

Le Nuove Organizzazioni Redazionali

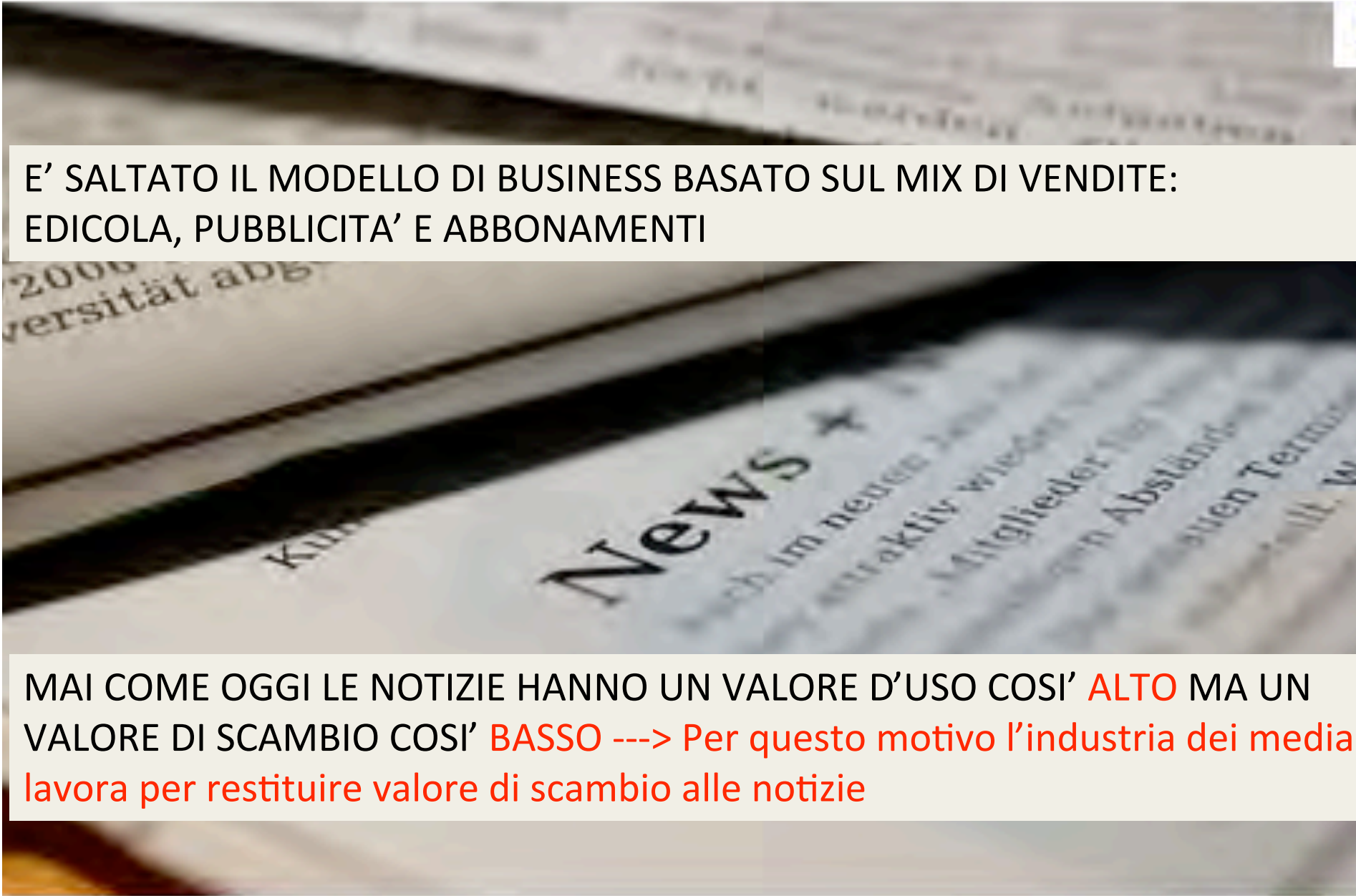
DOMENICO TUDINI



**LA RETE E' UNA NUOVA FABBRICA NON E' UNO
STRUMENTO**

**IL WEB E' PIU' UNA INNOVAZIONE
SOCIALE CHE TECNICA**

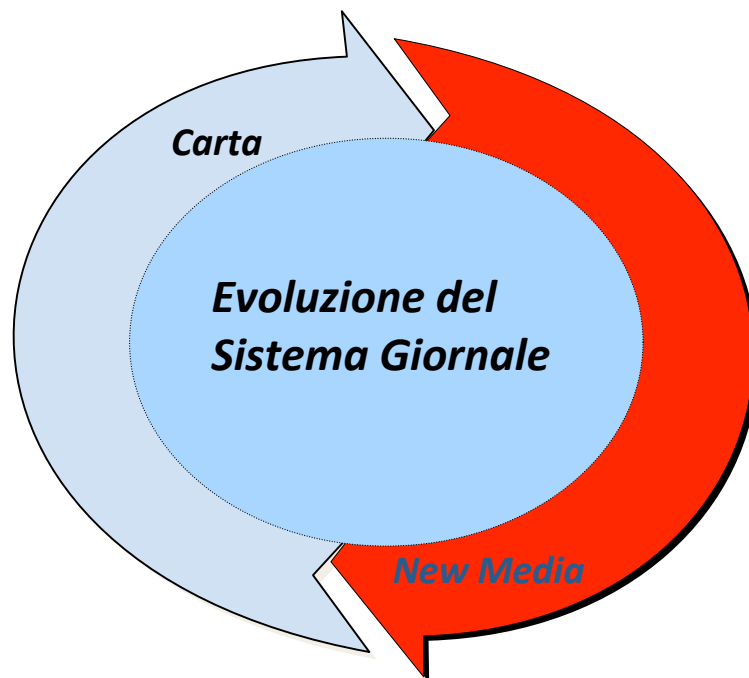
**DOBBIAMO STUDIARE GLI UTENTI PIU' CHE I
MEDIA ---> DALLA DIMENSIONE DI MASSA A
QUELLA INDIVIDUALE**



E' SALTATO IL MODELLO DI BUSINESS BASATO SUL MIX DI VENDITE:
EDICOLA, PUBBLICITA' E ABBONAMENTI

MAI COME OGGI LE NOTIZIE HANNO UN VALORE D'USO COSI' **ALTO** MA UN
VALORE DI SCAMBIO COSI' **BASSO** ---> Per questo motivo l'industria dei media
lavora per restituire valore di scambio alle notizie

IN UN CONTESTO IN RAPIDO DIVENIRE E' NECESSARIO RIPOSIZIONARE IL GIORNALE IN UNA LOGICA MULTIMEDIALE



“E’ iniziata una transizione che da Giornali di informazione (NEWSPAPER) ci porta a brand di informazioni (NEWS BRAND)

“La vera sfida consiste nel saper utilizzare il brand di un giornale consentendo al contempo ai lettori di personalizzare le notizie per conto proprio”

Rupert Murdoch

IL MODELLO MULTIMEDIA IMPONE UNA ESTENSIONE DELL'OFFERTA DECLINATA SU
CANALI / FORMATI DIVERSI



UNA STRATEGIA MULTIMEDIALE PARTE DA UN REDAZIONE MULTIMEDIALE



IN UN CONTESTO MUTATO LA REDAZIONE TRADIZIONALE NON E' IN GRADO DI RISPONDERE ALLE RICHIESTE ED AI BISOGNI DEL LETTORE

IL PRESENTE

- SPECIALIZZAZIONE PER MEZZO
- LAYOUT DRIVEN (spazio è il valore da salvaguardare)
- PRODUZIONE DI CONTENUTI
PAPER CENTRIC" (con successivi adattamenti per gli altri canali)
- AUTOREFERENZIALITA' (la redazione sceglie lo spazio sulla base del proprio giudizio)
- NON C'E' ASCOLTO
NE' INTERATTIVITA'
CON USERS E READERS

IL FUTURO DA COSTRUIRE

- DARE LA POSSIBILITA' DI FRUIRE I
CONTENUTI SU MEZZI / CANALI DIVERSI
- CONTENT DRIVEN PER PRODURRE
FACILMENTE CON FORMATI E MEZZI DIVERSI
- DIGITAL FIRST
- METRIC DRIVEN
- APPLICAZIONE REGOLE CONSUMER
ALL'OFFERTA EDITORIALE

QUESTA ERA LA REDAZIONE TRADIZIONALE

NEWSROOM INTEGRATE



UNIVERSAL DESK

LA TRASFORMAZIONE

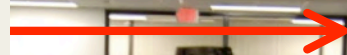
NEWSROOM INTEGRATE



UNIVERSAL DESK

LA TRASFORMAZIONE

NEWSROOM INTEGRATE

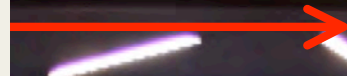


UNIVERSAL DESK



LA REDAZIONE MULTIMEDIALE

NEWSROOM INTEGRATE



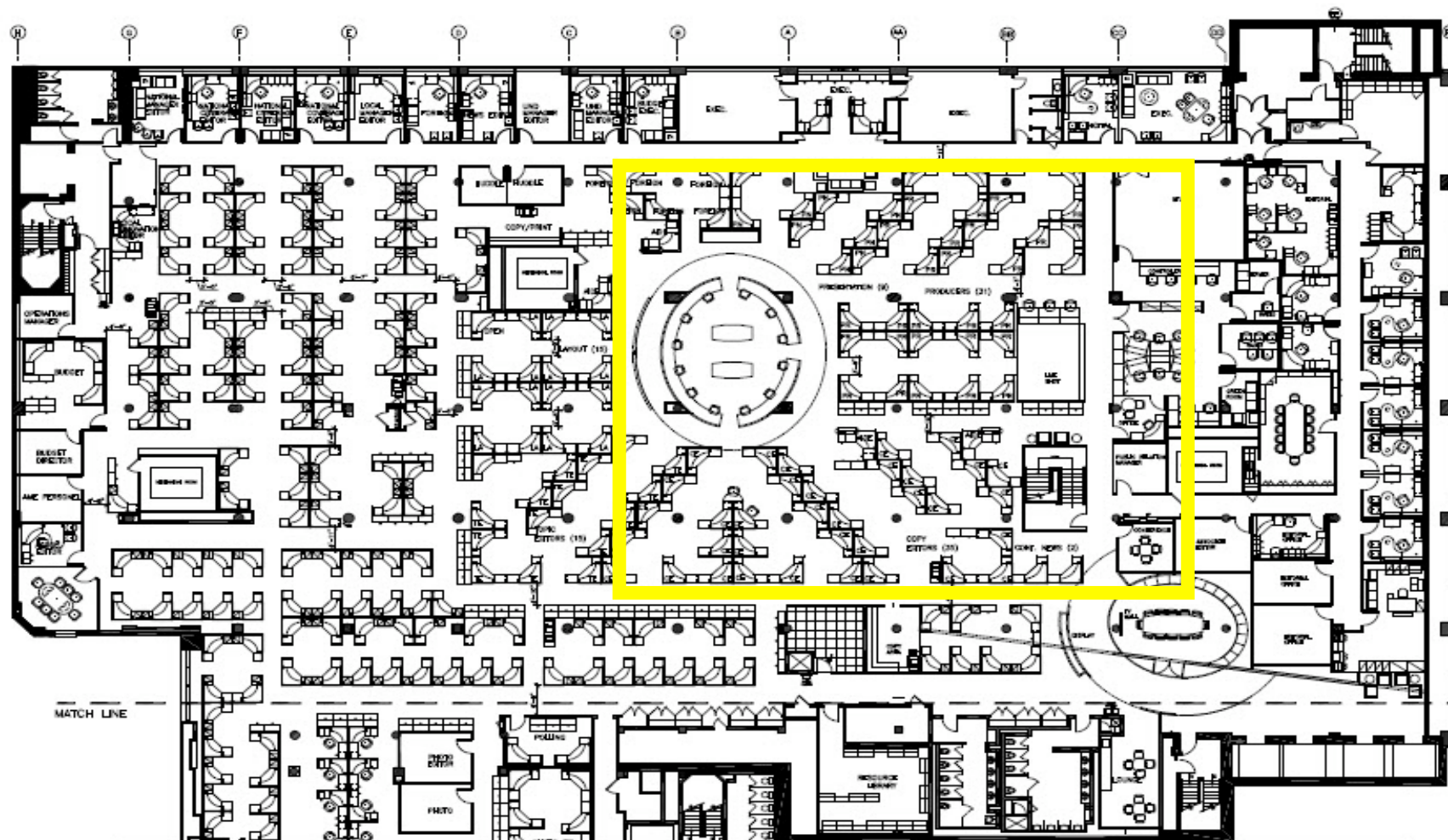
UNIVERSAL DESK



NEWSROOM INTEGRATE



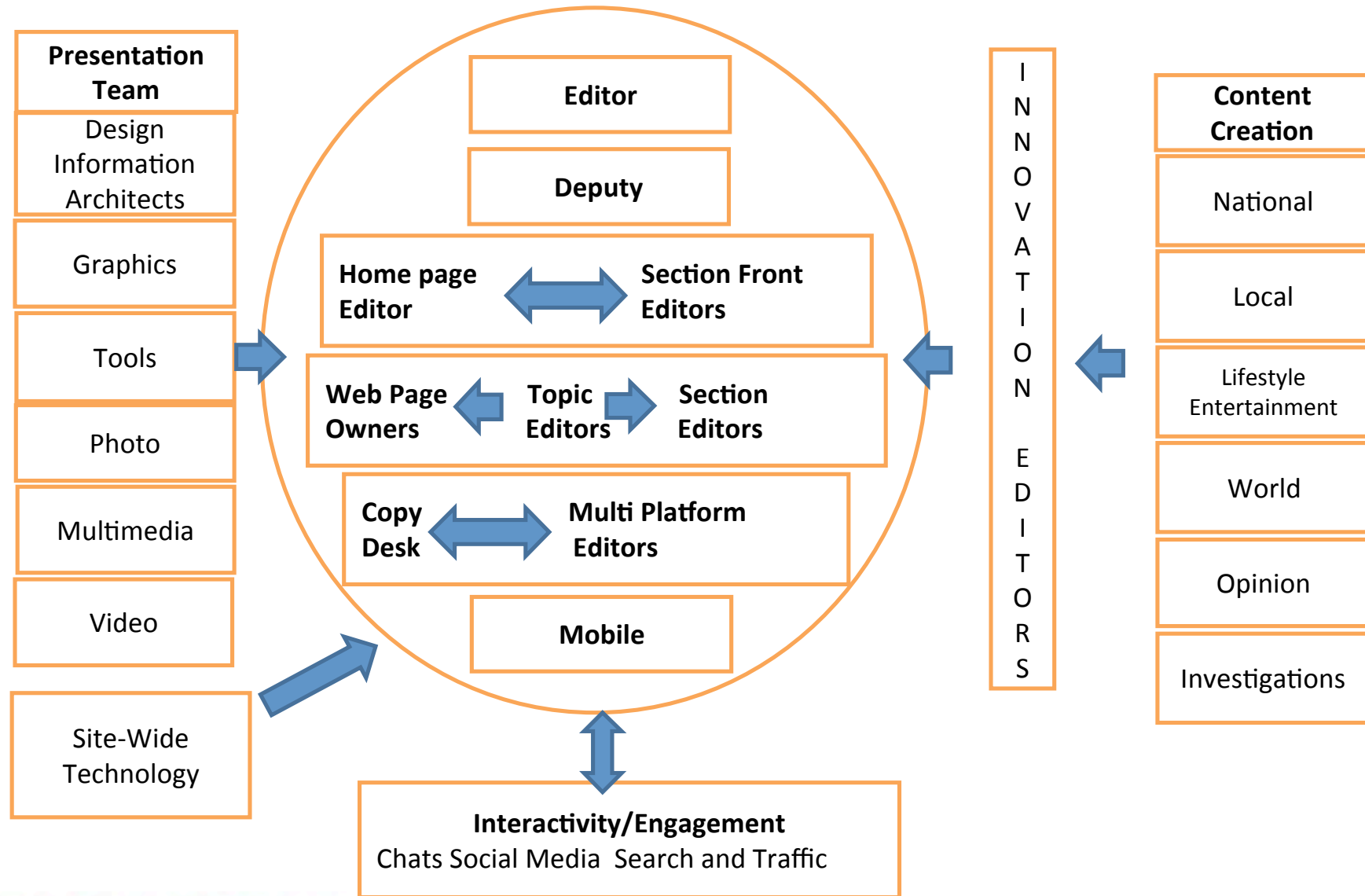
UNIVERSAL DESK



NEWSROOM **INTEGRATE**



UNIVERSAL DESK





OTTIMIZZARE LE STRATEGIE PER LA CREAZIONE E
PUBBLICAZIONE DEI CONTENUTI



UNA DELLE CHIAVI ORGANIZZATIVE E' REALIZZARE UN **SISTEMA INTEGRATO** DI PUBLISHING
PER TUTTE LE PIATTAFORME



ANALIZZARE I COMPORTAMENTI DEI LETTORI: METRIC DRIVEN CULTURE

washingtonpost.com - Daily Trending Report

TODAY'S GOALS (Apr. 16) - Pvs: 9,621,774 - Uvs: 1,861,868

Thursday April 15, 2010

YESTERDAY'S KEY METRICS AT A GLANCE...

8,970,263

Page Views - 48.5% under daily target of 9,000,000.

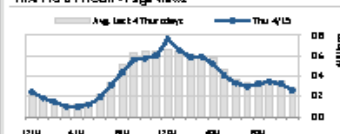
1,651,812

Daily Unique Visitors - 11.4% under daily target of 1,860,000.

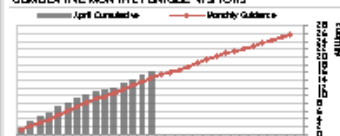
4.3

Page Views per Visit - 3.0% below daily target of 4.4 Pvs per Vlt.

TRAFFIC BY HOUR - Page Views



CUMULATIVE MONTHLY UNIQUE VISITORS



TOP PAGES - Unique Visitors & Page Views

	UVs	PVs
Volcano ash from Iceland forces cancellation of Tokyo Games: cause puts state adaptation love to the	130,768	140,000
Former NSA executive charged with leaking info	50,790	67,500
Obama on the challenge of climate change	37,779	37,409
Food writer credits his doctor with his survival	30,570	37,409
Book review: 'Opium: A Biography' by Hilary Mantel	29,437	31,000
Island volcano erupts: ash falls from the sky	24,546	29,000
Chesapeake Bay crab are making a comeback	21,079	30,300
For Nightcourt nominees, no (political) experience	20,970	23,000
Blog - and the world's best... what's next?	20,534	31,112
Island volcano erupts: ash falls from the sky	19,503	24,072
As the case goes, it's the 100th anniversary	18,591	20,000

TOP QUOTES - Unique Visitors & Page Views

	UVs	PVs
Island volcano erupts: ash falls from the sky	23,761	33,712
Volcano in Iceland, Tea Party Express, more news	6,249	11,441
Held Hum, Lady Gaga, Al Pacino and others in it	7,900	72,340
Hundred dead in China quake	6,501	71,740
First lady Michelle Obama goes on her first solo	3,737	67,000

TOP VIDEOS - Video Views

	UVs	PVs
Volcano ash clouds: hundreds of thousands of people	7,407	7,407
Volcano ash clouds: hundreds of thousands of people	7,157	7,157
Obama's drive: student after U.S. basketball game	5,461	5,461
Lovers: over 400,000 in the streets	3,070	3,070
Island volcano erupts: ash falls from the sky	3,370	3,370

YESTERDAY'S KEY METRICS

	4/15/10	Daily Goal	% of Goal	Compared to Last 4 Thursdays
Page Views	8,970,263	9,000,000	-90	7,219,204 -40
Visits	7,110,000	7,200,000	-60	7,204,401 -80
Unique Visitors	1,651,812	1,860,000	-110	1,703,441 -70
Page Views per Visit	4.3	4.4	-30	4.2 -20
Visits per Unique Visitor	1.5	1.7	-60	1.5 -20
Video Views	83,818	--	--	87,401 -40

MTD CUMULATIVE METRICS VS GOAL (Apr 1 - Apr 15)

	MTD	MTD Goal	% of Goal	Apr. Goal	% to Goal
Page Views	133,973,702	130,199,190	-70	272,210,100	-40
Visits	37,670,200	30,200,019	-70	60,701,700	-50
Unique Visitors	10,777,700	14,377,344	-130	25,777,007	-60
Page Views per Visit	4.1	4.5	-80	4.5	--
Visits per Unique Visitor	2.0	2.1	-40	2.4	--
Video Views	1,377,200	--	--	--	--

REFERRER TYPE

	% of Total	4/15/10	Compared to Last 4 Thursdays
Typed/Bookmark	400	1,030,004	-40
Other Website	330	777,002	-170
Natural Search	190	410,703	-100
Total		7,183,379	-100

REFERRING WEBSITES

	4/15/10	VS. Last 4 Thursdays	4/15/10
google.com	423,015	-230	42,019
yahoo.com	144,341	410	4,470
druidreport.com	91,001	-310	7,040
ad.com	30,100	-70	7,000
bing.com	30,000	-40	7,540
facebook.com	20,017	100	7,310
twitter.com	19,100	120	7,000
live.com	17,010	-300	1,010
twitter.com	12,001	170	1,017
google.co.uk	11,000	-100	1,700
india.com	10,001	700	1,719
reddit.com	9,002	-540	1,307
reddit.com	8,009	-40	1,314
reddit.com	7,771	-70	1,199
reddit.com	6,704	-730	1,071
reddit.com	6,703	-40	877

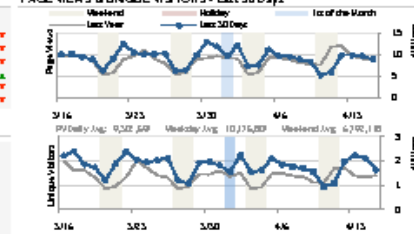
TOP BLOGS - Unique Visitors & Page Views

	UVs	PVs	VS. Last 4 Thursdays
Reddit.com	39,170	109,002	-170
On Path	29,044	50,142	700
Euro 2010	20,009	40,047	-330
The 100	20,000	37,171	-30
Post Politics	20,000	30,754	-500
44. The Obama Presidency	18,704	23,004	-700
D.C. Sports Blog	17,000	30,199	-100
Celebrity Blog	10,113	22,720	-170
Capital Insider	14,115	20,770	700

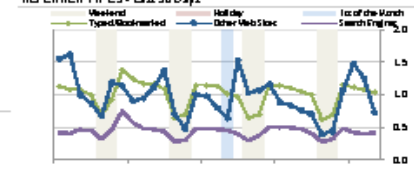
HOME PAGES - Unique Visitors & Page Views

	UVs	PVs	VS. Last 4 Thursdays
HP - National	172,000	1,000,771	-70
HP - Default	170,000	701,740	-30
HP - National & Local	147,000	1,207,109	10
HP - Local	77,000	119,470	-40

PAGE VIEWS & UNIQUE VISITORS - Last 30 Days



REFERRER TYPES - Last 30 Days



TOP SECTIONS - NATIONAL - Unique Visitors & Page Views

	UVs	PVs	VS. Last 4 Thursdays
1. Homepage	324,000	1,007,101	-90
2. World	200,000	270,000	-100
3. Arts & Living	100,000	114,170	-330
4. Sports	100,000	100,000	-330
5. Opinion	100,000	100,000	-330
6. Nation	100,000	100,000	-330
7. Politics	100,000	100,000	-330
8. Multimedia	100,000	100,000	-330
9. Business	100,000	100,000	-330
10. Sports	100,000	100,000	-330
11. Site Service	100,000	100,000	-330
12. Interactivity	100,000	100,000	-330

TOP SECTIONS - LOCAL - Unique Visitors & Page Views

	UVs	PVs	VS. Last 4 Thursdays
1. Homepage	100,000	1,000,000	-30
2. World	100,000	1,000,000	-30
3. Arts & Living	100,000	1,000,000	-30
4. Sports	100,000	1,000,000	-30
5. World	100,000	1,000,000	-30
6. Nation	100,000	1,000,000	-30
7. Site Service	100,000	1,000,000	-30
8. Opinion	100,000	1,000,000	-30
9. Politics	100,000	1,000,000	-30
10. Multimedia	100,000	1,000,000	-30
11. Business	100,000	1,000,000	-30
12. Interactivity	100,000	1,000,000	-30

Data Source: Omniture Site Catalyst

Washington Post Digital - Research and Analytics - FOR INTERNAL USE ONLY - site@wpd.com

Produced at 1:00 AM on 4/16/2010

CHE COSA SIGNIFICA VERAMENTE DIGITAL FIRST?

CAMBIARE TRE ELEMENTI “CORE” DEL BUSINESS



OPERATION

- Allocazione investimenti
- Modifica dei processi
- Integrazione sistemi editoriali e publishing

PRODOTTI

- Ampliare portafoglio prodotti e servizi
- Riorganizzare funzioni commerciali e di marketing
- Lavorare per i clienti in una logica personalizzata

CULTURA

- Cambiare l'approccio al business
- Rieducare i propri dipendenti