

Manfred Werfel, 2016-06-22

# Drupa 2016 Trends

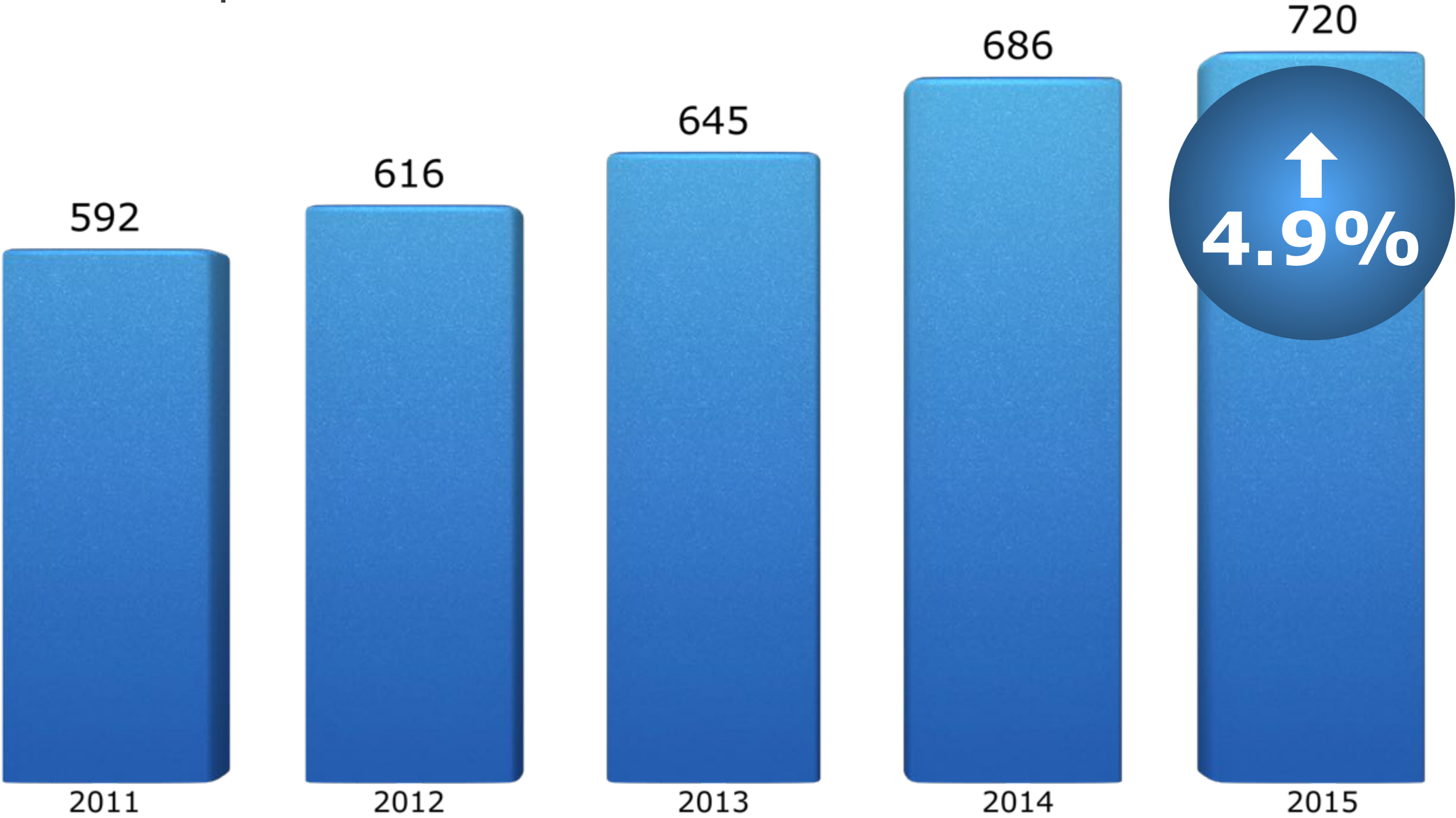
# 7 biggest newspaper markets



... command more than half of global revenue  
and 80% of global daily circulation

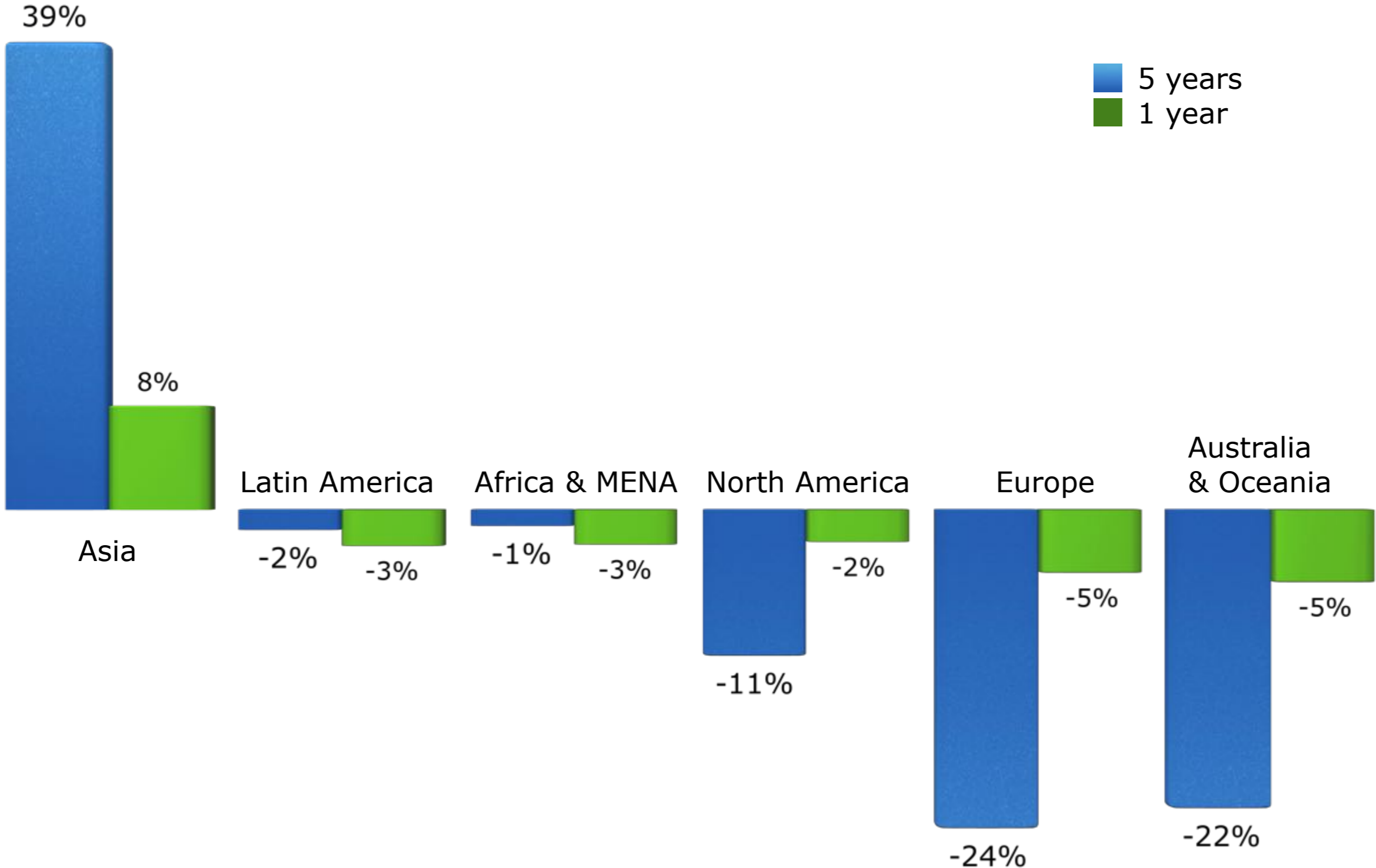
# Daily paid & free print circulation

million copies



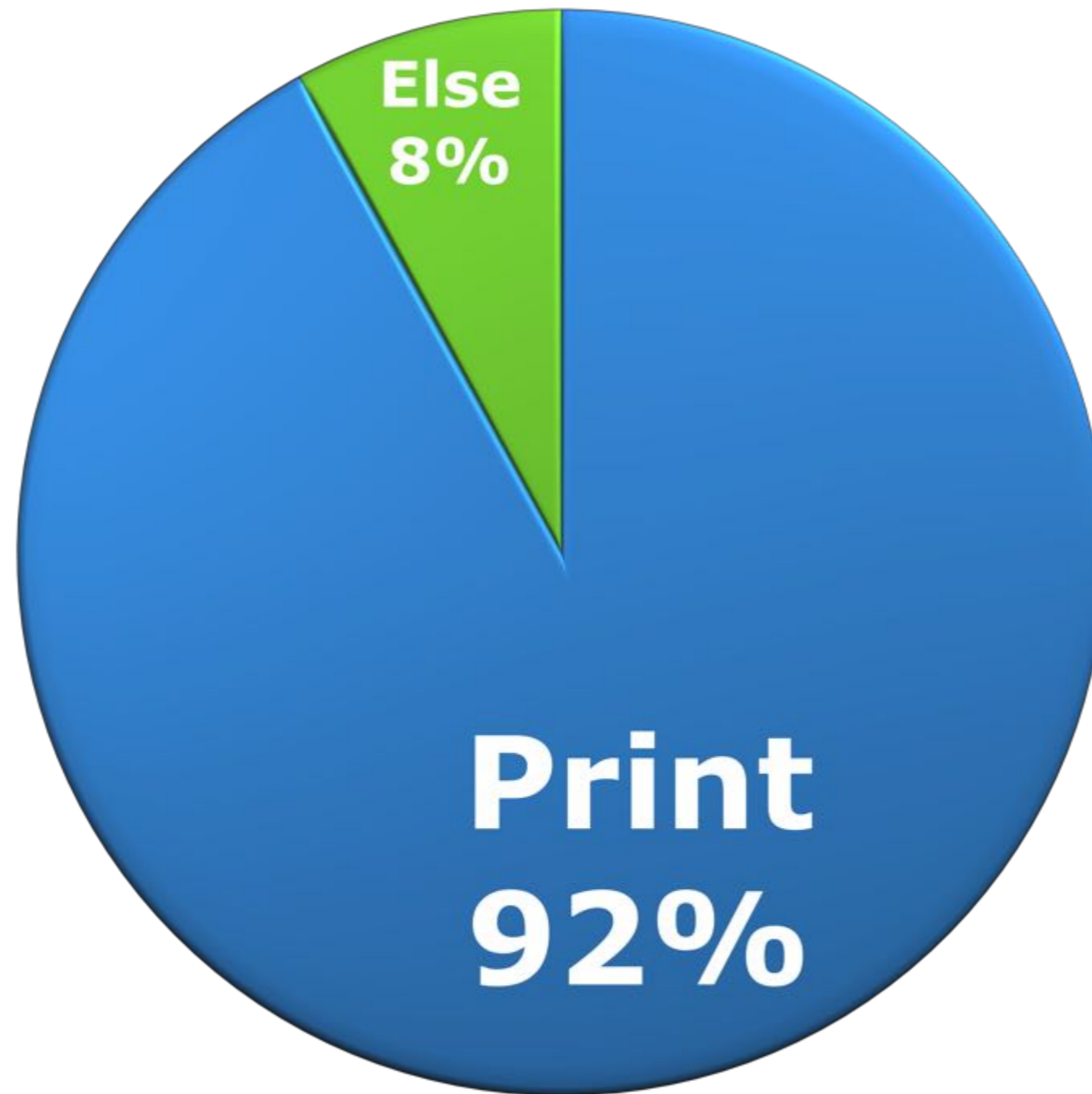
Source: World Press Trends 2016 database and World Press Trends analysis

# Print circulation change

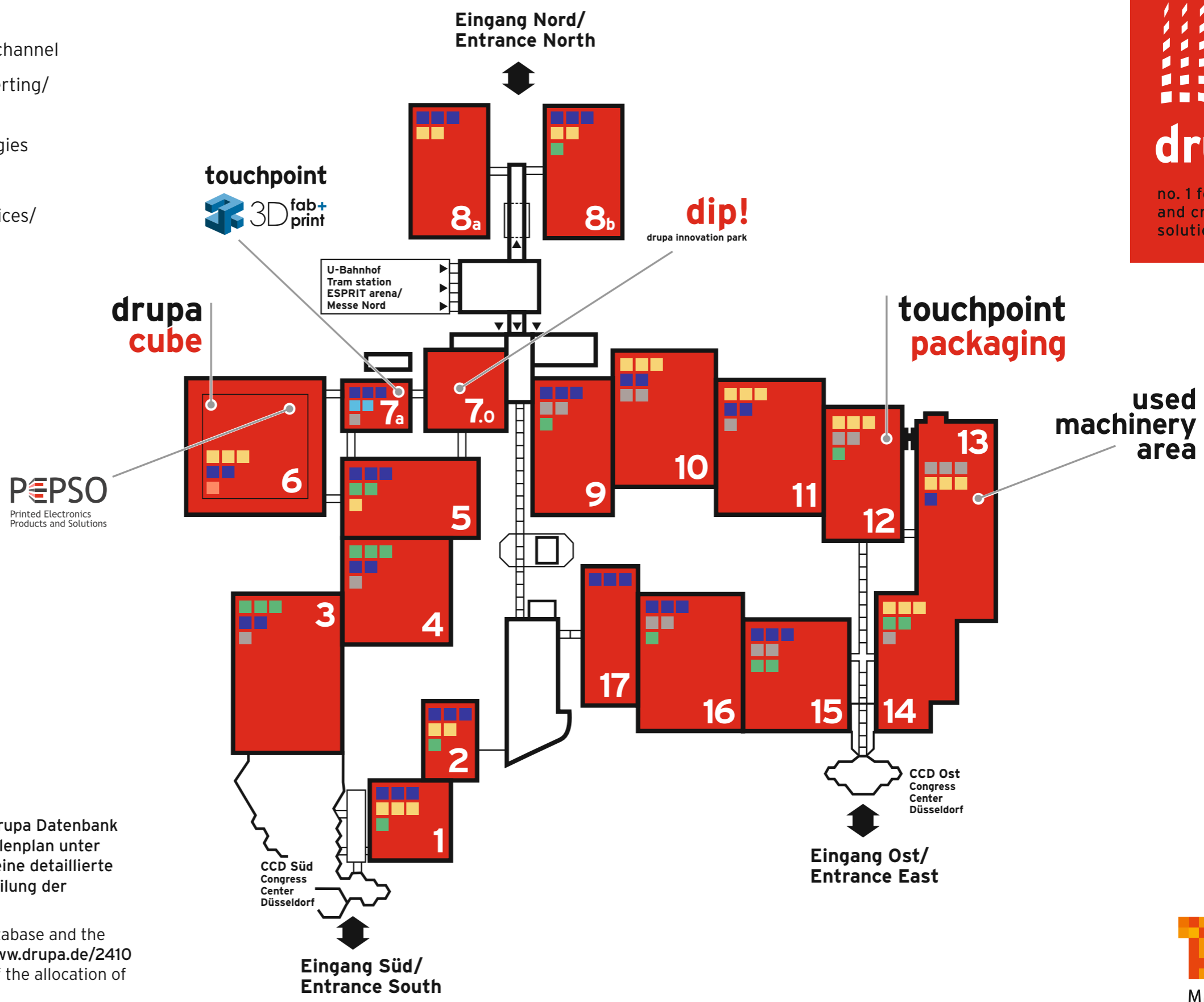


Source: World Press Trends 2016 analysis

# Total newspaper revenue share



- prepress/print
- premedia/multichannel
- postpress/convertng/  
packaging
- future technologies
- materials
- equipment/services/  
infrastructure



**Gewichtung der Produktkategorien in den Hallen:**

Emphasis on the product categories in the halls:

- hoch/high
- mittel/average
- wenig/low

Bitte besuchen Sie die drupa Datenbank und den interaktiven Hallenplan unter [www.drupa.de/1410](http://www.drupa.de/1410) für eine detaillierte Übersicht über die Verteilung der Produktkategorien.

Please visit the drupa database and the interactive hall plan at [www.drupa.de/2410](http://www.drupa.de/2410) for a detailed overview of the allocation of the product categories.



# Drupa motto: Touch the Future

Theme: "Print 4.0", Industry 4.0, 4<sup>th</sup> industrial revolution

1. Mechanisation, 2. Automation, 3. Digital Control, 4. Digital Integration

1,837 exhibitors from 54 countries

260,000 visitors from 188 countries

197,000 from abroad

54,500 less than last Drupa 2012

Largest stand: HP / 6,000m<sup>2</sup> / 2,000 people / 53 machines

4 years cycle remains, next Drupa 2020

# Drupa 2016 and "newspaper"

**Number of results from search after "newspaper":**

## **Companies**

Resulting Companies: **50**

[Show all matching Companies](#) →

## **Products**

Resulting Products: **1**

[Show all matching Products](#) →

## **Product Information**

Resulting Product Information: **105**

[Show all matching Product Information](#) →



# Worldwide printing trends

Shorter print runs

Shorter time to market

More versioned and variable content

More flexibility: formats, paper qualities, paginations, special advertisements, target-group publications

# The answer is consolidation

Print operations are consolidating into highly productive, flexible **production centres**

Serving publishers for newspaper and magazine titles

In order to serve these clients and publications, consolidation needs a two-tier investment strategy

# Strategy #1: Automation

**Automation** and workflow improvement

To handle more and widely **varying jobs**

Includes **digital printing**, automated offset printing

Key is fast and easy **change-over**, change between products with different paginations, designs, paper types

Ultra-fast **closed-loop** systems to attain the highest quality level quickly for small print runs

# Strategy #2: Flexibility

As newspaper production plants evolve into commercial print shops, they require **flexibility** in

... formats,

... special folding options,

... inks, papers,

... trimming, gluing and stitching

# NEW AND EMERGING BUSINESS MODELS

of newspaper printing companies



## **Business Models**

Profit Centre

External Operation

Operation Service

Independent Printer

Outsourcing

Joint Venture

Online Printer

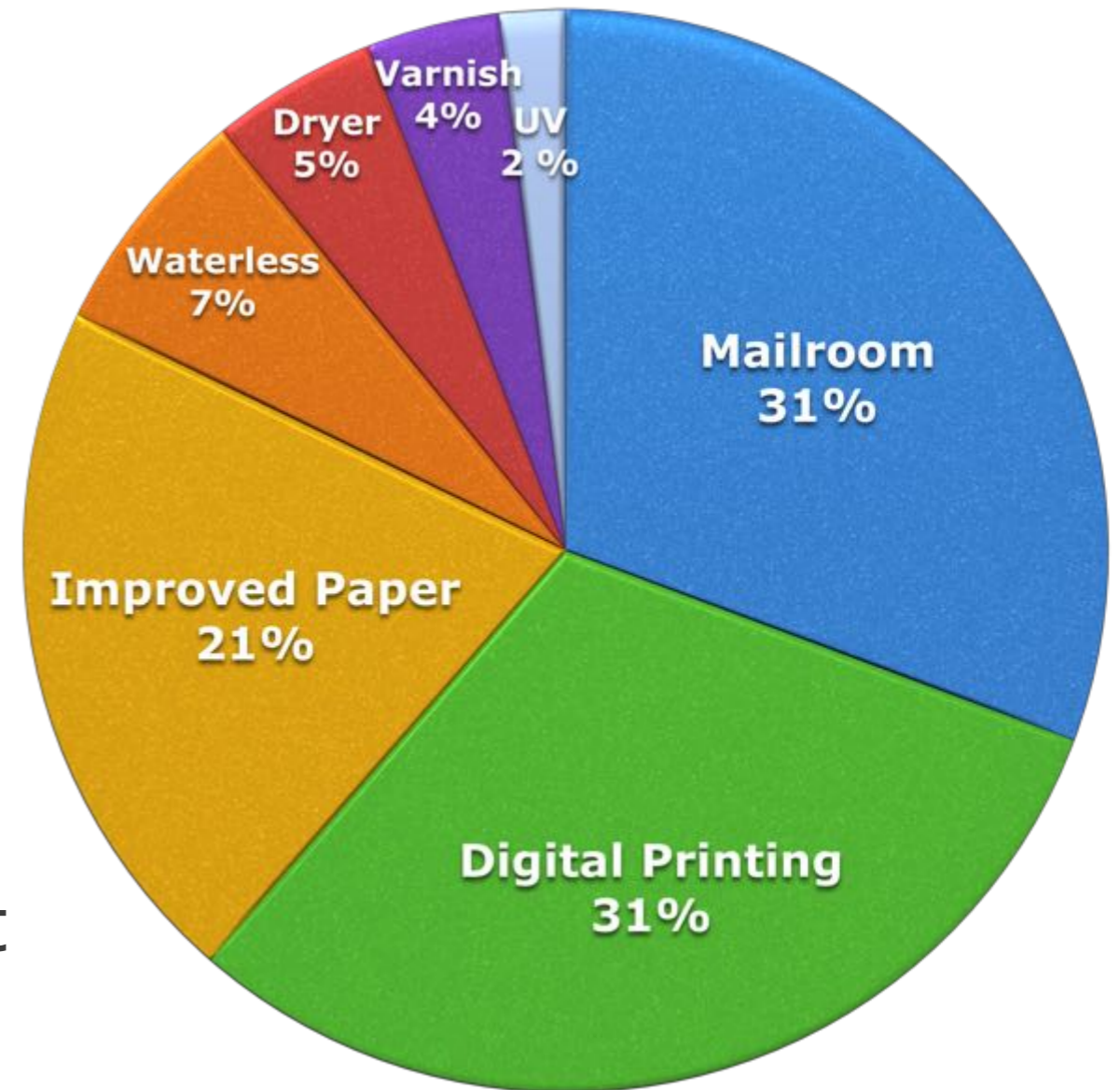
# Mailroom • Digital • Paper

*Which technical changes and improvements are useful to get more print jobs from the market?*

— Survey Sept 2015

Technologies that move newspaper printing closer to heatset are no option for many.

Remarkable: Many expect impulses from digital printing.



# Digital printing for newspaper and commercial production

Walliser Bote – Mengis Druck, Visp, Switzerland

First European daily newspaper converted from offset coldset to digital inkjet printing mid 2015

HP T400 Color Inkjet Press

FoldLine, manroland web systems

AlphaLiner, Müller Martini

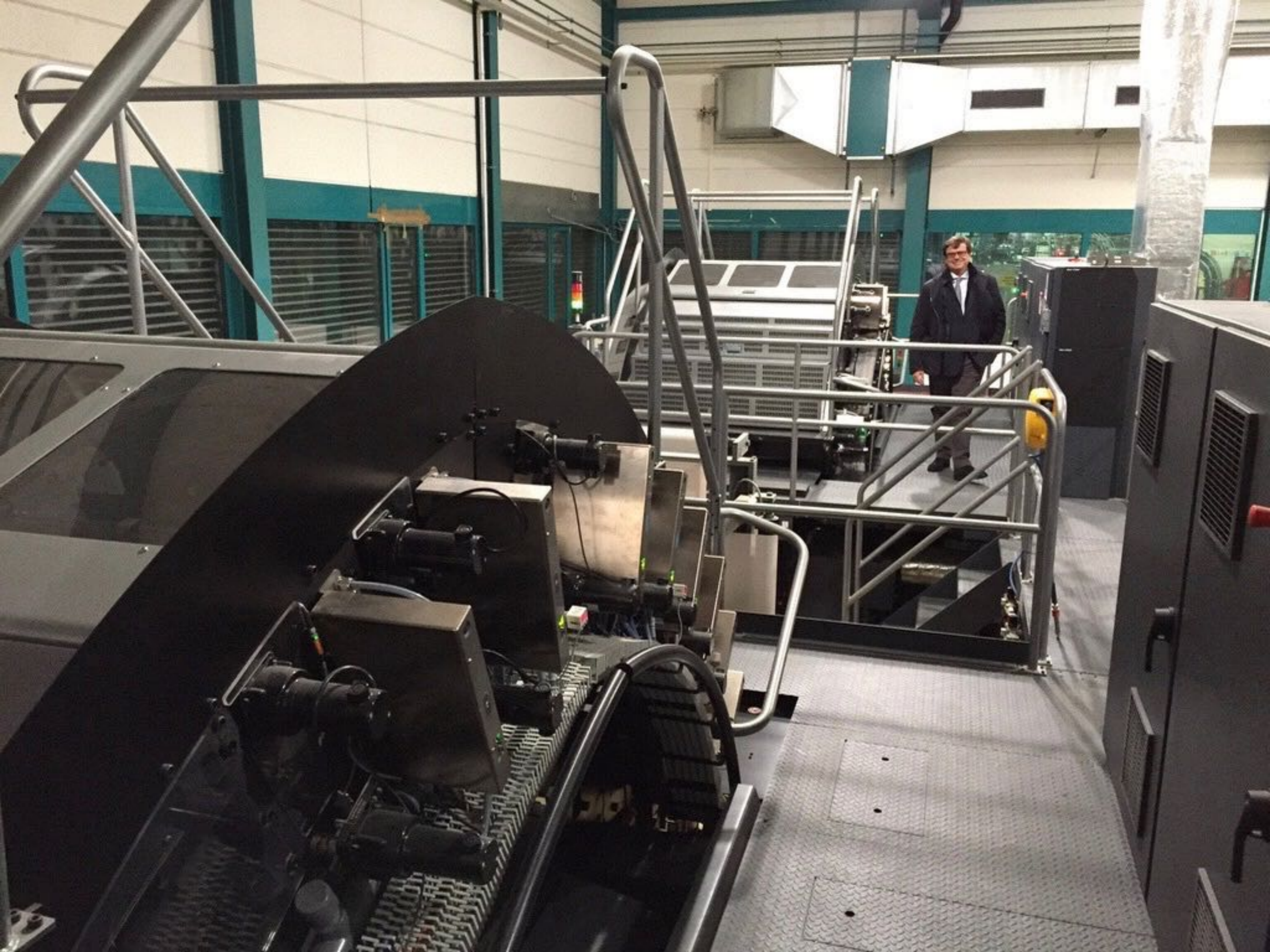
Daily circulation 22,000 copies



B+W  
VECTIS











FoldLine



# Wolfsberger Bote

## Langsam wirts eng

## Langsam wirts eng

## Langsam wirts eng

## Langs

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# Investments: Replacement for Newspaper & Commercial Printing

**Wifag OF7** (Newspaper Offset)



**Heidelberg XL 105** (Sheet-fed Offset)



- Digital printing for newspaper and commercial printing
- Compensating falling circulation (declining subscription) with commercial business
- Market expansion beyond established business
- Motivational push for employees (innovative company)

# KP Services (Jersey) LTD

Joint venture of Kodak and Guiton Group (publisher)

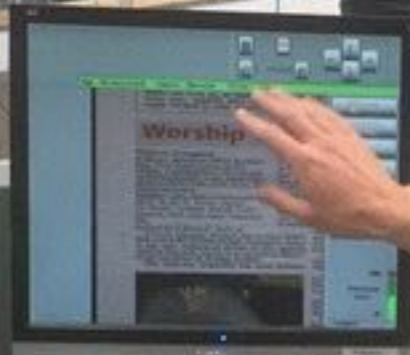
Opening on 18 May 2016

Prints Jersey Evening Post and most of UK national newspapers for distribution in Jersey and Guernsey

2 x Kodak Prosper 6000P web inkjet presses

4 x Hunkeler Combi-Solution Newspaper finishing lines

Daily circulation 35,000 copies



700 Print Manager

6000P Press

KR2

JEP



Hunkeler  
dP

Cutter CS7

DC7







main

# ARE YOU SO

## The 800,000 migrant toll they tried to cover up



Who's the real star? George Clooney with wife Anni last night  
Anni dazzles Cannes £50k gown

SEE PAGES 6&7



# WHAT ARE YOU SO SCARED OF, DAVE?

PM under fire for ducking TV debate with Brexit Tories



The 800,000 migrant toll they tried to cover up

# Digital newspaper printing

Real benefits of digital industrial web inkjet are in the area of **customisation and personalisation**

Short-run printing seems to be the most obvious advantage of inkjet

But in this case you will always compare cost per copy of inkjet to those of offset-coldset

The real challenge is to **create new products** with the help of digital printing that make full use of the technology

# Claus Bolza-Schünemann, KBA, Drupa President



This was the best Drupa since 2000.”

“Print in all its diversity made a strong comeback at Drupa following structural shifts over the past 8 years.”

Sale: Commander CL to Germany (Gelnhausen)

Sale: waterless Cortina to the island of La Réunion

# Manroland Web Systems

The background image shows a long, brightly lit industrial facility, likely a printing plant. It features a series of large, grey, modular machinery units with arched viewing windows, arranged in a long line. The ceiling has teal-colored structural beams and recessed lighting. In the background, other industrial equipment and a computer monitor are visible.

Announced partnership with Kodak, inkjet and offset integration

New: GEOMAN e:line, PECOM-X, InlineSpectral Control

Sale: Pacific Daily News in the US Territory of Guam, purchased a Kodak Prosper 5000 and a FoldLine for new inkjet newspaper plant

# Kodak

Partnering with Komori, Konica Minolta, Ricoh, Matti Technology, manroland web systems

Sale: 6 Prosper Inkjet presses

Prosper S30 imprint units to Caxton & CTP, South Africa

Novus Holdings (Paarl Media Group), South Africa:

1 Prosper 6000C with FoldLine from manroland

7 Prosper S20 imprint units

New plates: KODAK SONORA UV, KODAK SWORD MAX

# Tolerans



SPEEDLINER®2.0 Digital Cylinder

In-line cross stitching machine for a digital presses

Installed at Masar Printing & Publishing in Dubai

Manroland FoldLine includes Tolerans Digital Cylinder





# Goss International

Collaboration with Presstek LLC: Computer-to-Plate (CTP) systems, eco-friendly plates, presses, service and support

Embedded Color Bar Control: colour, registration and ink

Newspaper presses: Colorliner CPS, Colorliner Flexible Printing System (FPS), Magnum Compact, Community SSC, Uniliner, Universal

# Ferag AG



Mailroom and finishing technology

**One2out** debut and innovation for **EasySert**

Collection system for up to 41 inserts

Personalised inserting advertisement

# Müller Martini



“Finishing 4.0”

Consistent automation, integration, variable, customised products, touch-less workflow

**Connex** data and workflow system,  
connectivity based on JDF and JMF standards  
[Job Definition Format, Job Messaging Format]

# Agfa

A man in a teal t-shirt and dark jeans is pushing a white metal cart with a red front panel. The cart is positioned in front of a large red industrial machine. The machine has a control panel on the right side with a small screen and several buttons. The text 'ADVANTAGE N-eTR' is visible on the red panel of the machine. The background is plain white.

CTP Systems, Plates, Processors and Clean-Out Units

**N95-VCF, chemistry-free violet plate**

Attiro VHS clean-out unit

**Advantage N Essentials, low-cost CTP systems**

New Arkitex newspaper pre-press workflow

Mobile automation with Eversify

# Q.I. + EAE = QIPC-EAE

Press and quality control systems, page planning, presenting, soft proof, plant and reel management

**All-in-one bar sensor** controls density, colour register, perforation, cut-off and side-lay – IBS-100

**EAE Desk 7**, press control desk, with touch control and 4K monitor

Order intake of €2m after first Drupa week

# Drupa trends for newspapers

Industrial web inkjet

Offset-inkjet integration

New partnerships

Closed-loop control

Flexibility

Production control



# World Publishing Expo 2016

10-12 October 2016, Reed Messe, Vienna

# New Expo Concept

We have the ability to deal with uncertainty.

We are proactive and a driver of new business models, with a holistic point

solution driven, delivering services where members can find solutions to their challenges.

because we believe that freedom of expression is a fundamental right and a touchstone for all our freedoms.

And press freedom, enhanced, independent news companies, its fundamental pillars.

Driven by **members**, publishers, associations and technology suppliers, we believe in **solidarity in action** and community

commitment: we draw on the **collective pool** of strengths and skills

We are committed to curiosity, **open innovation and networking**, sharing professional knowledge inside and outside the organisation.

We champion **diversity** and promote integrity in all we do.

Integration of Conference and Expo

Tech Nite

Matchmaking


Extended visitor marketing

Lowering exhibiting cost

[www.wan-ifra.com/companies/wan-ifra](http://www.wan-ifra.com/companies/wan-ifra)



# Integrated Expo and Conference

A man in a dark suit and tie is standing on a stage, gesturing with his arms outstretched. He is addressing a large audience seated in rows of chairs. The setting is a large, modern exhibition hall with a high ceiling, industrial lighting, and various exhibition booths in the background. The floor is a vibrant purple. The audience is diverse in age and appearance, many looking towards the speaker. In the background, there are signs for 'A1', 'dpa', 'next', and 'continio'.

PRINT WOLD conference  
DIGITAL MEDIA WORLD conference  
Keynote every morning  
Alternating sessions  
Guided tours between sessions

# PRINT WORLD conference

Time	Monday	Tuesday	Wednesday
09.30 – 10.00	Keynote	Keynote	Keynote
10.00 – 10.30	Transforming Media Companies	Press Extension and Retrofit to enhance ROI	Guided tour or deep dives on the previous topic
10.30 – 11.00			
11.00 – 11.30			
11.30 – 12.00	The Power of Print Innovation	Guided tour or deep dives on the previous topic	Newsprint Trends
12.00 – 12.30			
12.30 – 13.00			
13.00 – 13.30	Guided tour or deep dives on the previous topic	New Products from the Mailroom	Guided tour or deep dives on the previous topic
13.30 – 14.00			
14.00 – 14.30			
14.30 – 15.00	Digital Printing	Guided tour or deep dives on the previous topic	Future of News Media
15.00 – 15.30			
15.30 – 16.00			
16.00 – 16.30	Guided tour or deep dives on the previous topic	Print Quality Sells	
16.30 – 17.00			
17.00 – 17.30			
17.30 – 18.00			

# DIGITAL MEDIA WORLD

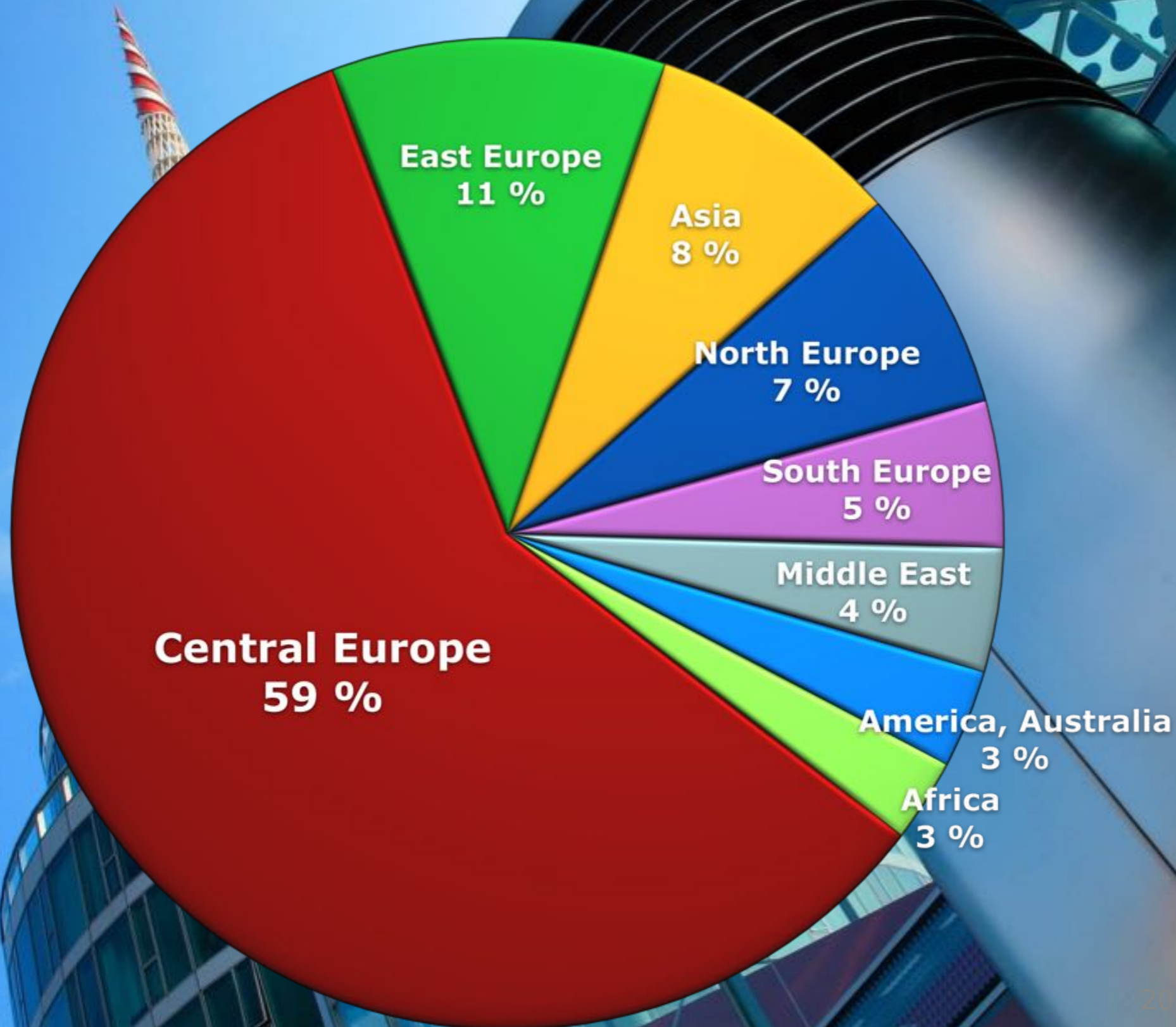
Time	Monday	Tuesday	Wednesday
09.30 – 10.00	Keynote	Keynote	Keynote
10.00 – 10.30	Transforming Media Companies	Guided tour or deep dives on the previous topic	Monetising the Audience
10.30 – 11.00			
11.00 – 11.30			
11.30 – 12.00	Guided tour or deep dives on the previous topic	Ad Blocking and Smart Ads	Guided tour or deep dives on the previous topic
12.00 – 12.30			
12.30 – 13.00			
13.00 – 13.30	Technologies and Tools for a Modern Newsroom	Guided tour or deep dives on the previous topic	Virtual Reality and Immersive Storytelling
13.30 – 14.00			
14.00 – 14.30			
14.30 – 15.00	Guided tour or deep dives on the previous topic	Online Video	Future of News Media
15.00 – 15.30			
15.30 – 16.00			
16.00 – 16.30	Social Media and Platform Strategies	Guided tour or deep dives on the previous topic	
16.30 – 17.00			
17.00 – 17.30			
17.30 – 18.00			

# 1400+ visitors from 81 countries

Status 17 June 2016

Algeria, Argentina, Australia, Austria, Bahrain, Bangladesh, Belarus, Belgium, Botswana, Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Greece, Hong Kong, Hungary, Iceland, India, Ireland, Israel, Italy, Japan, Jordan, Korea (Republic), Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Malaysia, Mauritania, Mauritius, Mexico, Morocco, Myanmar, Nepal, Netherlands, New Zealand, Niger, Nigeria, Norway, Pakistan, Paraguay, Philippines, Poland, Portugal, Qatar, Réunion, Romania, Russian Federation, Saudi Arabia, Senegal, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, Spain, Suriname, Sweden, Switzerland, Trinidad and Tobago, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, USA, Zambia

# Visitors by Regions



# Visitors by Job Titles

**MD / CEO / Chair / President**

27%

**Manager Sales, Marketing**

14%

**Technical, Production Director**

10%

**Editor in Chief / Mg. Editor / Editor**

8%

**Business Development Manager**

6%

**ICT Manager**

5%

**Manager Operations, Production**

2%

# Media Tech Nite



11 October 2016, Ballroom of The Vienna Grand Hotel

An evening of celebrating success

Two prestigious industry awards celebrations

International Newspaper Color Quality Club

World Digital Media Awards

Bring together industry peers and successful innovators

# Summary

1. Two high-quality **conferences**, PRINT WORLD and DIGITAL MEDIA WORLD, absolutely **free** to Expo visitors
2. **Guided Tours and deep dives** by WAN-IFRA Experts on a variety of topics, allowing visitors to discover the latest innovations in a short timeframe
3. **Matchmaking** services, whereby visitors who are looking for specific technologies or services will be matched with the appropriate vendor
4. **MEDIA TECH NITE**, the social event will celebrate the World Digital Media Awards and the International Newspaper Color Quality Club
5. Free on-the-spot consultations by **WAN-IFRA experts**
6. **Complimentary visitor registration** for a limited time period





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