

# INNOVATIONS IN NEWSPAPERS 2009 WORLD REPORT

AN ANNUAL SURVEY BY THE INNOVATION INTERNATIONAL MEDIA CONSULTING GROUP  
FOR THE WORLD ASSOCIATION OF NEWSPAPERS (WAN)

**CLAUDE E. ERBSEN**  
**JUAN ANTONIO GINER**  
**JUAN SENOR**  
**MARTA TORRES**  
EDITORS



“This annual report demonstrates powerfully how newspapers around the world are being reinvented in the digital age”

**Foreword by Rupert Murdoch**

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“From media companies to Information Engines.™  
From readers to audiences.  
From audiences to communities.”

INNOVATION  
INTERNATIONAL MEDIA CONSULTING GROUP

## INNOVATIONS IN NEWSPAPERS: 2009 WORLD REPORT

A report of the  
INNOVATION International Media Consulting Group

## CONTRIBUTORS

Editors

**Claude E. Erbsen**

erbsen@innovation-mediaconsulting.com

**Juan Antonio Giner**

giner@innovation-mediaconsulting.com

**Juan Senor**

senor@innovation-mediaconsulting.com

**Marta Torres**

torres@innovation-mediaconsulting.com

© INNOVATION

International Media Consulting Group.

Plaza Conde de Rodezno 8

31004 Pamplona, Spain

Telephone: (34-948) 15 00 95

Fax: (34-948) 15 05 34

headquarters@innovation-mediaconsulting.com

www.innovation-mediaconsulting.com

Cover illustration

**Deborah Withey**

withey@innovation-mediaconsulting.com

Design

**Ian Cockburn**

Cockburn Apestegui

ian@cockburnapestegui.com

Infographics

**Chiqui Esteban**

esteban@innovation-mediaconsulting.com

English translations

**Claude E. Erbsen**

Spanish translations

**Trinor S.L.**

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**Gabi Campanario** (USA) INNOVATION Consultant, journalist and illustrator. Staff artist at *The Seattle Times*, and former design editor at USA Today. Founder of Urban Sketchers.

**Carlo Campos** (Spain) INNOVATION Second Vice President. Former Project Manager for McKinsey & Co. Co-founder and CEO of *LATINO*, a free newspaper in Spain. Expert in media strategic planning and operations.

**Juan Caño** (Spain) INNOVATION Senior Consultant. Former editorial director of Gruner+Jahr and Hachette Filipacchi in Spain. He is a member of the Editorial Committee of Hachette Filipacchi in Paris and special adviser on magazines to the President of Lagardere Active Média.

**Claude E. Erbsen** (USA) INNOVATION Senior consultant. Retired as Vice President and Director of World Services, The Associated Press. Expert in international media.

**Chiqui Esteban** (Spain) INNOVATION Consultant and New Narratives Editor, Diximedia Digital, Madrid. Formerly infographer, Publico. Expert in infographics.

**Juan Antonio Giner** (UK) Founding Partner and President of INNOVATION. Former Senior Research Fellow at Harvard University. Expert in newspapers.

**Douglas S. Griffen** (USA) INNOVATION Consultant, and Director of Strategy and Facilitation at the Advanced Strategy Center in Scottsdale, Arizona, and partner with Harris Interactive. Expert in the use of electronic brainstorming techniques for feedback and strategy development. Works frequently with newspaper and media companies.

**David LaFontaine** (USA) INNOVATION Consultant. Reporter and videographer. Expert in helping print journalists make the leap to multimedia and video.

**Justin Kings** (UK) INNOVATION Consultant. Previously Group News Editor, Capital Radio London and former Assistant Editor, BBC London. Expert in multi media and radio.

**Len Kubas** (Canada) INNOVATION Consultant and President of Kubas Consultants, Toronto, Canada. He is an internationally recognized authority on newspaper pricing, revenues and publishing strategies.

**Chris O'Brien** (USA) INNOVATION Consultant and business columnist for the San Jose *Mercury News*. Manager for The Next Newsroom Project. Expert in newspapers and social media.

**Stephen Quinn** (Australia) INNOVATION Consultant. Facilitated weekly courses in multimedia at *The Sydney Morning Herald* in Australia in 2007, and is the author of *Convergent Journalism* (Boston: Focal Press 2005). Expert in media convergence.

**Gabriel Sama** (USA) INNOVATION Consultant. Founding member of Rumbo newspapers. Multiplatform newsroom management and integration expert.

**Juan Senor** (UK) INNOVATION Partner and First Vice President. Formerly with PBS, CNBC and *International Herald Tribune*. TV Journalist. Expert in broadcasting and newspaper convergence.

**Carlos Soria** (Spain) INNOVATION Chairman. International Media Consulting Group. Former Dean, School of Journalism, University of Navarra. Expert in newspapers and newspaper management.

**Marta Torres** (Spain) INNOVATION Partner. Journalist.

**John Wilpers** (USA) INNOVATION Consultant. Helps newspapers find and partner with high-quality bloggers covering local geographic or thematic "beats" to increase the newspaper's reach, relevance and revenue.

**Deborah Withey** (UK) INNOVATION Consultant. Former Deputy Managing Editor/Visuals and Joint Ventures, *The Virginian-Pilot*. Past President, Society of News Design (SND). Expert in newspaper graphic design.

Others who assisted in the preparation of this report include: Timothy Balding (France), Andrew Jaspan (Australia), Larry Kilman (France), Jemima Kiss (UK) Kate Marymont (USA), Marivi Murchante (Spain), Ricardo Rolon (USA), Pradip Sharma (India).

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