

ARE NEWSPAPERS ON THE VERGE OF AN ECONOMIC PRECIPICE?



YES... &... NO



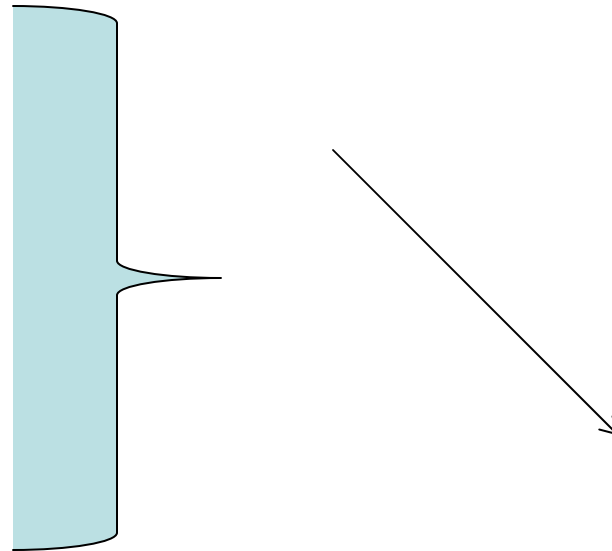
**A CRISIS: a « dangerous chance »,
« wei ji », danger and opportunity**

危機

What's the situation today ?

Not exactly brilliant!

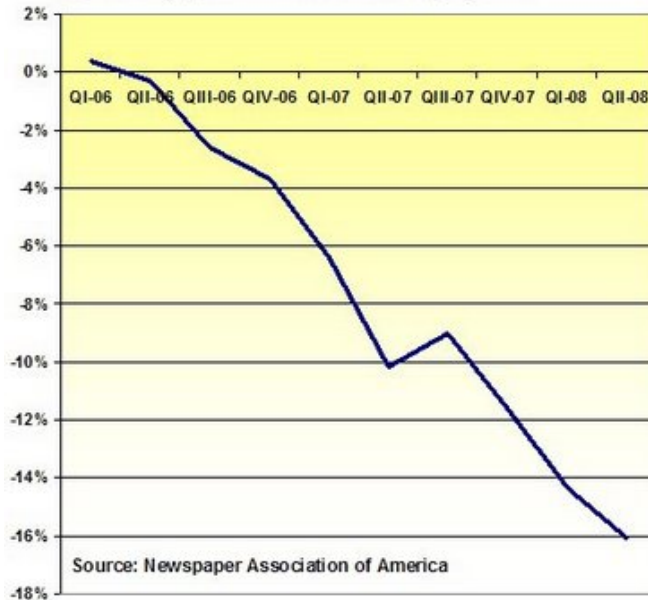
- **Circulation**
- **Revenue**
- **Market value**
- **Jobs**
- **Trust**



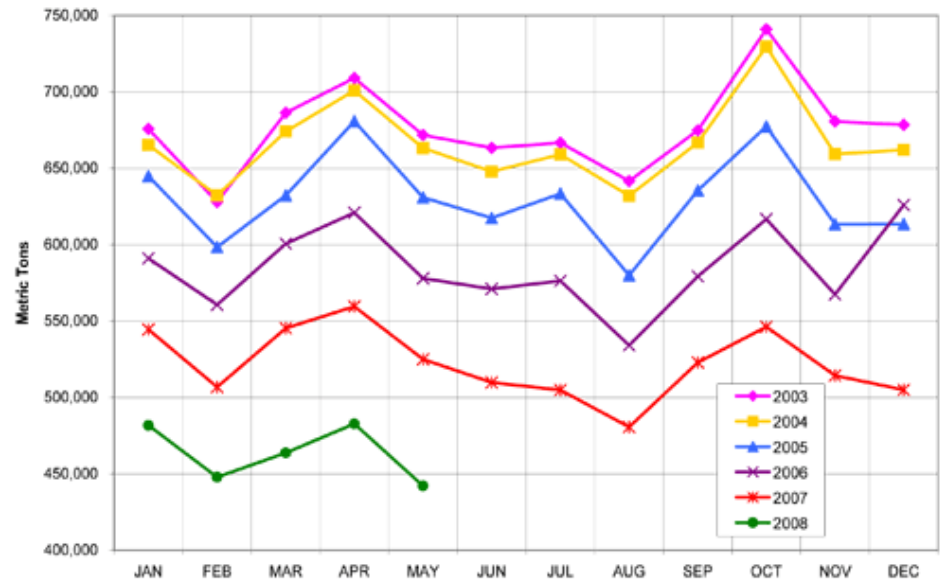
Revenues & news print consumption

Accelerating pain

Quarterly print sales at newspapers



2003 - 2008 Newsprint Consumption of all U.S. Daily Newspapers



- Total advertising revenues for US newspapers dropped a whopping \$3 billion – 14% -- to \$18.9 billion in the first six months of this year.
- Worst: 1st ever drop in online ad revenue (-2,3% in Q2).

Market Value

- **Gannett down 65% v. 2004**
- **McClatchy down 95% v. 2005**
- **NYTimes down 75% v. 2002**

Etc



(Editor & Publisher, Jeff Jarvis)

Headlines of Friday's Sept 5th IFRA Newsletter...

(...)

- - UK: Further redundancies on cards at Anglia papers
- - USA: Job cuts on the way at the Providence Journal
- - USA: Media Death Watch: Ad Revenues Plunge \$3B
- - USA: Newsroom Cuts Continue in Lee Newspapers in Montana
- - USA: Restructuring results in loss of 52 jobs at Tribune
- - USA: Redesigned Chicago Tribune slashes news space
- - USA: Houston Chronicle offers voluntary buyouts
- - USA: NYT Co. Newsroom Merge in Florida Leads to Staff Cuts
- - USA: 'The Oklahoman' To Cut 150 Jobs, Most Through Buyouts

(...)

Job cuts in the US

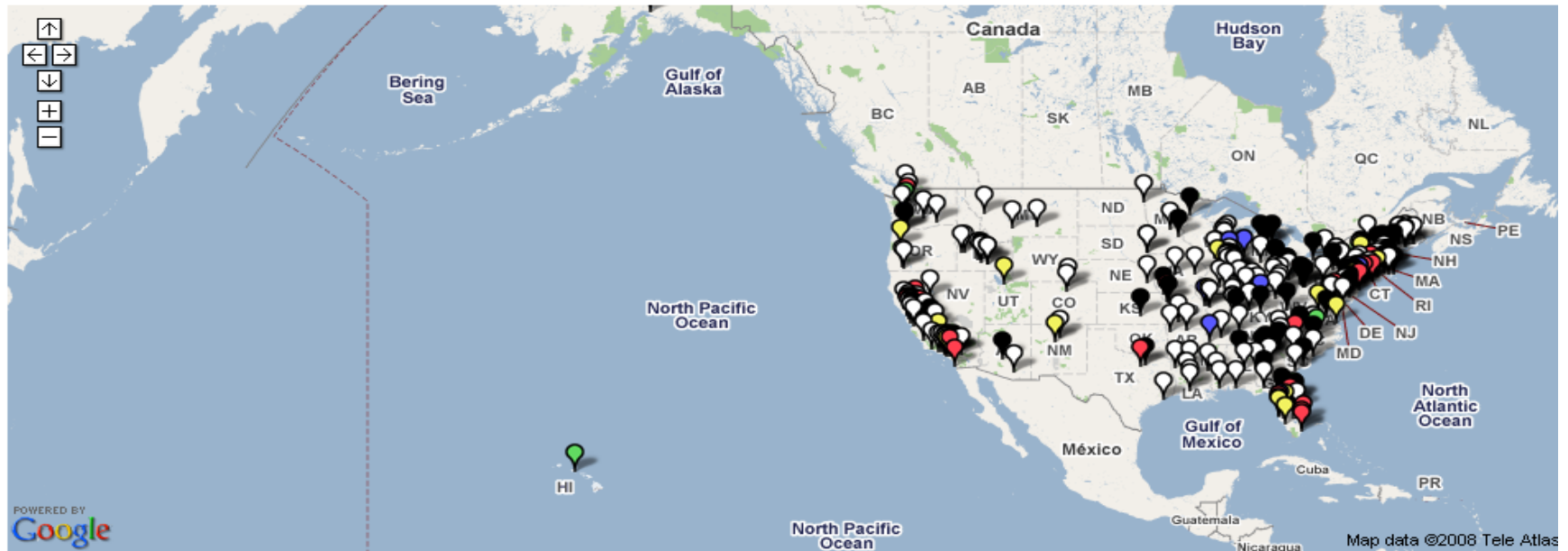
paper cuts

2007 total: 2,185+ *

* June to December 2007 / [Back to the 2008 map](#)

2008 total: 8,696+ jobs

[See the 2007 map](#) / [Report buyouts/layoffs](#) / [Layoff and buyout rumors](#)



MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

How did we get here?

- **Production costs too high**
- **Lack of innovation and investment in the newsroom**
- **Not enough relationship with readers (top down)**
- **Content ill-adapted to a new society**
- **Regional monopolies**
- **Blind to the arrival of portals, search, communities.....**
- **Corporate and industry conservatism**

New paradigms, new challenges



Digital Natives Consume News in New Ways

Key News Audiences Now Blend Online and Traditional Sources

	1993	1996	1998	2000	2002	2004	2006	2008
<i>Listened/read yesterday...</i>	%	%	%	%	%	%	%	%
Newspaper	58*	50	48	47	41	42	40	34
Radio news	47*	44	49	43	41	40	36	35
<i>Regularly watch...</i>								
Cable TV news	--	--	--	--	33	38	34	39
Local TV News	77	65	64	56	57	59	54	52
Nightly network news	60	42	38	30	32	34	28	29
Network morning news	--	--	23	20	22	22	23	22
Online for news three or more days a week	--	2**	13	23	25	29	31	37

* From 1994; ** From 1995.

Decline in Print Readership Outpaces Online Gains

	2006	2008
	%	%
Read newspaper yesterday*	40	34
Print only	34	27
Both print and web	4	3
Web only	2	4
Additional web readers**	3	6
Total	43	40

<i>No news yesterday...</i>	1998	2008	Change
	%	%	
Total	14	19	+5
18-24	25	34	+9
25-29	17	21	+4
30-34	15	22	+7
35-49	14	17	+3
50-64	14	14	0
65+	6	13	+7

The Public is now in charge



« Obama Berlin »

=

**285,000 documents
on Google Images,
2,000 on Flickr,
800 on Google
Video.**

Advertising follows the eyeballs



***« We are not in the business of keeping media cles alive »
(Nike)***

Is there light at the end of the tunnel?

Not all bad news for print

Big growth of print newspapers in BRICs:

- Circulation: Brazil + 12%, India & Pakistan + 11%. Same trend in China. The Times of India almost bought the WSJ!
- Local and regional newspapers popping up in Africa.
 - + *German & Japanese newspapers are thriving!*
- Worldwide sales of paid-for newspapers: +10% over the last 5 years.
- “Print is the world’s largest advertising medium (42% share), advertising revenues in newspapers alone exceed the combined total of radio, outdoor, cinema, magazines and, yes, the internet.” (WAN)

Changing...for good !

Becoming Real Multimedia Companies

- New audiences
- New content
- New platforms
- New tools



New Audiences & New Markets

The newspaper audience has never been so big !

- The Guardian: more online readers outside the UK, more than the NYTimes! Launched « Guardian America ».
- The WSJ will print in the UK to compete with the FT.
- Syndication of content for other media.
- Partnerships with online ad network (Yahoo!, Google...).

New contents

Telegraph TV

NEWS

BUSINESS

SPORT

CULTURE

LIFESTYLE

ON THIS DAY

News Now | Holy Cows | News Features | Telegraph Recommends | Science & Earth

Inside Pakistan's refugee camps



Le Post bêta
le mix de l'info
le mix de l'info

einstages Zeitgeschichten auf

00:43 04:16

▶ PLAY ✉ email 🔗 get link 📄 get code 🔊 MENU

New Platforms



Newspaper as a Service

- **Yesterday** : Classifieds, movie guide, book reviews, restaurant critics....
- **Today** : Interactivity, guide to the web, curator, organizer, (often through acquisitions)

Le Figaro Sites:



How can a global news Agency like help ?

- **By being the reliable source of trusted news on every platform** (the « GPS of News »)
- **By providing international, regional, national coverage** (newsroom savings)
- **By sharing and pooling technologies & investment, services & infrastructure in addition to content** (saving time & money)

AFP's DNA : (almost) digital !

- Global,
- Organized as a network,
- Electronic & multimedia distribution,
- Speed is of the essence, real time, 24/7,
BUT...
- Not owner of a channel to the consumer,
- A sedimentation of media techniques, to be merged into a fully multimedia operation: 4XML, code-name for a massive transformation



1.0 (Multimedia)

- Text



- Video



- Photo



- Flash





2.0 (New & Social Media)



AFP BBNews 地球人になろう！国際ニュースコミュニティ

旬な食材

トップ | おもしろニュース | 人気ランキング | 動画 | 新着ブログエントリー | MOD

北京五輪 | 政治 | 経済 | 戦争・紛争 | 災害

米住宅金融に公的資金投入か、米紙報道

AFP-MediaWatch
New Media, New Journalism?

INTERNET NEWSPAPERS PHOTO TV-VIDEOS RADIOS MOBILITY



主要ニュース 100 →

よい夫 検定

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engage with the news



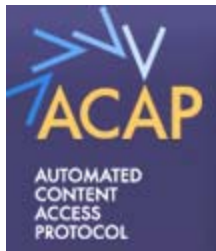
2.1 (Rich Media)



Enrich Information More data = better media

Metadata

Links



The screenshot shows a desktop environment with several windows. The primary window is 'ElySocial Visual Explorer' displaying a network graph. The graph has a central node labeled 'http://www.aflorenzano.com/' with numerous lines radiating outwards to other nodes, representing links. Other visible windows include a file manager, a chat window (XChat), and a terminal window showing code snippets like:

```

server_start
start() =>
  $a = spawn(
    $m = erlang
    receive
      {'BNA',
       _}
    and.
    1000) =>
  start(),
  ok.
  
```

THE NEW RULES OF THE GAME

*Learn to share and play on your
« competitive advantages »:*

- **« DO WHAT YOU DO BEST AND LINK TO THE REST »**
- **COLLECTIVE INTELLIGENCE vs. WALLED GARDEN**
- **YOU ARE A SERVICE**

THANK YOU !



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