Editoria e Multimedialità

Roma

24 novembre 2011

Trends e applicazioni di successo sui nuovi strumenti digitali

Sergio Vitelli

Paper Trends

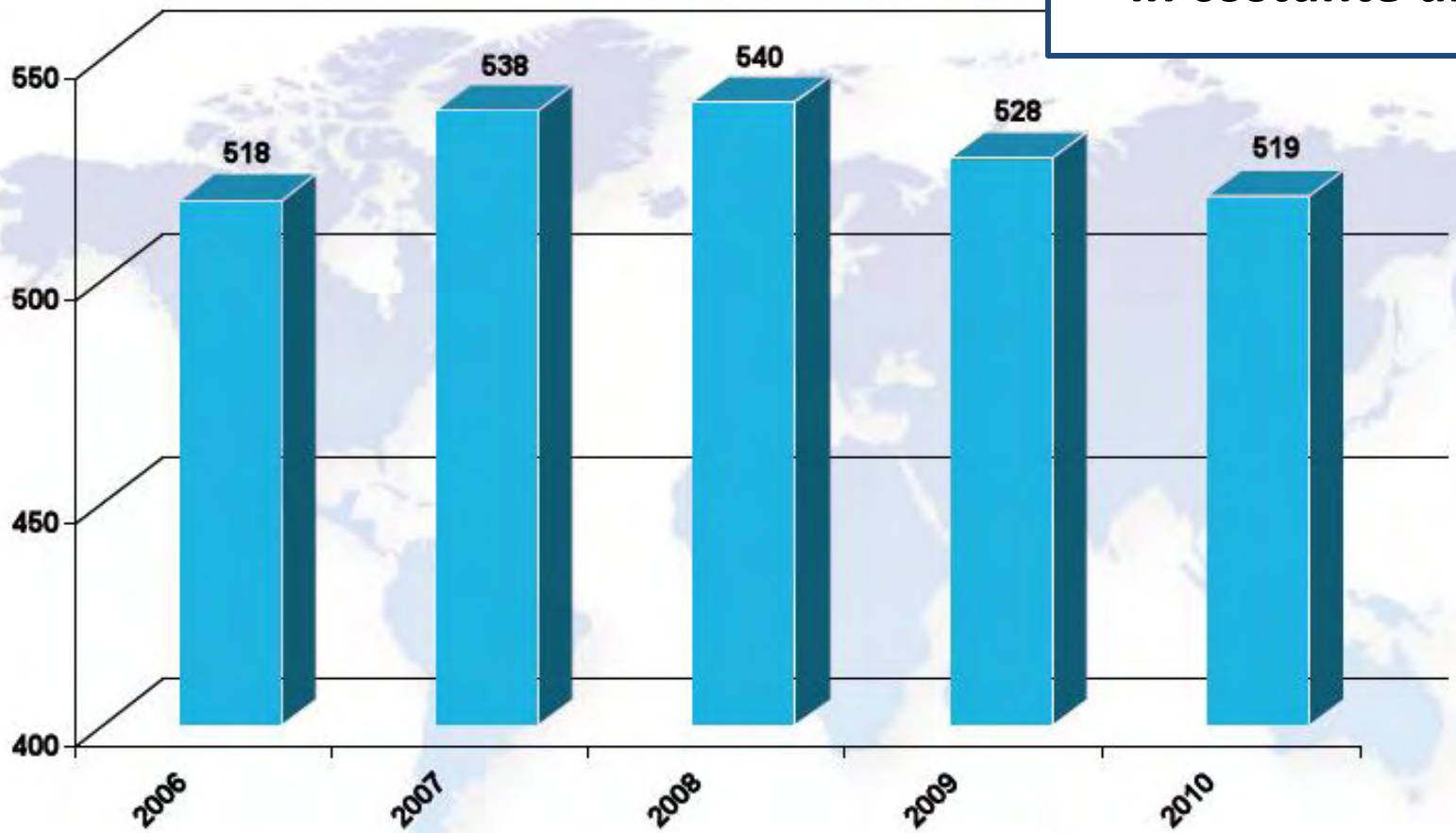
Paper trends

Newspaper extinction worldwide timeline

Conto alla rovescia: l'estinzione comincia da USA e Europa

Paper Trends

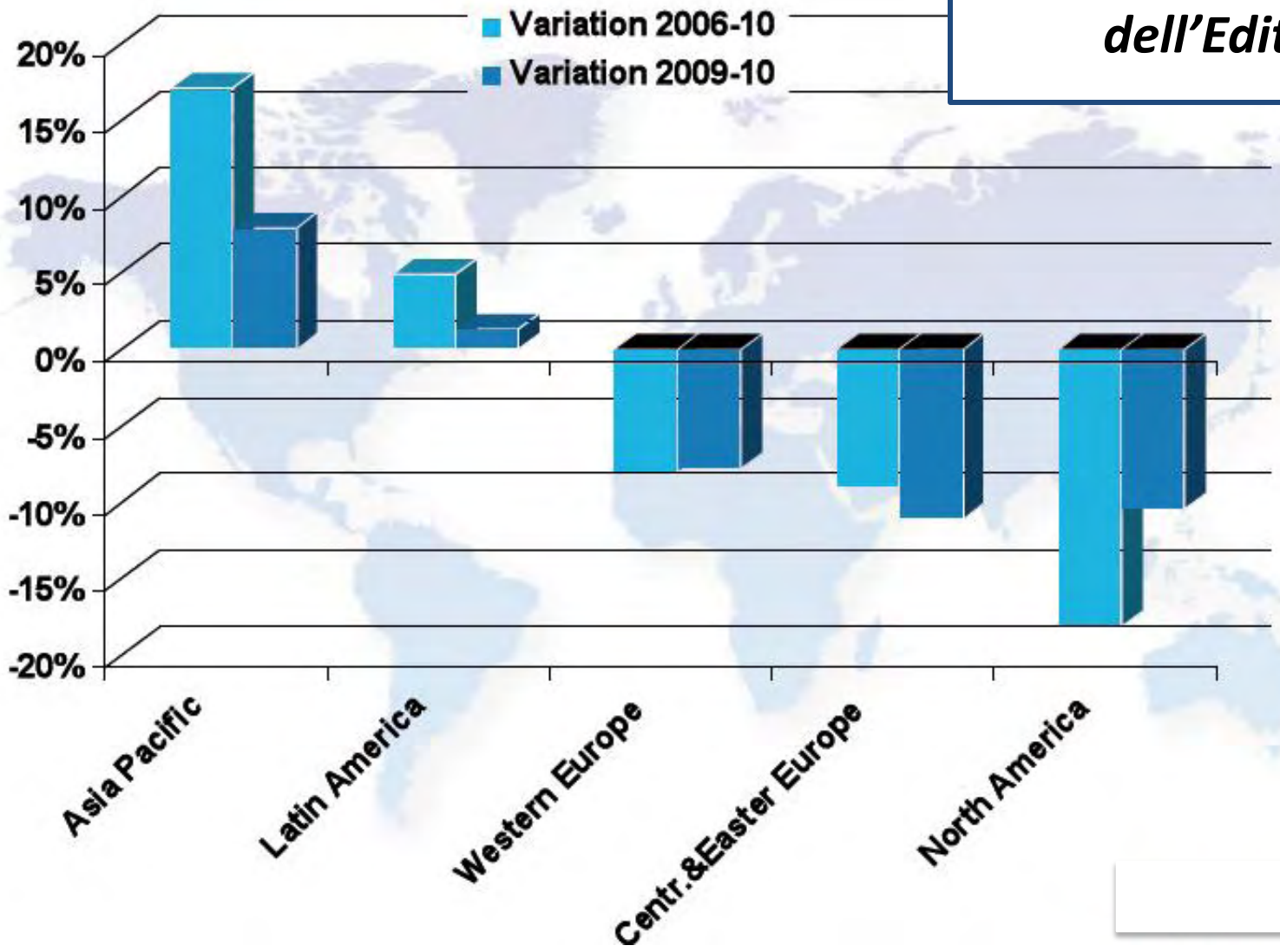
Global Circulation (paid daily in Mil.)



Dopo il picco del 2008 diffusioni globali in costante discesa

Paper Trends

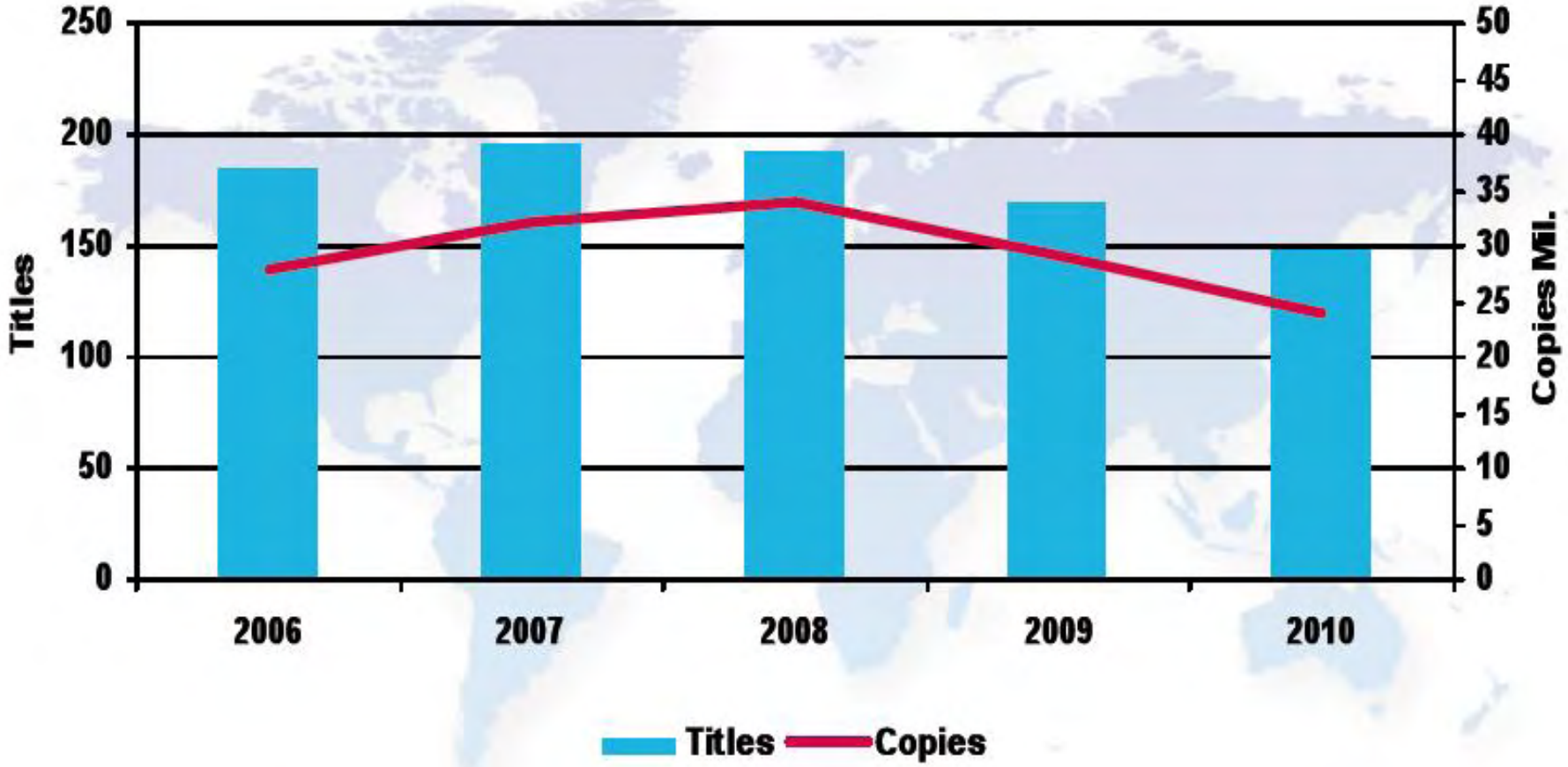
Circulation Trends (paid daily)



Europa e Usa sono il terzo mondo dell'Editoria

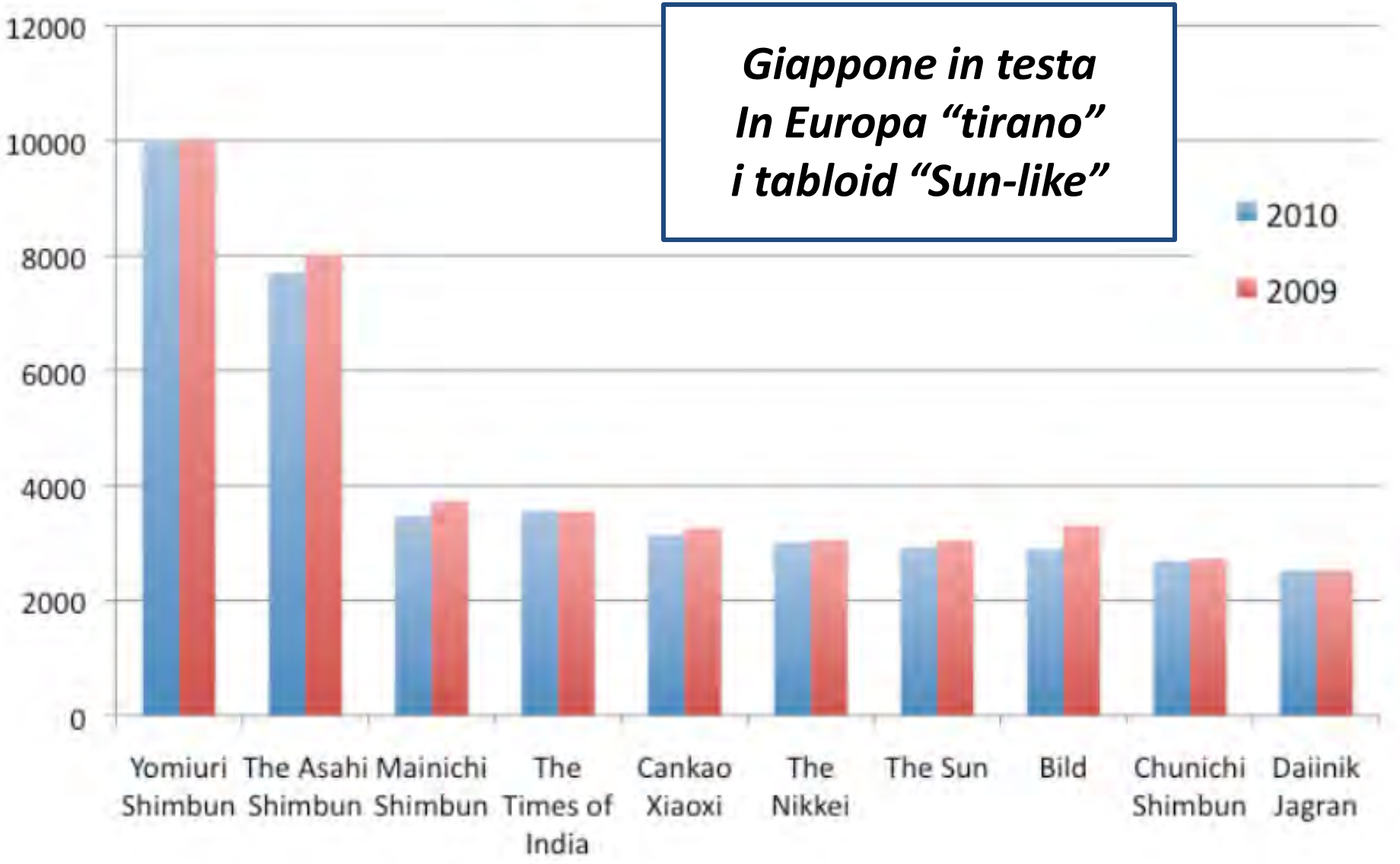
Paper Trends

Meno copie
ma anche
meno testate



Paper Trends

HitList – The World's Top Ten Newspapers (copies k)

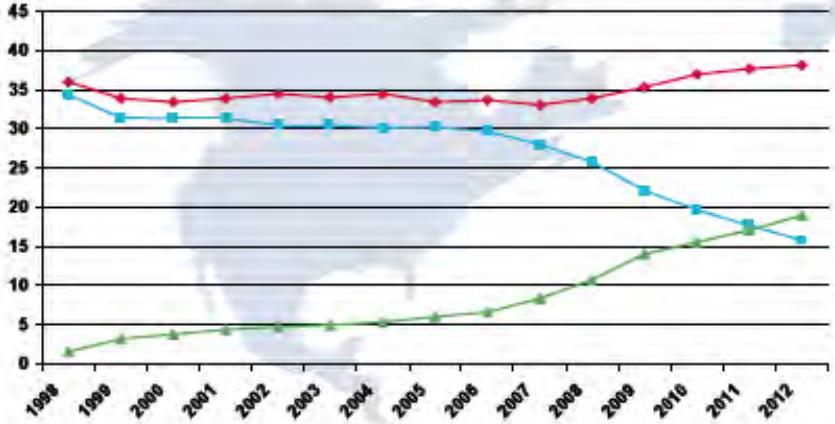


Giappone in testa
In Europa "tirano"
i tabloid "Sun-like"

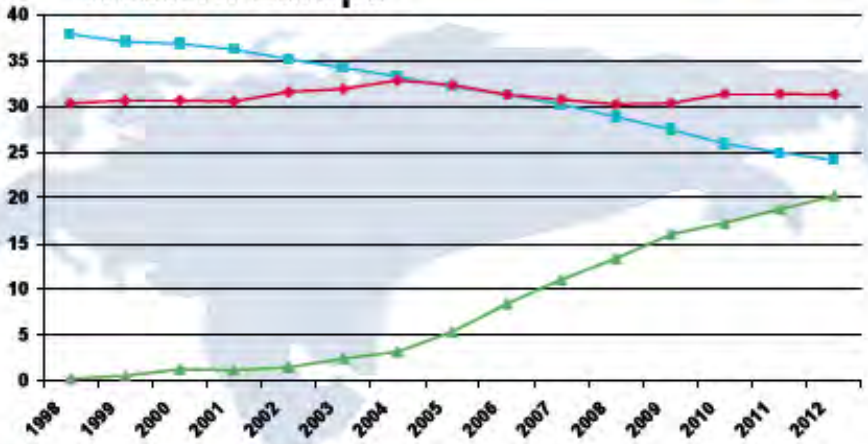
Paper Trends

Global Advertising of Share by Region

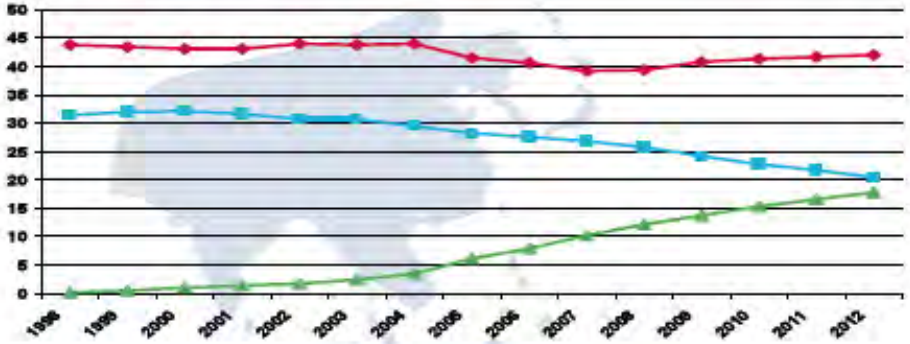
USA



Western Europe



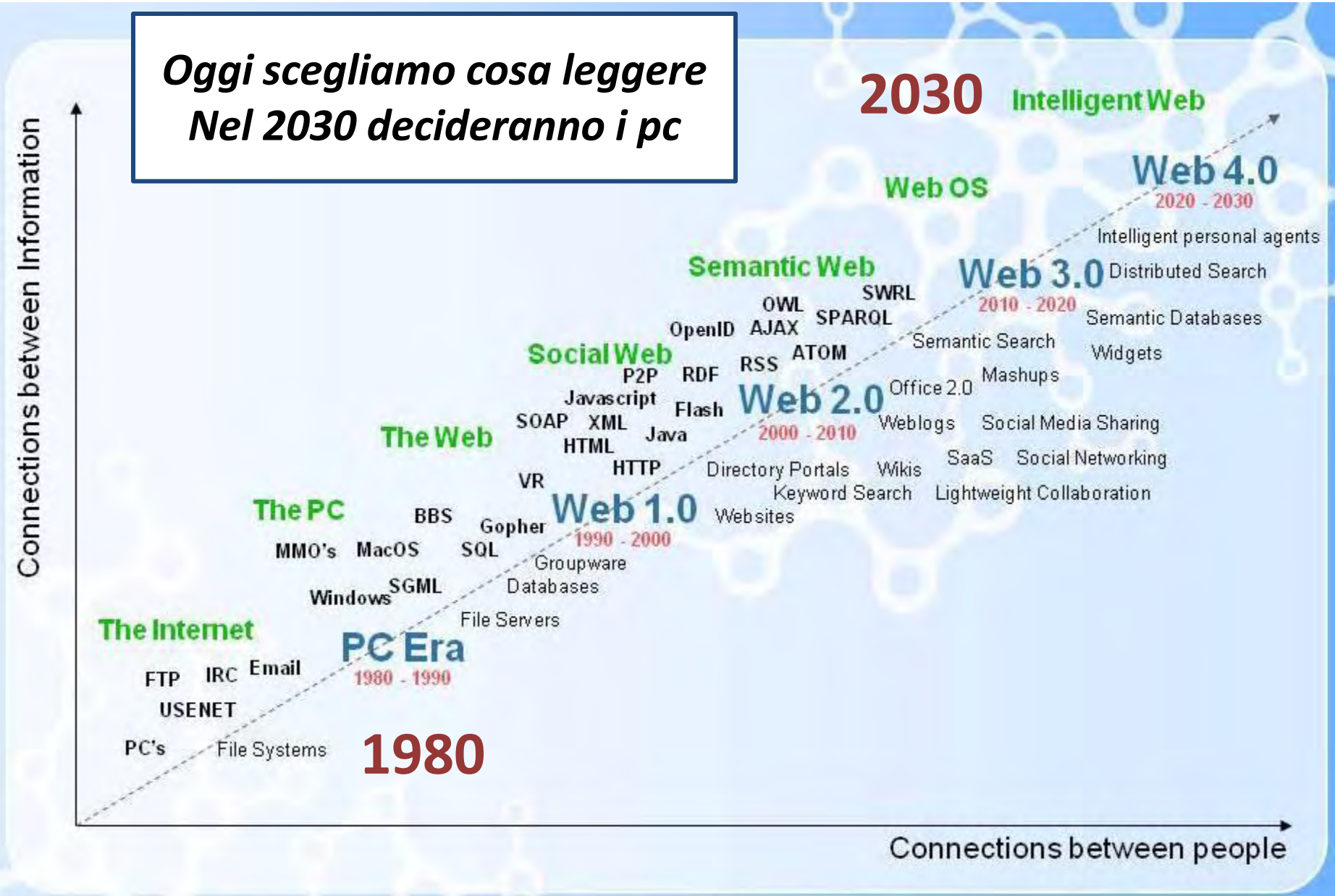
Asia Pacific



Newspapers
Internet
TV

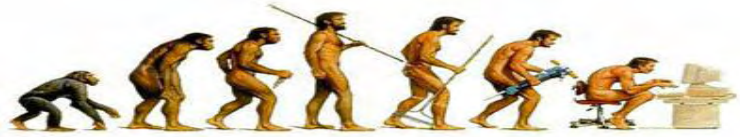
Multimedia trends

Da Internet all'Intelligent Web



Internet Users Evolution

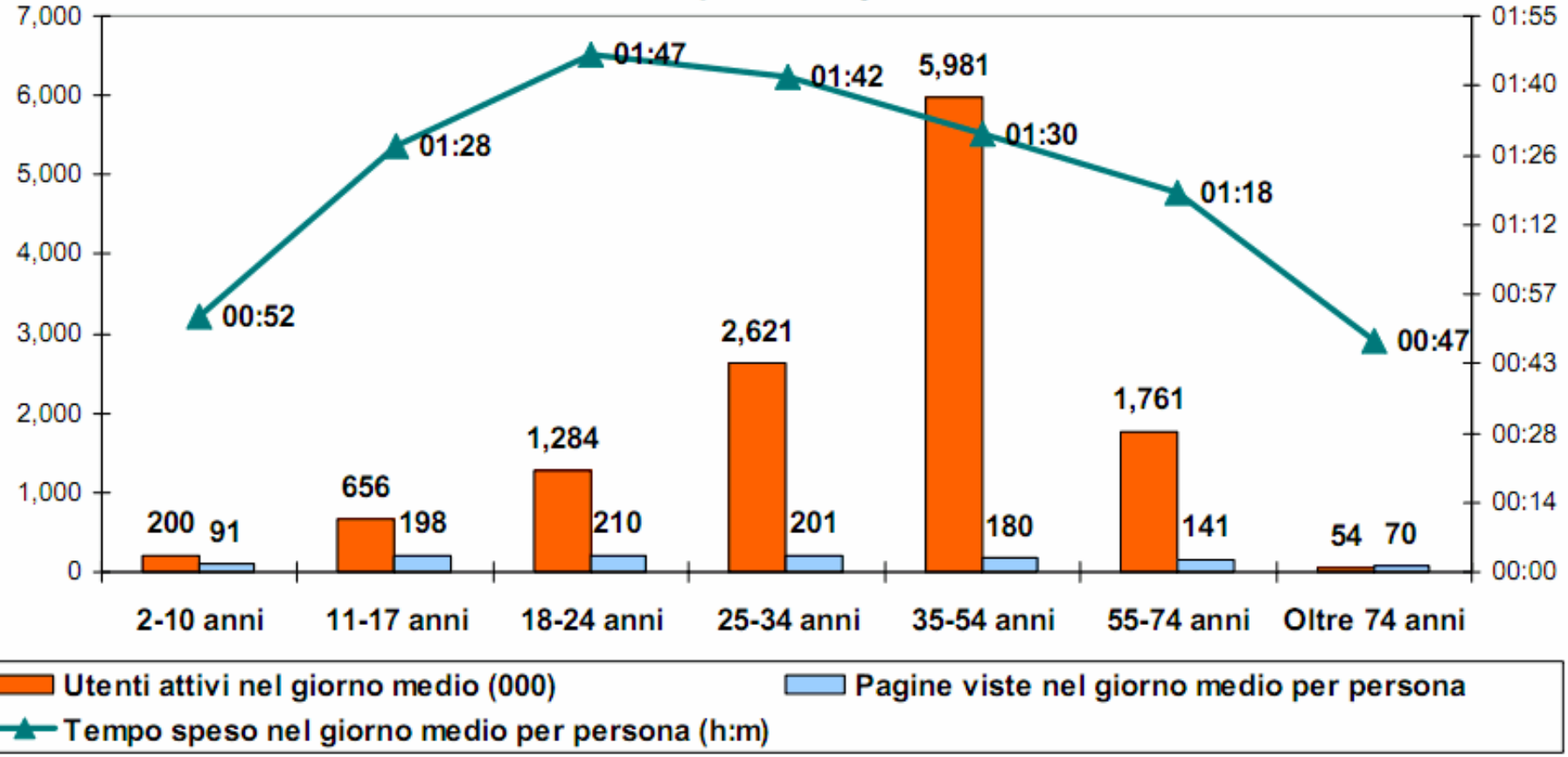
Internet è per tutti



Il giorno medio per fasce d'età

Audiweb Database, sintesi dati novembre 2010

Audiweb powered by Nielsen



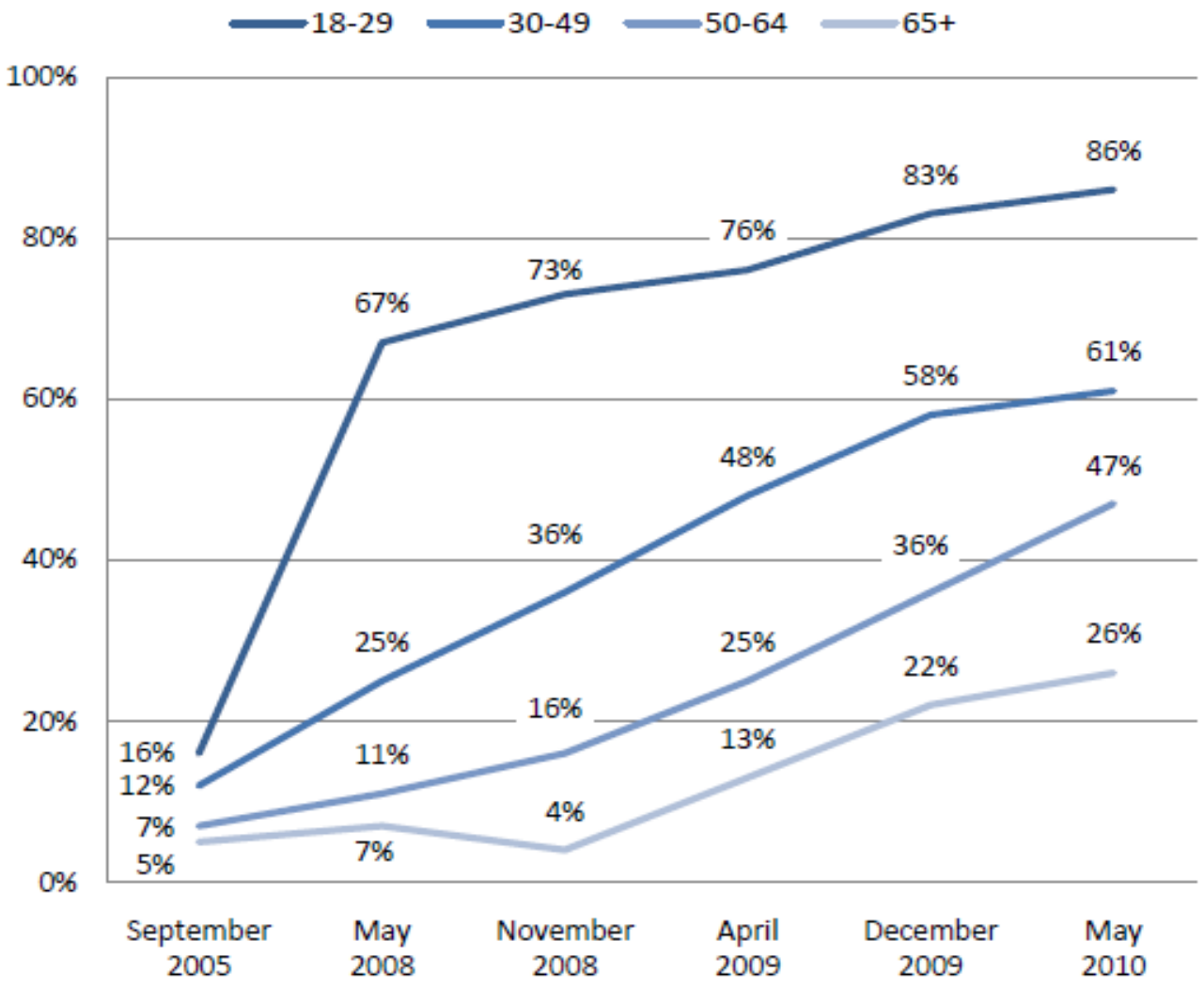
Social Networks

Social Networks

Anche i Social Networks sono per tutti

Social networking use continues to grow among older users

The percentage of adult internet users who use social networking sites in each age group



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 - May, 2010. All surveys are of adults 18 and older.

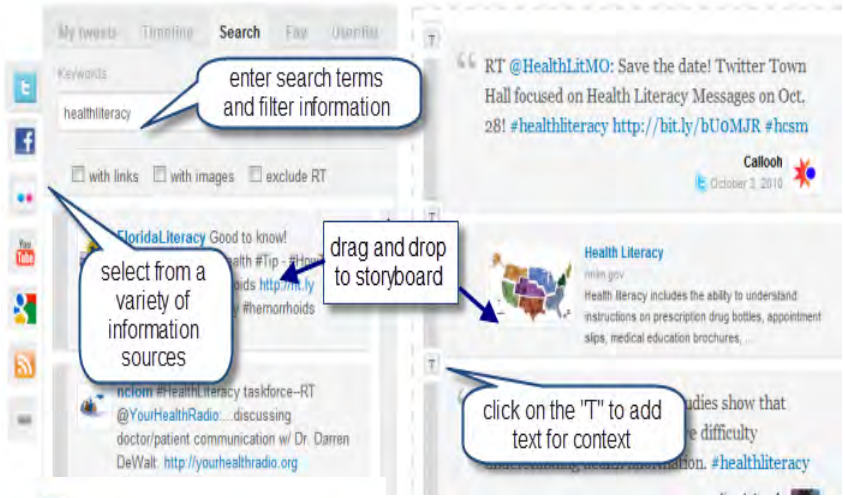
Giornali e Social Network

I Social Networks invadono l'area delle News

Main news from your last access

Reporters profiles

Top News



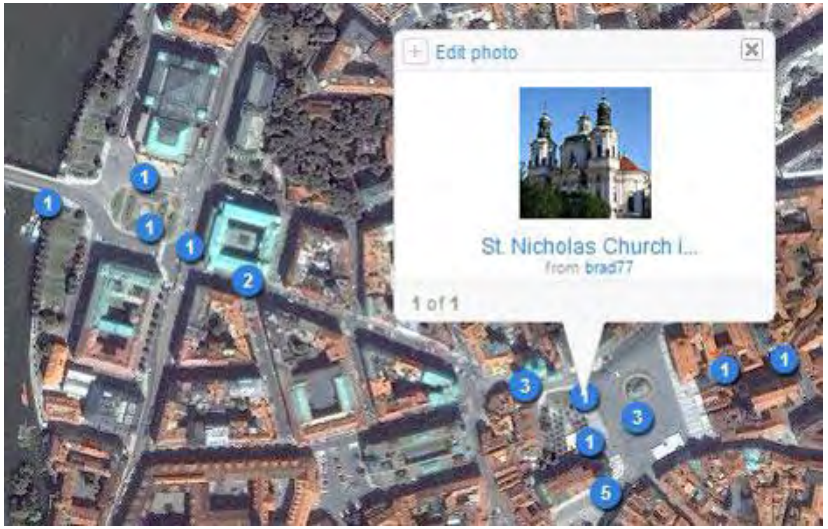
Storify

WSJ Social BETA
from The Wall Street Journal

Geotagging

Collegamento tra posizione geografica e contenuti multimediali:

- **News, Foto, Video**
- **Pubblicità**
- **Personal Utility**



Geotagging News & Adv

Le notizie e le offerte pubblicitarie ci seguiranno sempre di più ovunque noi siamo

Gamification

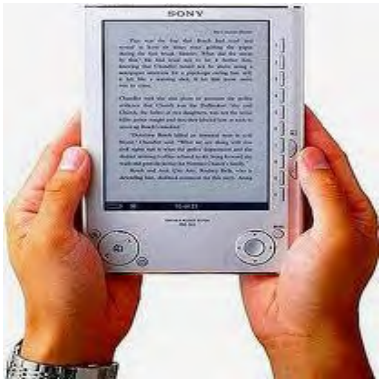
Anche Informarsi può diventare un gioco !....

newsgaming.com

THE HUFFINGTON POST

Google News BETA

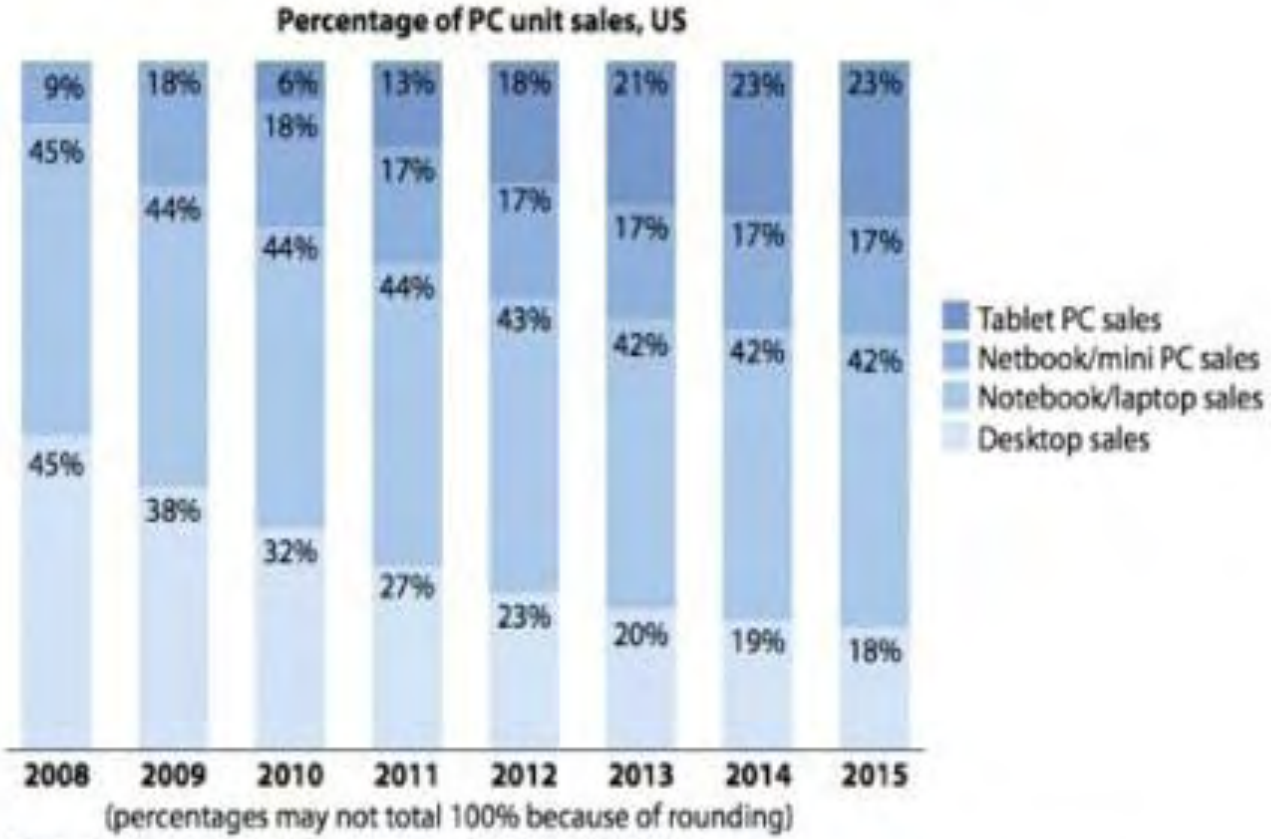
La guerra dei nuovi strumenti digitali



La guerra dei nuovi strumenti digitali

Più tablet = Meno Pc

Figure 1 Forecast: Share Of US Consumer PC Sales By Form Factor, 2008 To 2015



(percentages may not total 100% because of rounding)

Source: Forrester Research eReader Forecast, 2010 To 2015 (US)

57210

Source: Forrester Research, Inc.

Apple domina il segmento tablet…

Worldwide Sales of Media Tablets to End Users by OS (Thousands of Units)

Source: Gartner (September2011)

OS	2010	2011	2012	2015
Android	2,512	11,020	22,875	116,444
iOS	14,685	46,697	69,025	148,674
MeeGo	179	476	490	197
Microsoft	0	0	4,348	34,435
QNX	0	3,016	6,274	26,123
WebOS	0	2,053	0	0
Other Operating Systems	235	375	467	431
Total Market	**17,610**	**63,637**	**103,479**	**326,304**

…Android quello degli smartphone

Worldwide Mobile Device Sales to End Users in 2Q10 (Thousands of Units)

Source: Gartner (October2010)

Worldwide Smartphone Sales to End Users by Operating System in 3Q11 (Thousands of Units)

Operating System	3Q11 Units	3Q11 Market Share (%)	3Q10 Units	3Q10 Market Share (%)
Android	60,490.4	52.5	20,544.0	25.3
Symbian	19,500.1	16.9	29,480.1	36.3
iOS	17,295.3	15.0	13,484.4	16.6
Research In Motion	12,701.1	11.0	12,508.3	15.4
Bada	2,478.5	2.2	920.6	1.1
Microsoft	1,701.9	1.5	2,203.9	2.7
Others	1,018.1	0.9	1,991.3	2.5
Total	**115,185.4**	**100**	**81,132.6**	**100**

Gli E-Book hanno la loro “nicchia”…

Worldwide Sales of E-Readers to End Users

Total Market (Thousands of Units)

2009	2010	2011
3,600	6,500	11,000

-

Market Share (%)

Amazon Kindle	45 %
Barnes&NobleNook	25 %
OtherOperatingSystems	30 %

199 $

249 $

…ma la diffusione in Europa resta molto più contenuta che negli U.S.A.

Aggregatori o nuovi giornali digitali?

Flipboard

ZITE
PERSONALIZED MAGAZINE

CNN

pulse

THE DAILY

Aggregatori news web sites

MON FIGARO SELECT

NEWS.ME

THE HUFFINGTON POST
TOP NEWS AND OPINION
www.huffingtonpost.com

THE POLITICO

THE POLITICO

Il mio giornale

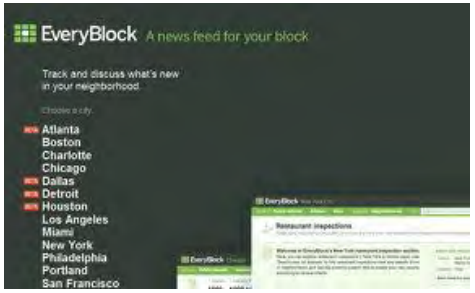
globalpost

World

The Miami Herald
The Boston Globe
FT FINANCIAL TIMES
REUTERS
ongo...
theguardian
Chicago Tribune
USATODAY
Los Angeles Times
The Washington Post
The New York Times

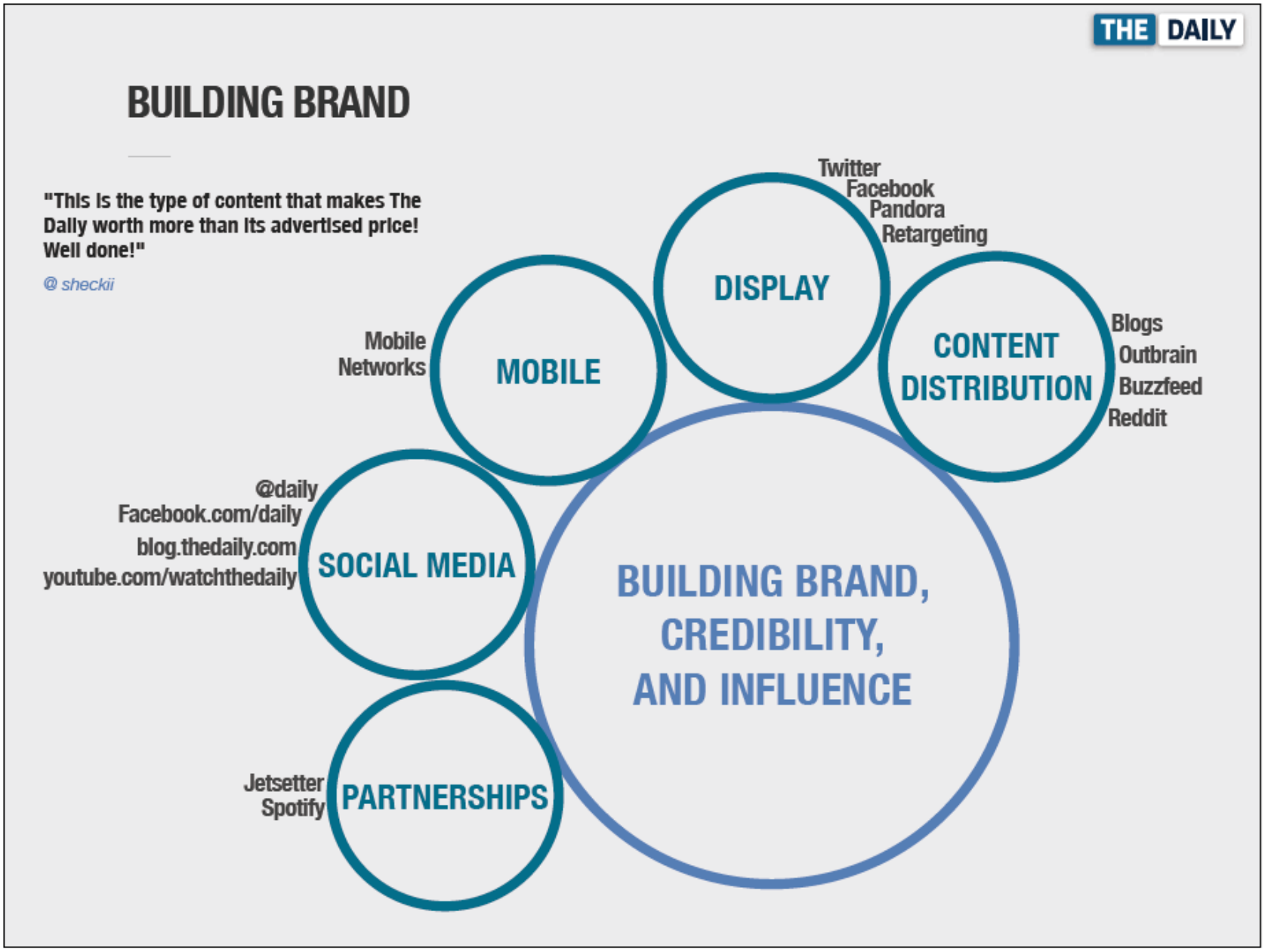
I miei giornali preferiti

Inchieste



Iperlocal

Costruire una formula efficace



Quale filosofia per le applicazioni?

News

1. Prima fase storica 2007 – 2010

Applicazioni Replica per Iphone e Smartphone

2. Seconda fase storica 2010-2012

Applicazioni Replica per Tablet

Applicazioni Replica arricchite per Tablet

Applicazioni Relayout per Tablet

Applicazioni native per Tablet

Quale filosofia per le applicazioni?

Prossimi steps 2012 – 2015

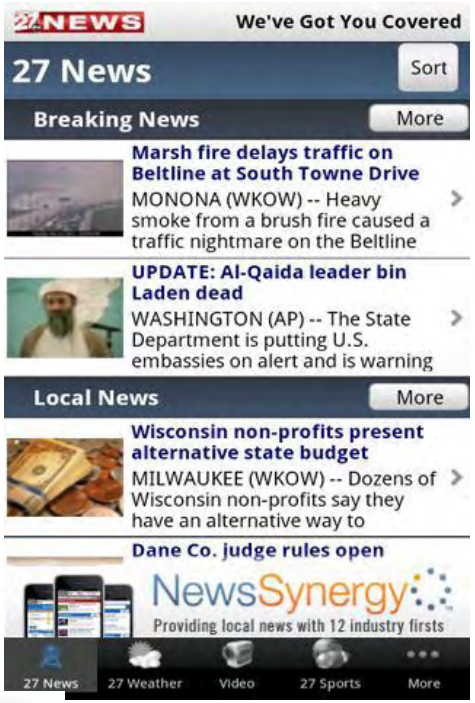
Applicazioni aperte alle breaking news e ai siti web

Applicazioni di news iperlocalgeolocalizzate

Applicazioni news connesse ai Social Network

Applicazioni web TV e Video connesse alle testate

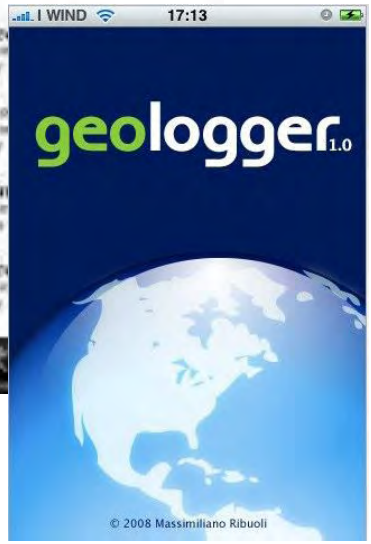
Applicazioni di aggregazione contenuti personalizzati


27NEWS
We've Got You Covered
27 News
Sort
Breaking News
More
Marsh fire delays traffic on Beltline at South Towne Drive
MONONA (WKOW) -- Heavy smoke from a brush fire caused a traffic nightmare on the Beltline
UPDATE: Al-Qaida leader bin Laden dead
WASHINGTON (AP) -- The State Department is putting U.S. embassies on alert and is warning
Local News
More
Wisconsin non-profits present alternative state budget
MILWAUKEE (WKOW) -- Dozens of Wisconsin non-profits say they have an alternative way to
Dane Co. judge rules open
NewsSynergy
Providing local news with 12 industry firsts
27 News
27 Weather
Video
27 Sports
More

FOX NEWS

France World Cup squad suspended

Geotag Trip
McCarty Elementary School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Live

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BUSI
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British Women Found Dead In Turkey Resort
BREAKING NEWS
Ferrari Pulls Out Of Formula One Racing
BREAKING NEWS
Shadow Ministers To Pay Back Expenses
Biggest Jump In Jobless Total Since 1981
SKY NEWS

pulse

Auto bailout's estimated cost to taxpayers: $19 billion
CNN

Quale filosofia per le applicazioni ?

Brand Mobile Utility

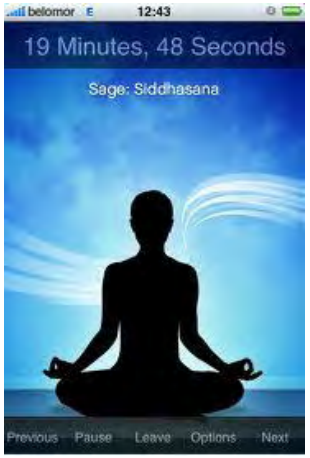
Prossimi steps 2012 – 2015

Personal entertainement :
TV palinsesti & on demand contents
Cinema programmi, trailers, georeservation
Games, enigmistica & personal brain fitting
Sport and personal fitting

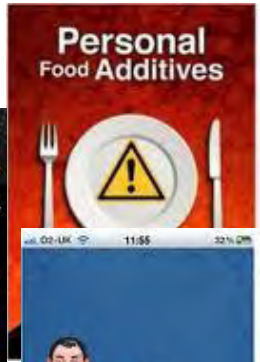
Personal interactive shopping navigator

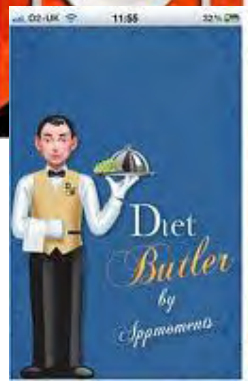
Personal mobile social connectivity

Next generation 3D / Ologram screen



NYT The Collection App





Grazie per l’attenzione