



Newspapers in the Changing Media World

Kristiina Markkula, 7/8/2012

Content

- newspaper situation today globally and in Finland
- the Next Media project
- eReading Services as part of media business
 - business models
 - media experience
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 - lessons learned



Newspapers today

Global view

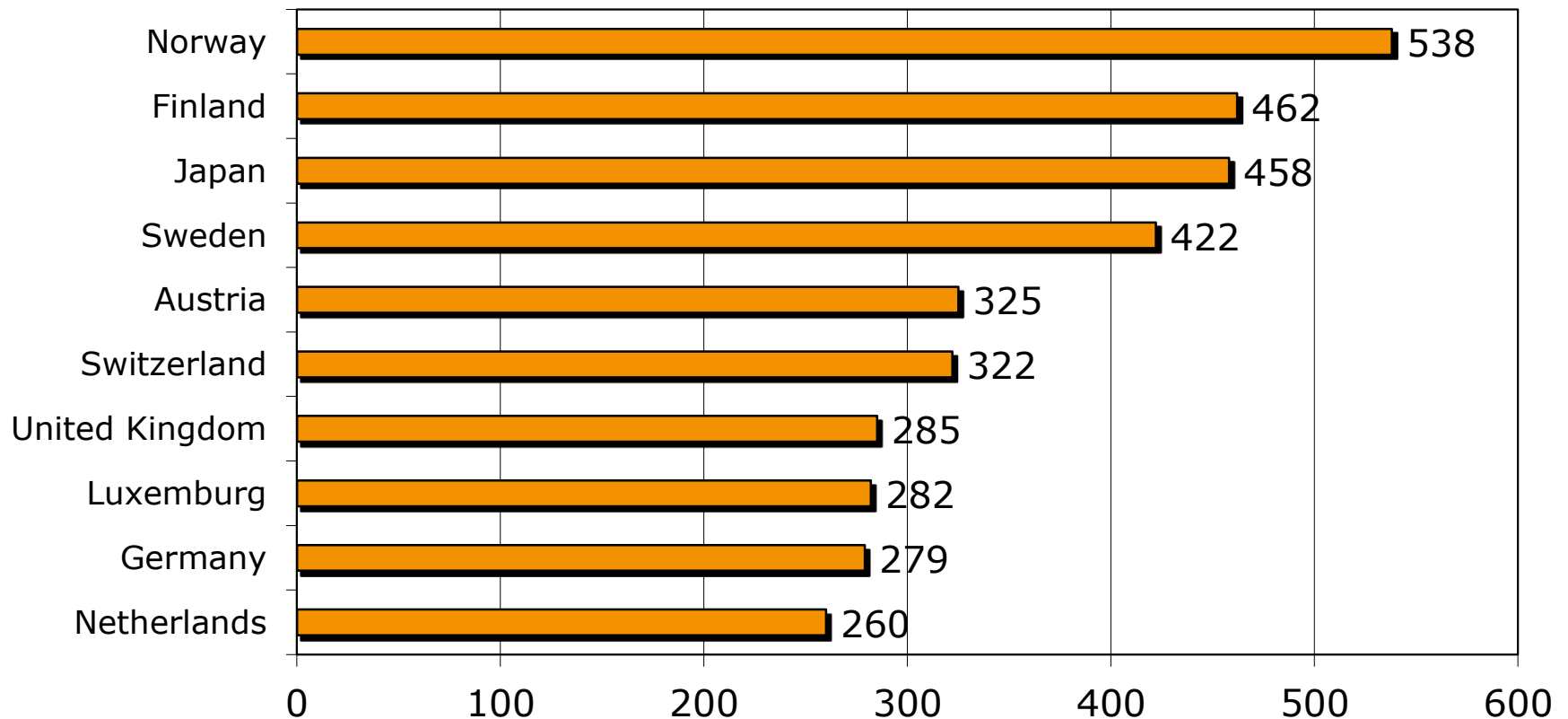
- the money comes from printed newspapers but the hype is with digital newspapers
- circulation of printed newspapers globally will grow by 13 % from 2011 to 2015

BUT

- the growth is in Asia and South America, not in Europe (steady) or North America (declining)
- the global reach of daily and non-daily global newspapers is 37.5 %
- there is 25 % more newspaper readers than Internet users

Newspaper countries 2009

Newspaper circulation/1 000 inhabitants



Countries with assessment based circulation have been left out.

Source: WAN-IFRA, World Association of Newspapers and News Publishers:
World Press Trends 2010.

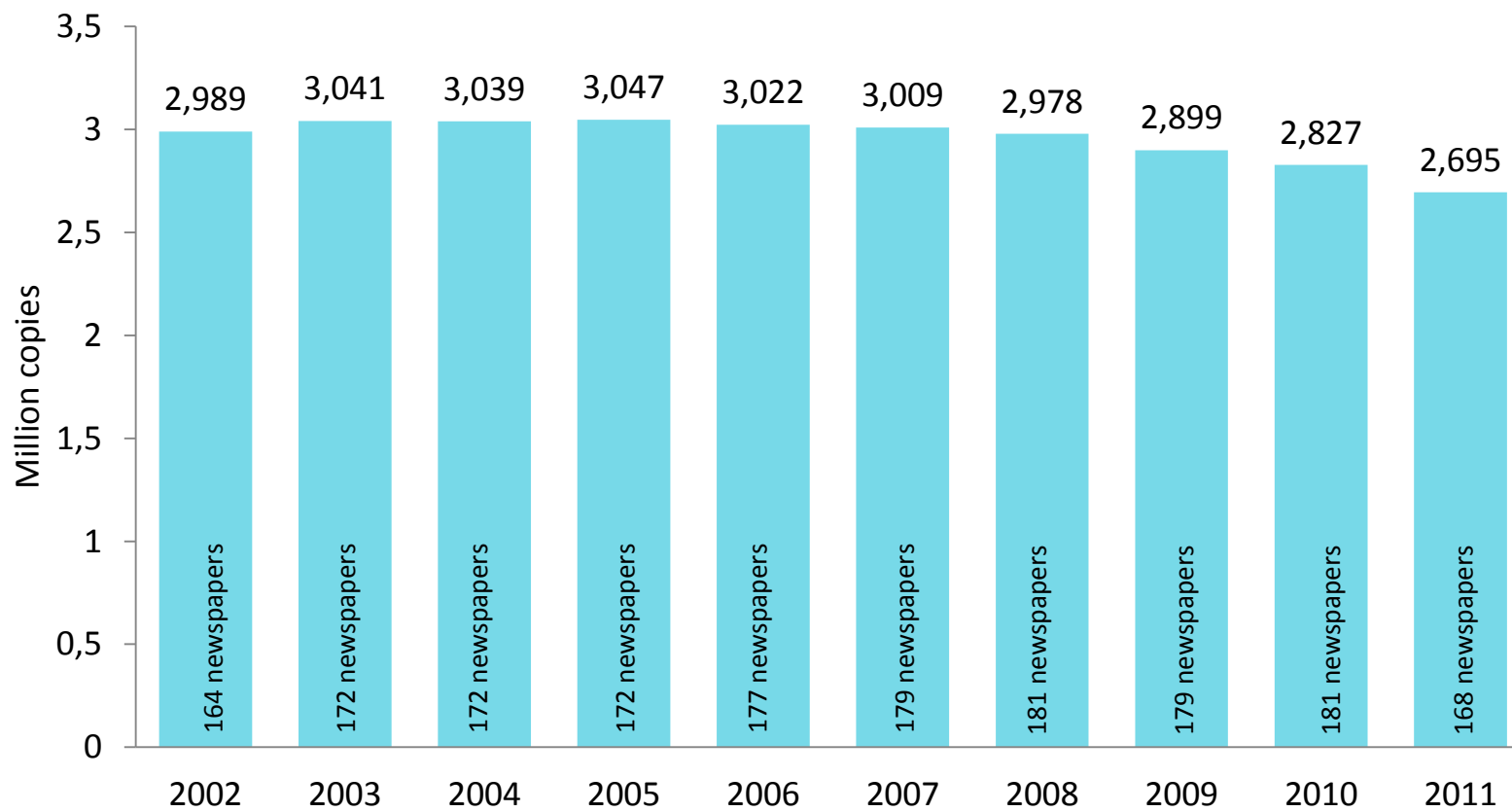
Global advertising trends

- global advertising share was 28 % in 2006 and 20 % in 2011
- the fastest growers are
 - wired and mobile Internet, growing from 9 % in 2006 to 19 % in 2011
 - television, growing from 38 % in 2006 to 40 % in 2011
- the advertising share for newspapers is not growing, not that much even on digital platforms
- the biggest players in online advertising are Google, Yahoo, Facebook and YouTube

The situation in Finland

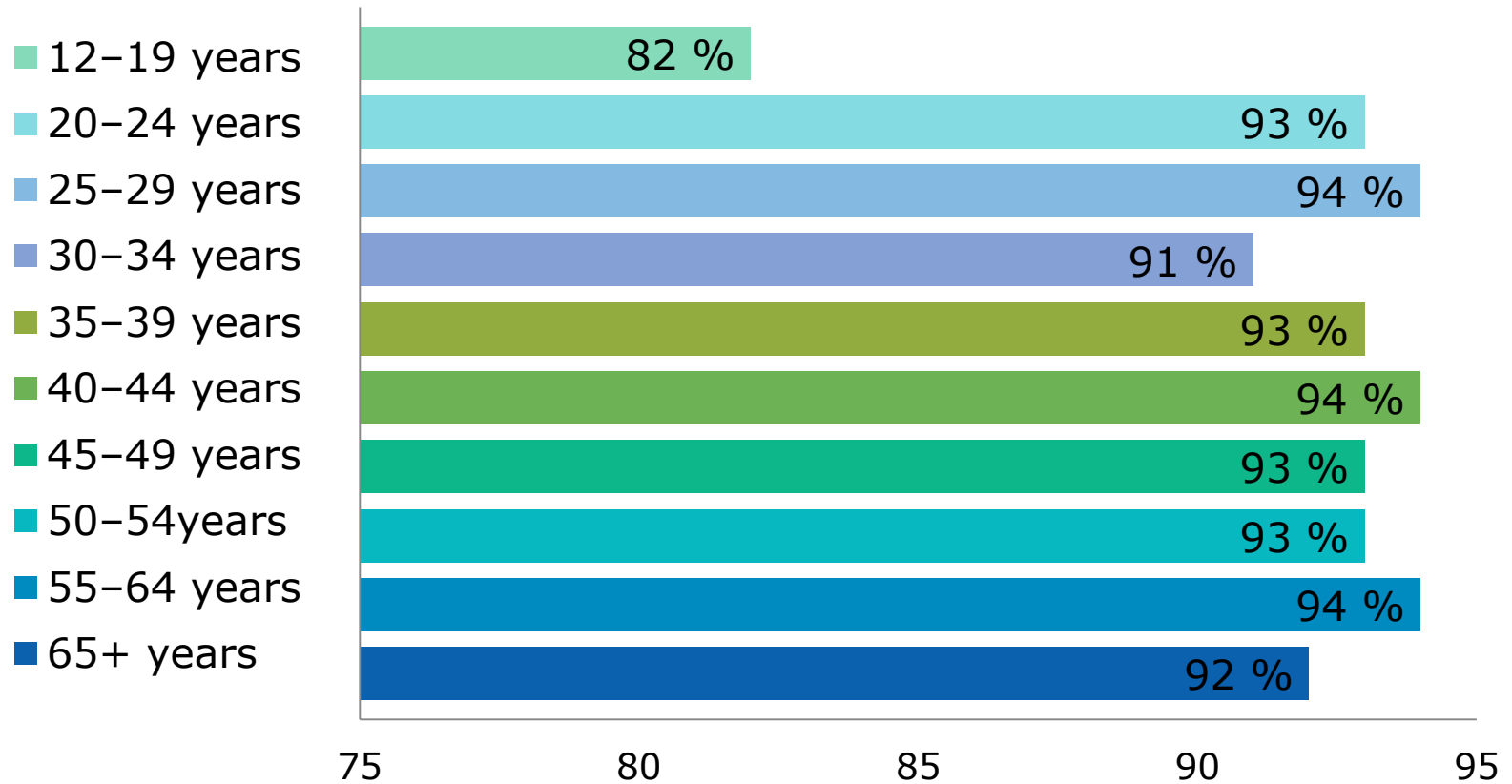
- Finland has about 195 newspapers, including about 50 daily newspapers
- total circulation in 2011 was 2.7 million copies
- newspaper circulation has been decreasing slightly in recent years, -2,9 % in 2011 compared to 2010

Total newspaper circulation 2002–2011



Source: Finnish Audit Bureau of Circulations

Total print + online reach 2010 % of age group



Net reach readers counted either as print or online reader i.e. only once.
Source: KMT 2010 survey, combined reach report

What newspapers are doing

- newspapers are active online
 - nearly all newspapers have online news
 - about 120 have an online digital version of the paper (in PDF format, for instance)
- about 10 newspapers have a tablet computer version, more are coming
- newspaper reading on smart phones or tablet computers has grown rapidly during the last year
 - the biggest newspapers have seen a growth of over 200 % during the last year
 - users are mostly young, male and highly educated

Challenges

- competition for readers' time
 - other media
 - social media: Facebook, YouTube, Google+
- free web content
- newspapers must also develop their printed newspapers



Next Media

“Making the media sector a winner”

Next Media aims at innovations in media experience, new business models, concepts, and technology.

Breakthrough target:

Next Media aims at renewing the business environment of the media sector by breaking the limits of media content and changing the way media is created, configured, serviced, and consumed.

Based on
the media
industry
strategy



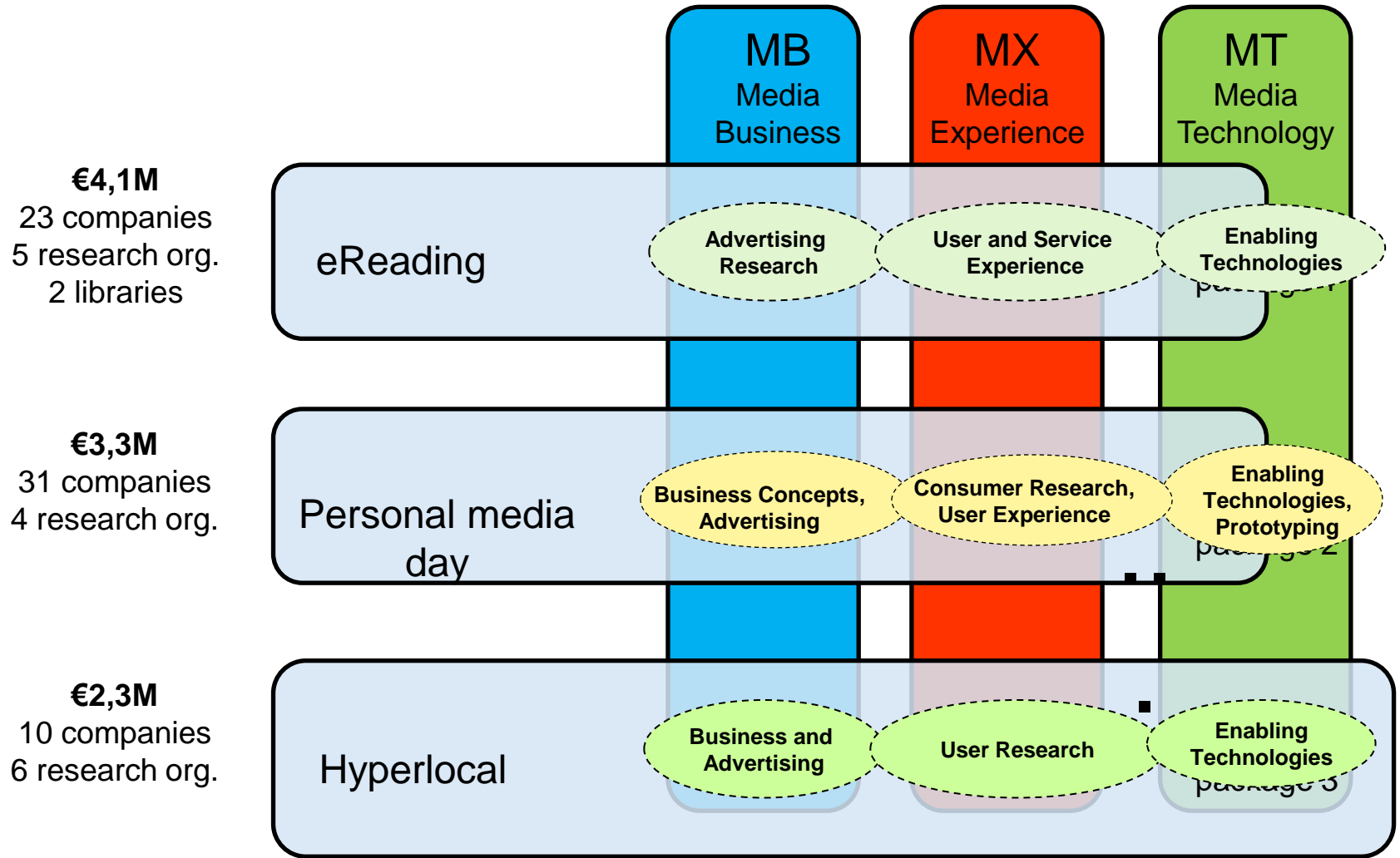
Planned for 2010–2013

57 companies
9 research organisations
100 person-years
10 million euros

Coordinator



Next Media programme structure 2012





eReading Services as part of media business

Case eReading Services

Business goal of case

- to develop a **content and publisher driven** model for delivering paid content to different kinds of eReading devices

Main research questions

- Which are the future **business models/earnings principles**?
- How to create the best possible **media and purchase experience**?
- What kinds of **technological enablers**, standards, and interfaces will be needed?



Some numbers

Around 300 000 tablets in Finland

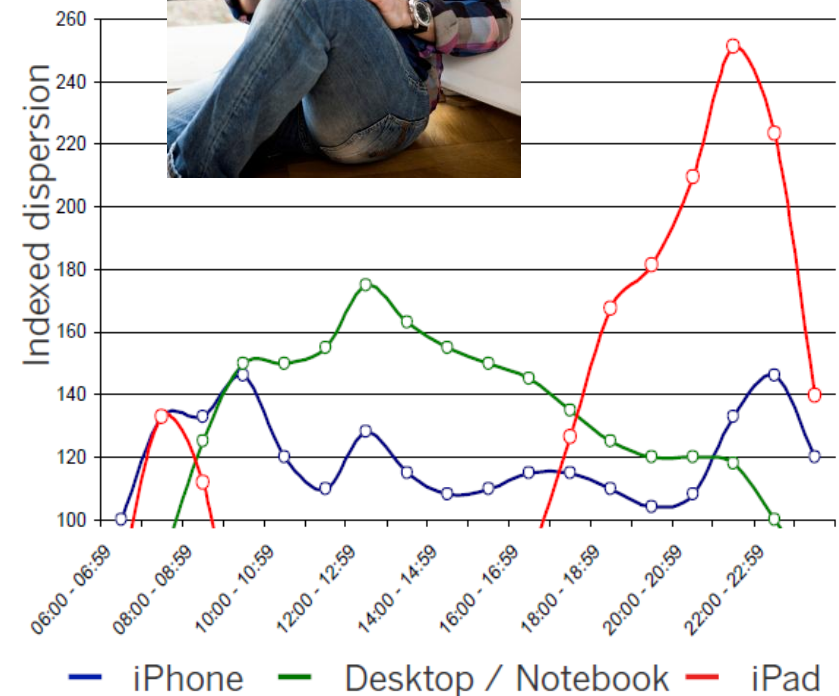
- Mostly iPads
- 50 000 ? eReaders

iPad users (5/2011)

- 33–44 years old, high-earning men

iPad is used

- at home, on holidays, with the family
- in the morning and evening
- for a long time



Sources: Sanoma iPad study 5/2011 and Gregor Waller 8/2/2012

Where are we now?

2010

2012

0

1,300 eBooks

More than 10 tablet newspapers, another 10 coming, even more PDF papers

20 magazines



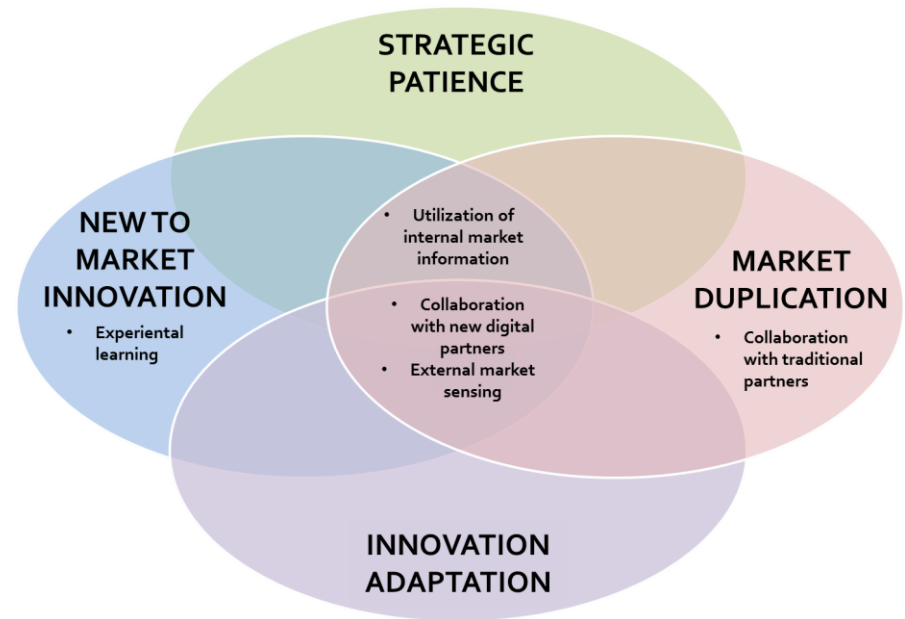


Business models and advertising

Four different strategies to approach the business

- media in transition from goods-dominant to service-dominant logic
- radical enough changes needed
- modular thinking is needed in order to increase flexibility and efficiently create new service offerings

Figure 4: Critical capabilities by chosen digital landscape strategy



Successful business model

HS Print + HS Digipaper



136,000 subscribers,
one-third of the total number

New book concepts

BONNIER
Bonnier Books Finland

Read the book service



Timo Parvela:
Taro at the Centre of the Earth

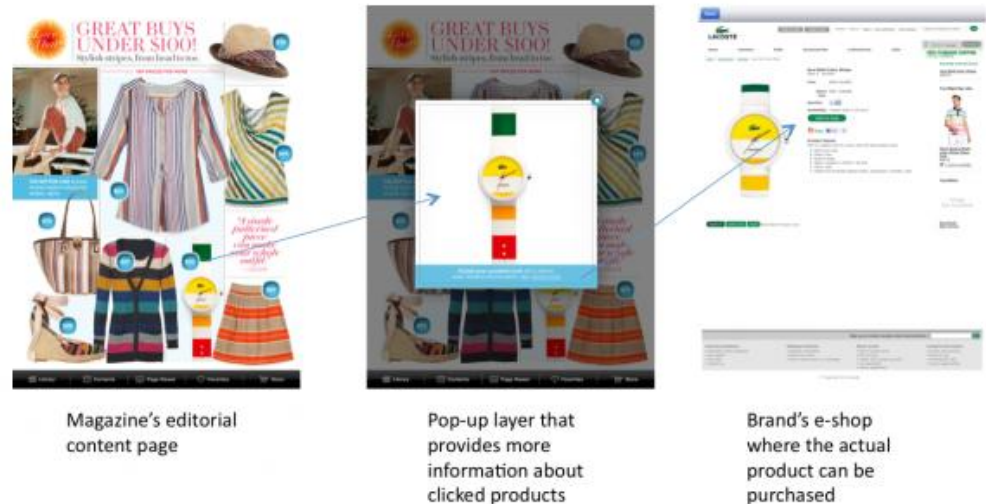


12 different forms of advertising in USA

Tablet advertising is a combination of mass media advertising, interactive media advertising and computer mediated communication

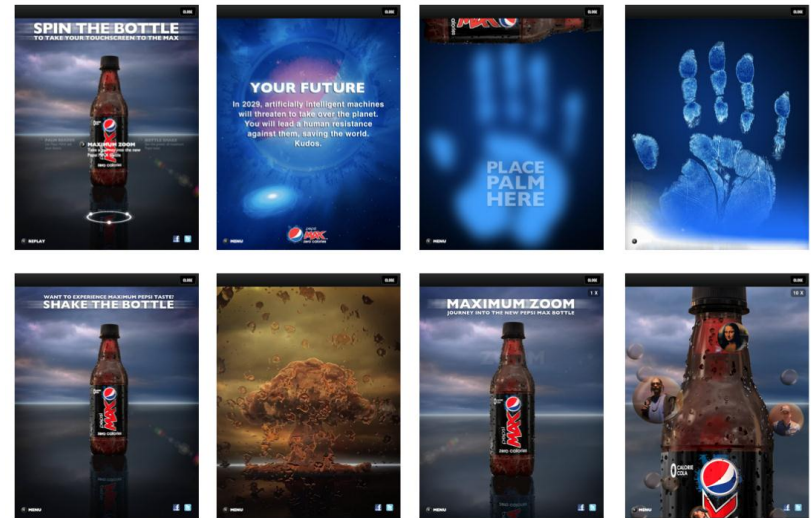
Important features

- interactivity
- location
- eCommerce/eService
- engagement
- tactical advertising in newspapers is challenging



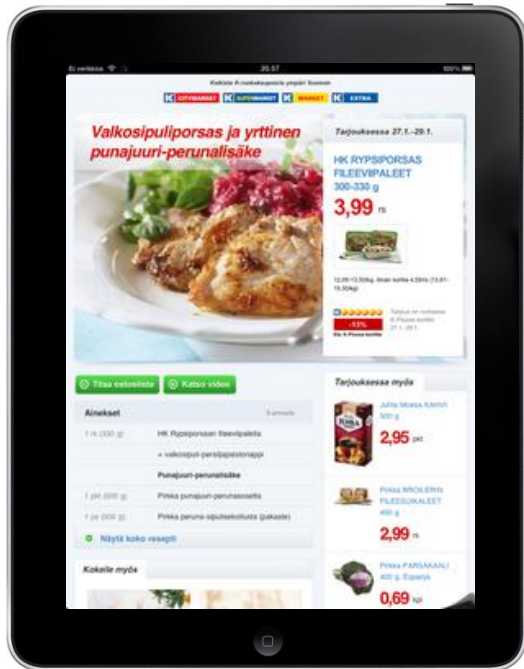
Advertising on iPad

- CRT (click through rate) is much higher on a tablet computer than on a web site
- touch screen, rich media and interactive features
- advertising models can vary from text advertising to engaging advertising (games or other activities) or e-commerce possibilities in the ad





Retail advertising example in HS on iPad



Advertising page between
two departments

Updates two times a week,
offering the same as in the
printed paper

Cooking recipes, video,
shopping list

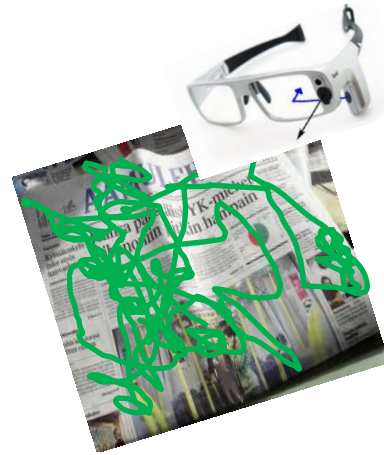
Done in HTML5
with rich-media features;
changing content updates
automatically



Media experience

Media experience

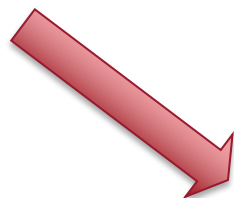
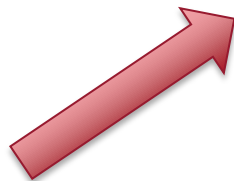
- combination of reading device + reading software + content presentation
- integration of self-report, psychophysiology, eye-tracking, and media ethnography could give a more comprehensive outlook
- the challenge is to show that momentary measurements predict long term media consumption



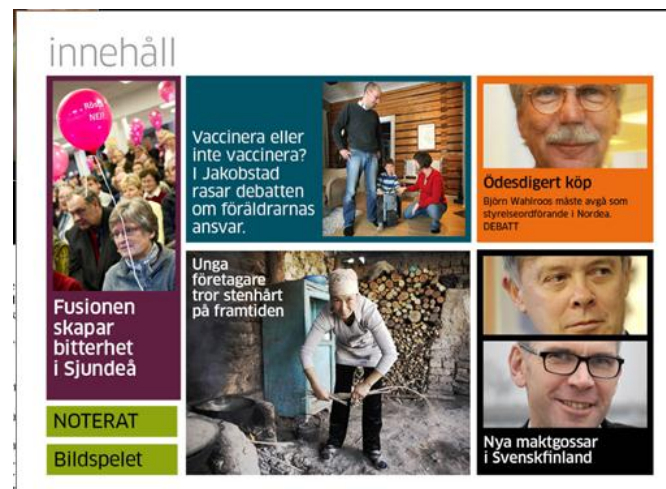
Trials, user tests -> new concepts



For print readers



For non-print readers





Enabling technologies

Platform-agnostic content presentation

HTML5/CSS3

Uusi johtaja: Lilli Paasikivi haluaa viedäopperaa koko maahan
Valtaväyät: Vitostien 1950-luvun linjatukset kauhuttavat asut

SAVON SANOMAT

www.savonsanomats.fi

Hyöty ei heti pelasta Atriaa

Hyöty ei heti pelasta Atriaa. Venäjällä raskaasti tappiollinen Atria hyötyy Venäjän WTO-jäsenyyden eduista täysillä vasta vuonna 2020.

Veromalli kelpasi puolueille

Television puolesta Yle-verosta päätettiin torstaina sopuun eduskunnassa. Veroksi on tulossa 50–140 euroa vuodessa.

Kinkku maistuu

Monikulttuurisuus: Kuopion Kalevalan koulun viitoikkalainen Su Meh popsii mieluusti suomalaista jouluruokaa.

Kuntalainen sivuosassa

Hallintorakenteiden muokkaaminen kunnissa voi sýsätý varjoon itse palvelujen käyttäjät.

Kotimaa, hae uutinen

Hyöty ei heti pelasta Atriaa

Varatoimitusjohtaja Juha Ruohola sanoo silti, että nyt on otettu askel oikeaan suuntaan.

JOULUN PARHAAT LAJIAT SPORTTILASTA
14,90
19,90
79,90

SaSa Etusivu Haku 2011-12-1

ETUSIVU

Veromalli kelpasi puolueille

Television puolesta Yle-verosta päätettiin torstaina sopuun eduskunnassa. Veroksi on tulossa 50–140 euroa vuodessa. Korkein maksu koskee suurinta osaa palkansaaajista, sillä sen tuloajana on 20 000 euron ansiot vuodessa.

Veroa maksavat myös yritykset ja yhteisöt.

Jääkiekko

Venäjä jätti Leijonat nolliille

Hae uutinen

Kuntalainen sivuosassa

Hallintorakenteiden muokkaaminen kunnissa voi sýsätý varjoon itse palvelujen käyttäjät.

–Tiedän, että monet kunnat kysyvät kuntalaisten mielihoidettá, mutta on toinen asia, mitä päättäjät näillä tiedoilla tekevät, professori Vuokko Niiranen Itä-Suomen yliopistosta toteaa.

LYHYESTI

KalPa ja JYP samaan lohkoon Euroliigassa

Yliötsikot

Reader client and event analytics

Daily paper, archives, search and selection according to user preferences

The screenshot shows the HS DIGILEHTI mobile application interface. At the top, there's a status bar with 'Sonera', signal strength, time '11.32', and battery '8%'. Below that, the app header includes the 'HS DIGILEHTI' logo, 'Current Issue: 2012-01-16, Total News: 137', and navigation links for 'Stats', 'Archives', 'Settings', and 'Logs'. A secondary navigation bar contains filters for 'Priority', 'A-Z', 'Time', 'All', 'Read', and 'Unread', along with 'Page: 1/3' and a search bar 'type here to sea...'. The main content area displays a grid of news articles with headlines, sub-headlines, and brief text snippets. At the bottom, there's a category filter bar with options like 'All', 'Elämä', 'Ihmiset', 'Kaupunki', 'Kotimaa', 'Kulttuuri', 'Mielipide', 'ääkirjoitus', 'Talous', 'Ulkomaat', and 'Urheilu'.

Ruotsi huolissaan Suomen puolustusmenoista
Kotimaa, 16/01/12
Sälen. Ruotsin puolustusministeri Sten Tolgfors pitää huolestuttavana sitä, että moni Euroopan maa Suomen tapaan joutuu säästämään puolustusmen...

Oikeus kielsi eläintenpidon ikääntyneiltä veljeksiltä
Kotimaa, 16/01/12
Hämeenlinna. Kanta-Hämeen käräjäoikeus on määrännyt ikääntyneet veljekset pysyvään eläintenpitiokieltoon. Huono karjanhoito toi 70- ja 77-vuotiaille miehille myös neljän kuukauden ehdolliset vankeustuomiot.Virano...

Rivitalon asukas sytytti asuntonsa palamaan Joensuussa
Kotimaa, 16/01/12
Joensuu. Rivitaloasukkaan epäillään sytyttäneen asuntonsa tahallaan tuleen Joensuun Uimaharjussa varhain sunnuntaiaamuna.Poliisi otti 35-vuotiaan miehen kiinni palopaikalta epäilyinä törkeästä tuhotyöstä. Hän on alustavasti myöntänyt sytyttäneensä palon....

Huijarit vaihtoivat 400 euron huonekaluun 10 euron hintalapun
Kotimaa, 16/01/12
Raisio. Pariskunnan epäillään jymyttäneen lauantaina kassaa tavaratalossa Raisiossa vaihtamalla 400 euroa maksaneeseen huonekaluun 10 euron hintalapun.Pariskunta meni hintalapun vaihdettuaan liikkeen...

Tivoli monipuolistaa kieltenopiskelua
Kotimaa, 16/01/12
Kieltenopiskelu on yksipuolistunut peruskoulussa tuntuvasti: kaikki oppivat huonosti ruotsia ja melkein kaikki vähän paremmin englantia. Vain alle viidennes peruskoulun päättäjistä on opiskellut kolmea muuta kieltä kuin äidinkieltään.Peruskoulun alaluokkien vapaaehtoisia ja ylälu...

Liikunnasta apua vaihdevuosiin
Kotimaa, 16/01/12
Liikunta tepsii myös vaihdevuosioreisiin. Tuoreen suomalaistutkimuksen mukaan reipas liikunta vähensi naisten kuumia aaltoja ja paransi henkistä hyvinvointia."Oireitten osittaisellakin vähenemisellä voi olla vaikutusta työ- ja toimintakykyyn", muistuttavat suomalaistutkijat...

Kaksi poliisia oli jäädä varastetun auton alle Mäntsälässä
Kotimaa, 16/01/12
Mäntsälä. Kaksi poliisia oli jäädä varastetun auton alle lauantaina iltapäivällä Mäntsälän Maisalantiellä.Vaaratilanne syntyi, kun poliisipartio meni tutkimaan parkissa seisonutta vanhaa valkeaa Mitsubishi Galantia. Partion ajettua muutaman metrin päähän autost...

Yhdistys ruokkii nyt Mikkelin sorsat
Kotimaa, 16/01/12
Mikkeli. Suomi on yhdistysten luvattu maa, mutta tämä mikkeliäisyhdistys lienee ainut laatuaan. Viime vuonna perustettu Mikkelin citysorsat ry on ottanut vastuulleen sorsien ruokkimisen...

Kelkkailija pelastui täpärästi jäistä Ikaalisissa
Kotimaa, 16/01/12
Ikaalinen. Moottorikelkalla järven jäällä Ikaalisissa liikkunut keski-ikäinen mies pelastui lauantain ja sunnuntain välisenä yönä täpärästi pudottuaan jäihin.Mies pääsi avannosta omin voimin ylös ja soitti hätäkeskukseen, mutta hänen kannykkänsä lakkasi pian toimima...

World's thinnest eReader

- local news in Vantaa were delivered to a very thin, solar powered eReading device via a digital TV network
- tests in Shanghai, China with the People's Daily



Lessons learned

Knowledge on a competitive level

- prototyping and testing have been a valuable way to learn
- new business innovations
- new product and service concepts
 - around 20 tablet magazines and over 10 newspapers, 1300 eBooks – more coming out soon, some book apps
 - several eShops for eBooks and tablet computer papers
- new ways to operate within companies, new partnerships
- some technical developments will be available as open source
- new education, for instance, for graphic design and media adoption studies established

Next Media helps Aalto University create new education

- user-centred graphic design
- publication design on new platforms
- possibility to increase the number of researchers
- the amount and quality of co-operation has increased



Aalto University



Summary

- Change from print to digital is true, but happens slowly
- Be innovative, try, fail and try again
- Test with your customers, crowdsourcing
- Try to find new business models
- Network with people and companies

More information and blogs

www.nextmedia.fi

Aalto Econ:

<http://readvertisingblog.wordpress.com/>

Aalto ARTS:

<http://mediaconceptstrg.blogspot.com/>



BLOG **Media Concepts Research Group**

MONDAY, FEBRUARY 13, 2012

Apps Go High Tech for Fashion Week

adweek reporting:
As any Fashion Week attendee worth her weight in Chanel can tell you, nothing is more essential for a successful round of shows than a well-equipped iPhone. (Apart from an inspired ensemble, that is.) But just a few years ago, uses for the now-ubiquitous device were limited. You could frantically Google venue locations, snap a few fuzzy photos and send them to your assistant, but that was about it. In 2008, Condé Nast's Style.com released its first smartphone app, allowing the fashion-obsessed to browse look-by-look slide shows of designer presentations, behind-the-scenes photos, and reviews—making “outsiders into insiders,” said Style.com executive editor Nicole Phelps. Soon enough, everyone was tweeting and Instagramming their every sartorial move, further linking the masses with the goings-on under the tents at the biannual shows in New York, London, Milan and Paris. A new crop of apps has emerged to take advantage of the technological possibilities of the mobile platform—and they're all targeted at the industry insiders themselves. “It's made it a lot easier for people to stay up to the minute,” said Phelps.

One of this season's must-have iPhone apps is Fashion GPS Radar, which lets users register for Fashion Week events, locate shows on an interactive map and check in by scanning their own personal barcode. The app officially launched this season (it was in beta for the spring shows) and has nearly 4,500 users. Fashion GPS is also meant to be a tool for the shows' producers who can use the platform (also available on the iPad and the Web) to send invitations, arrange seating and keep up with editors' and buyers' whereabouts.

Another high-tech offering making its debut this year is Made Fashion Week, an app developed to be used at Made's fashion show (either in person or via Livestream). Using technology developed by Sonic Notify, the app syncs with inaudible sound waves played during the show and automatically displays information about each look as models parade down the runway. Users can then share professional photos of the clothing via Twitter or...

<http://www.adweek.com/news/technology/apps-go-high-tech-fashion-week-138194>

A
Adweek
FOLLOW BY EMAIL
Submit
MERIAH TWITTER UPDATES
Follow me on Twitter
ADDD THIS SHARING GADGET
Facebook, Twitter, LinkedIn, StumbleUpon, RSS
LABELS
advertising (82)
aggregators (10)
amazon (11)
android (4)
apps (10)
audience (43)

Thank you for your time!

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