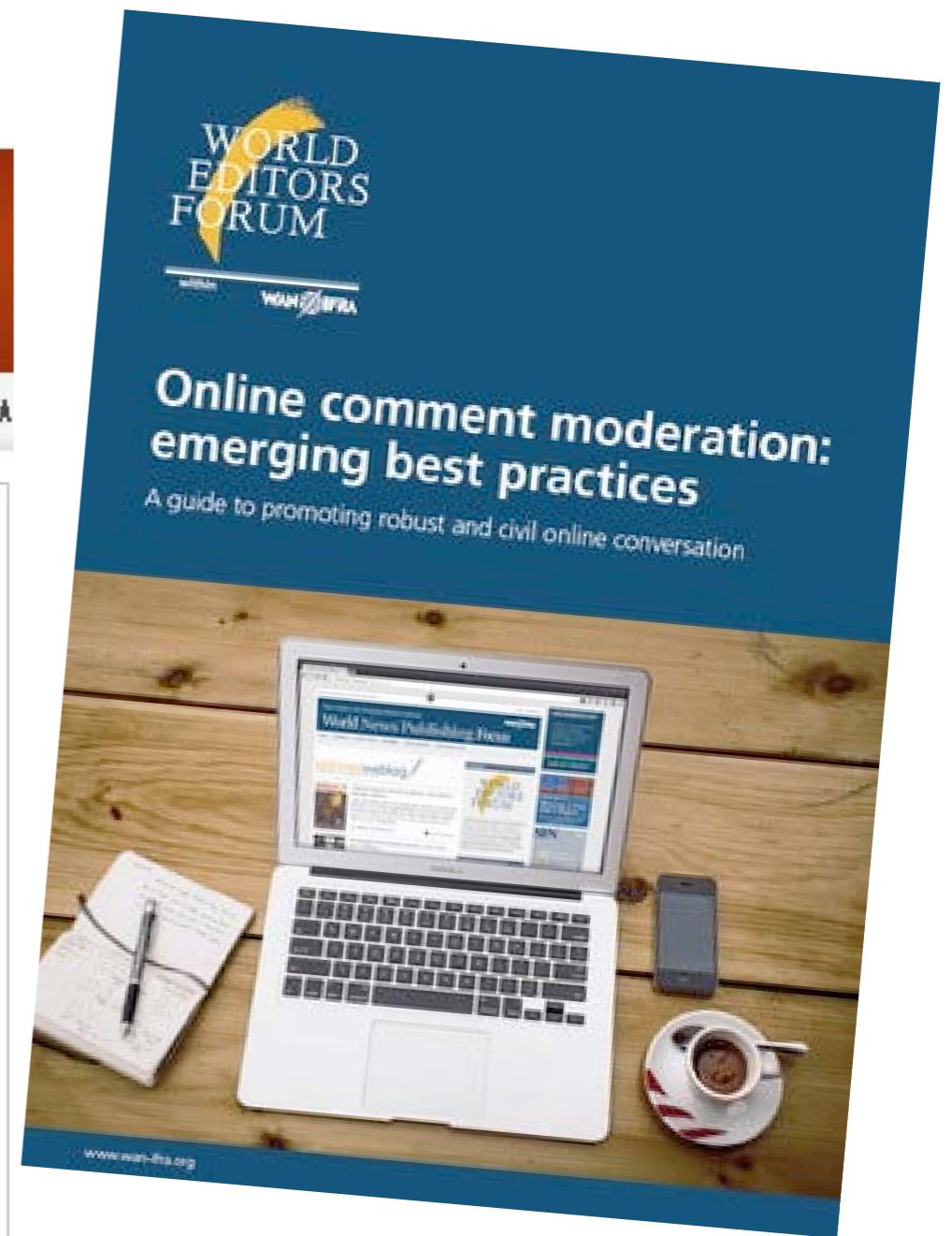
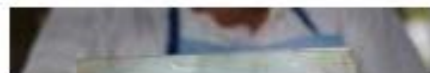
Secret Offshore Names Revealed

Secrecy for Sale: Inside the Global Offshore Money Maze

ICIJ releases the Offshore Leaks database, revealing the names behind secret companies and trusts.

[View ▶](#)

OTHER INVESTIGATIONS



http://wan-ifra.org/online_commenting_report

DATA JOURNALISM

[Previous](#)

[Blog home](#)

Data journalism at the Guardian: what is it and how do we do it?

Simon Rogers: Our 10 point guide to data journalism and how it's changing

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 Share

 Email



Posted by
Simon Rogers
Thursday 28
10.00 BST
theguardian.com

 Jump to c
(7)



Article history



FACT CHECKING



Press Freedom

edStein '08
Rocky Mtn.
NEWS-Net



INFRASTRUCTURE

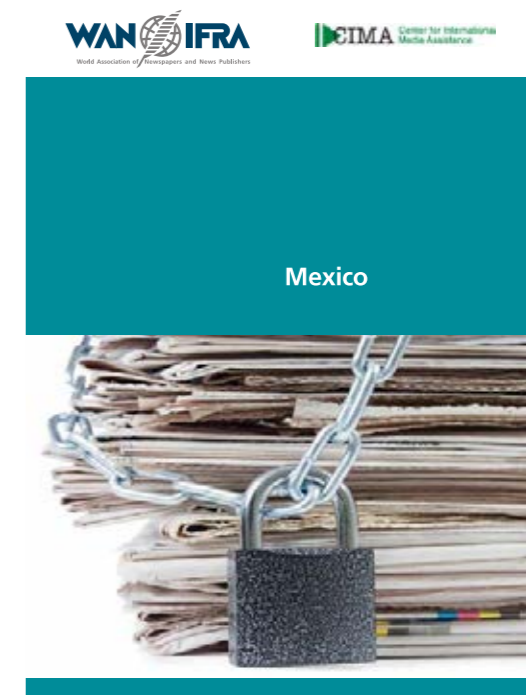
What is soft censorship?

“Soft censorship” or “indirect censorship” refers to **government use of financial incentives and penalties to pressure news media, punish critical reporting, and reward favourable coverage.**



Why is soft censorship important?

Economic pressures are especially devastating in times of economic instability and **lead to unbalanced reporting and to self-censorship** among media professionals, and thus constitute a **real threat to press freedom**.



Which methodology do we use?

- **Partnership with local organizations** for research and advocacy
 - **Mix of empirical evidence, desk research and interviews** of relevant stakeholders (media professionals, NGOs and public authorities)
- Country studies will be used for the **Soft Censorship Global Review**
- Targeted **advocacy activities** foreseen for every country



**OPEN SOCIETY
FOUNDATIONS**

United Kingdom – Press Freedom under threat

The lack of any real guarantees enshrining press freedom continues to expose journalism in the United Kingdom to great uncertainty, as there is nothing benign in a system that invites even the possibility of tighter restrictions on freedom of expression



United Kingdom – Press Freedom under threat

If the UK government feels it is acceptable, in the name of national security, to dictate what is in the public interest, and given the UK's continued influence over developing nations where media are essential for the spread of democratic values, the future of a free, independent press that can hold power to account is under threat worldwide.



1. The British government to reiterate clearly to the international community that it continues to support a free and independent press.
2. Foreign governments not to transpose like-for-like the British model of regulation, calling for internationally recognised standards of freedom of expression to be applied to specific national contexts.
3. Any regulatory system of the press to have the support of the industry, and for reform discussions to be transparent and open to public consultation.
4. The highest standards of professionalism and ethical practice at every level of the media industry.



Engage Engage Engage





MEDIA INNOVATION HUB



Media Innovation Hub

Three Key Missions

- 1 To KNOW what research and development efforts are in the works with potential value to our industry;
- 2 To CONNECT those various efforts to partners and resources so that they might reach their potential;
- 3 To SHARE the results of those initiatives with the wider news media industry hungry for more change.

Innovation matters

Innovation generates **value for consumer**, improved consumer engagement

Innovation provides better products and services at **performing price**

Innovation generates growth, increases **productivity** and economic wealth

Innovation **attracts talents**

Innovation contributes to the restoration of the industry's **reputation** among stakeholders (regulators, public opinion, business partners...)

DIGITAL MEDIA EUROPE

LONDON · 7-9 APRIL 2014

Get cleverer with paid content,
but learn from
e-commerce pure players

Ride the video explosion,
but make sure it's a business

Make money on mobile,
but define it first

Increase digital ad revenue,
but with ethics



**66th World Newspaper Congress, 21st World
Editors Forum
24th World Advertising Forum
9 – 11 June 2014**

World Press Trends 2014 – Global Media Trends Around the World

More than 1,200 publishers, chief editors, and other senior executives to gather for the global summit meetings of the world's press

wan-ifra.org/torino2014

SPEAKERS IN TORINO 2014 INCLUDE



John Elkann
Chairman FIAT
La Stampa, RCS



Pietro Scott Jovane
CEO, Group CEO RCS
MediaGroup, Italy



John Paton,
CEO Digital First Media
USA



Amy Webb
USA



Carlo de Benedetti,
Chairmazn, Grupo
Editoriale L'Espresso, Italy



Yoichi Nishimura
Digital Business Director
Asahi Shinbum
Corporate Director
Huffington Post, Japan



Gary Pruitt,
CEO Associated Press
USA



**Evan Smith CEO and
Publisher
Texas Tribune
USA**

- Mario Calabresi, La Stampa
- Kirk McDonald, Digital First Media
- Andrew Betts, FT labs
- Eugen Russ, Russmedia
- Ken Doctor, Newsonomics
- Guy Black, Daily Telegraph
- Benedict Evans, mobile strategist



The IP and Copyright Debate

A discussion from the international perspective on the intellectual property debate. The University of Torino will participate with a presentation that will compare copyright norms and contractual practices related to press in different countries, with a focus on fair uses.

Rights in conflict with freedom of expression

Defamation, right to be forgotten, privacy etc. In collaboration with the University of Torino, department of Law.



Why small matters

Following the successful, inaugural meeting of small, medium and independent publishers in Bangkok in June last year we again invite you to discuss, network, share opportunities and challenges and learn how your peers from across the globe operate at this special networking lunch.

Online ethics: towards a code of conduct

In collaboration with the World Editors Forum and the Italian Ordine dei Giornalisti.



"Value of the industry".

The Department of Management at the University of Torino presents their research project focussed on Italy that analyses print publishing as a system for the creation of value: its impact on the broader economy and jobs, and its contribution to the culture industry.

**Another great
reason to ENGAGE
in your industry:**

**Your issues
Your global network
Your newspaper**

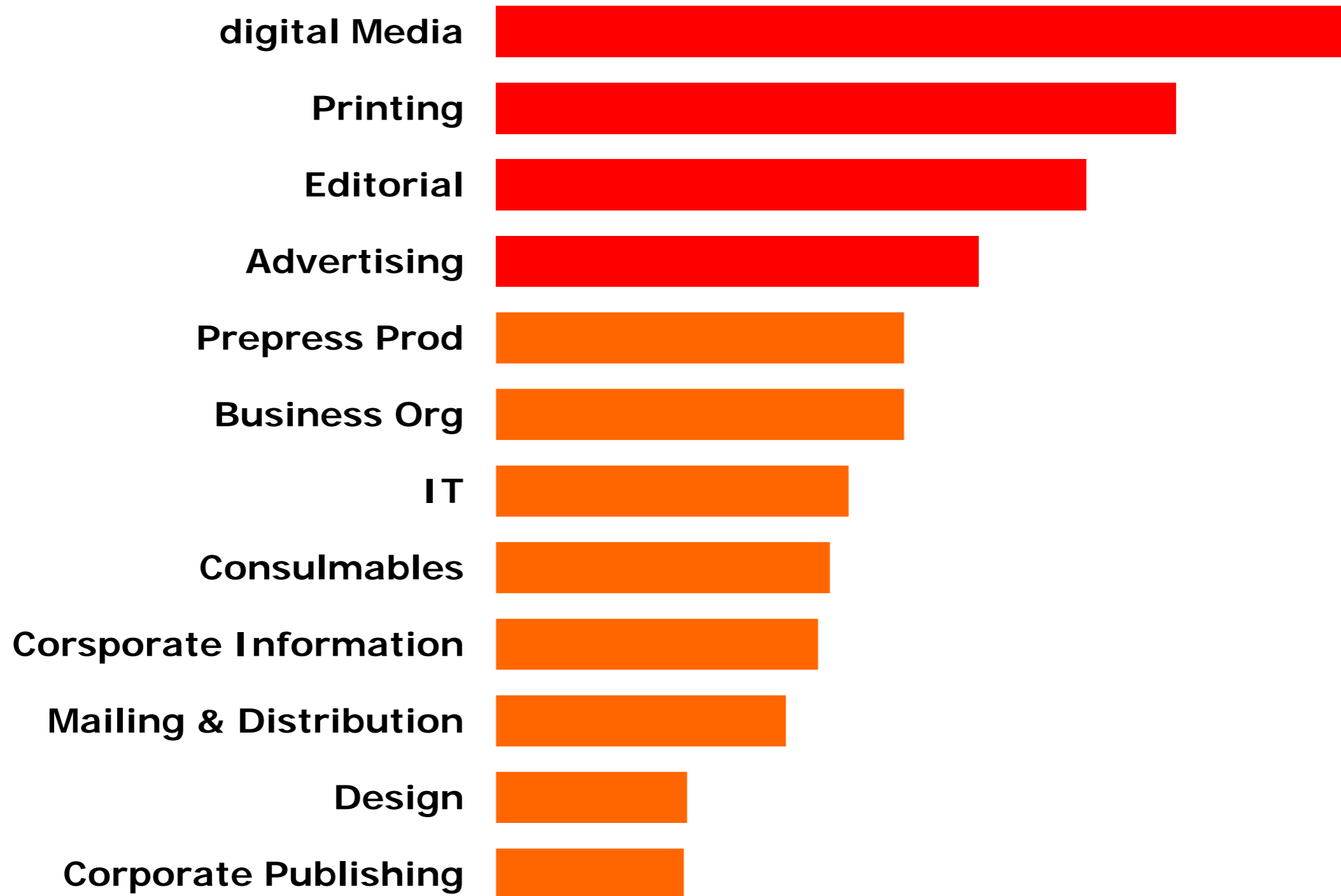
IFRA Expo & Conference

13-15 October, Amsterdam RAI

World Publishing EXPO 2014



WHY DO YOU ATTEND THE WORLD PUBLISHING EXPO?



Thank you

See you at **Congress in Torino**

alison.meston@wan-ifra.org



Alison Meston

alison.meston@wan-ifra.org

 **[alisonmeston](https://twitter.com/alisonmeston)**

WAN-IFRA, based in Paris, France and Darmstadt, Germany, with offices in Singapore, India, USA, is the global organisation of the world's newspapers and news publishers. It represents 18,000 publications, 15,000 online sites, 80 associations, 300 suppliers and 3,000 companies in more than 120 countries