

# Executive Summary

Technologies power newspaper companies, from the development and management of journalistic stories, to advertising department workflows and billings, to the pre-press, press and distribution process. Digitisation has made remarkable and irreversible enhancements to the formerly industrial newspaper enterprise. Digital technologies continue to evolve and produce better results over time.

Technology holds promise for automation, cost reduction, quality enhancement, improved communication, better view of the customer and money-making capabilities across the value chain. Newspaper publishers need to know about the technologies that can make their operations more efficient and professional.

The Shaping the Future of the Newspaper's Publishers Guide to New Technologies report delves into a variety of existing and emerging technologies for every link on the value chain. This report serves as a primer on a variety of technologies, and provides examples and case studies from newspaper

companies worldwide implementing these technologies:

- Editorial content management systems that make cross-media publishing easier
- Advertising department technologies that integrate account management, advertising production and accounting, and make possible self-service advertising online
- Blogging, social networking, digital sharing, video and other multimedia technologies
- The monetization of newspaper archives
- Mobile phone content and monetization technologies and strategies
- Pre-press technologies, such as computer-to-plate (CTP), which creates efficiencies and greater quality in page production
- Press automation technologies, including robot-powered automated plate loading, which more than doubles the speed of newspaper plate swaps from manual loading
- Digital inkjet printing, which in the future will enable the delivery of more targeted

newspapers in a less costly and efficient manner

- PDA-powered newspaper delivery systems, which assist carriers in making newspaper deliveries more efficiently, and which enable the delivery of more publications to targeted audiences
- Online and mobile advertising technologies
- Technologies that assist newspaper companies in driving more traffic to their Web sites, which translates to advertising revenue
- Research tools, such as databases for journalism and marketing strategies, including mash-up technologies and CRM systems

The report explains why three newspaper companies invested in editorial or advertising management systems: The Tribune Company with eight newspapers across the United States, Il Sole 24 Ore in Rome and Milan and the Daily Herald in suburban Chicago.

Il Sole is in the process of installing an advertising management system. “Our department is one of the best examples of success in selling advertising for several media channels: the daily newspaper, magazines, Radio24 and many Web sites, including those owned by other publishers,” said Paolo Perego, manager of information technologies at Il Sole. “We were looking for a solution that would be able to manage orders across all media channels, in the most efficient way possible.”

The report also details the plethora of online technologies that enable multimedia storytelling, blogging, social networking, video sharing, citizen journalism and other interactions. A variety of case studies show how newspapers around the world are engaging in this “Web 2.0” content development. Among the companies developing Web 2.0 content profiled in this report include Verdans Gang in Norway, Mail & Guardian in South Africa, Hindustan Times in India and 24 sata in Croatia.

Newspaper companies are recognising that mobile will play an important role in the future, and are developing mobile strategies by publishing content on mobile sites, reporting with mobile phones and soliciting mobile contributions from readers.

Case studies in this chapter include information from Thomson Reuters in London and New York, VG.no’s process for handling mobile phone submissions, Dagens Nyeter’s strategy for its mobile Web site in Sweden and Adresseavisen media company in Norway, which uses the Nokia N95 for video storytelling.

On the print side, a variety of technologies have emerged that serve to save time and money with human resource and workflow reductions, such as robotic, automatic page loading and printing technologies, high-tech computer-to-plate pre-press technologies and computer-driven home delivery hardware and software.

The SoftBook is a tablet-sized reading device used at Gannett’s Arizona Republic in Phoenix, Ariz. The 1,200 newspaper carrier contractors serving 1,900 routes for the half-million circulation Republic mount the Softbook onto their vehicles’ dashboards to save money on home delivery and to make money by delivering more outside print titles with fewer resources.

Fast plate changes are becoming increasingly necessary as newspapers are creating printed products aimed at smaller, targeted groups, in addition to their large print-run newspapers. Automatic plate loading technology automates the plate-loading process with the use of robotics, enabling 24 printing plate changes in about three minutes. The new technology is being used at two German newspapers.

Database technologies for editorial and marketing are creating new opportunities to better understand relationships among different data sets. Some of the database technologies explored in this report include “mash-ups,” or the combination of mapping technology with geographically based data, such as location based crime statistics, real estate listings, or school information. These mash-ups provide opportunities to journalists to tell more complex stories that are important to local readers.

The dozens of technologies explored in this report serve as a primer for information-hungry publishers who must keep up with the ground-breaking innovations of today in order to be successful publishers for tomorrow.