



Multi-platform Newspaper

Publishers new business

IMPRESA

- Multimedia public company
 - Newspapers/Magazines – 25 (paper+web)
 - Native Digital – mobile, 12 web
 - Television – 1 aerial national + 4 cable
 - Events & Direct add
- Driven by news and entertainment users

IMPRESA

- We are editors and want to continue editors
 - Selling news, entertainment and services
 - Quality and thrust content
 - Innovation - new approaches
 - Surprising our consumer
- Paper is still where the money is

Market

It's not a crisis. It's a dramatic change

The good old days won't come back

Market

- Follow and react with our consumers
- Quick decisions for a over speed market
- Interaction with the consumer –CRM, UGC
- Interaction with the advertiser
- We must fight to be the best.
- It's a completely new world
- Act with common sense

Content

- What we won't from our Newspaper
- Multiplatform approach
- Different ways to tell a story
- How to write, illustrate and layout each platform
- Excellent and innovative content
- Make the difference.

Content

- Think “entertainment”
- We are “storytellers”
- Collaborative story investigation with UGC
- Conversational language. SEO language index.
- Maintain your personality. Be different.

Organization

- New content workflows
 - Continuous news chains
 - Radar and UGC
- New newsrooms layout
 - Intake; super desks
- New editing tools

Human resources

- We must be good enough – professional
 - Don't forget the careers
 - Less chiefs more “indians”
 - Conversational and cooperation work
- Must offer ad value.
- New jobs , roles and skills
- Strong personal evaluation factor

Human resources

- Multiplatform publishing is first a mindset
 - Change minds - Just do it ...
 - Change top level mentality
 - Core team must be committed to multiplatform
 - Discuss with everybody the new strategy
 - Training
 - Incentive and reward it

Going multiplatform

- It's business decision
- Top down. Strong leadership
- Sustain by Publishers, Directors and Editors (in or out)
- Always measurable an fixed objectives
- Common sense
 - Better sales or finance results

Training

- Starting from the top
- Multi skills groups
- Adapt training to your needs
- Newsplex
- Special courses
- Practical individual and group exercises
- From training to production immediately

Working

- Day by day effort
- Reward best multiplatform stories
- Allow new experiences
- Never forget the “personality” of the brand.
- It’s difficult, it takes long
- Normally a new team will take over
- Cross promotion

Business is business

- The multiplatform operation must be more profitable than the monomedia
- Somebody must pay our contents. Don't give them for free (consumer or adds)
- Protect your content and ad values
- The quality off your staff is your best value

Our challenge

- Changing to something we don't know
- Continuous dynamic changes not control by us
- Classified adds moving to the web
- Share advertising with other platforms
- Share news and content with UGC, search engines and pirates.
- Offer our client a better graphic work

Our Challenge

Survive, make money

All that

Reducing costs

Developing the business without big
investments

and

Remunerate the shareholders

Good luck