

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World
Publishing
Expo 2012

Session:

Tablet & Mobile Trends II

Title:

**HTML5 Cross-platform publishing:
dream or reality?**

Speaker:

Johan Mortelmans, Digital
Innovation Manager, Corelio
Danny Lein, Founder & CEO,
Twipe



HTML5 Cross-platform publishing: dream or reality?

Word Publishing Expo 2012 – Media Port – 31/10/2012

Agenda

- **About Corelio & Twipe**
- Web or app?
- Case studies



Corelio Publishing

Biggest newspaper publisher in Belgium

dS De Standaard

DE VERNIEUWDE LETTEREN

Hamburgers in het paradijs: onze schuldgevoelens over eten

Kunsthandelaar en vluchteling: Anne Sinclair - ex mevrouw DSK - over haar opa

Karel De Gucht: 'Machiavelli's denken over macht blijft intrigerend en actueel'

Ford-politica schudt collega's wakker

Elio Di Rupo (PS) en Kris Peeters (CD&V) besopen Limburg niet los te laten. Ze rekenen ook op Europa.

Wij hebben maar één vraag. En nu?

Alcohol taboe tijdens zwangerschap

Het is weer Extra-festival! colruyt

Prints of affen: niet meer twijfelen. Nu 2^o paar aan halve prijs 1/15/11.

Het Nieuwsblad

BRUGGE - OOSTENDE WESTHOEK

Politica die voor Ford werkt in tranen voor het parlement

77.000 EURO PER ONTSLAG

Ford berekent ontslagpremie voor afgedankte arbeiders

ALWEER MEER DAN 1.200 JOBS WEG

Chaufeur laat aangeraden fietsje (13) achter

Prints of affen: niet meer twijfelen. Nu 2^o paar aan halve prijs 1/15/11.

Het is weer Extra-festival! colruyt

Leenscriften • 28 Buren • 26 Televisie • 44 Puzzels • 88 Strip • 47 Wier • 88

L'avenir

OTTIGNIES-LOUVAIN LA NEUVE Coup de pouce à la collecte des encombrants

ELECTIONS COMMUNALES Réclamations à Jodoigne, Ramillies et Hélicine

FOND ET SUPERGO Octobre noir pour l'emploi en Belgique

Des faits de maltraitance à la crèche de Nivelles

Le tram était le plus beau vélo

Le Festival des Extras est de retour! colruyt

Imprimés au vert? Plus besoin de choisir! Jusqu'au 15/11 inclus, la 2^o paire est à moitié prix.

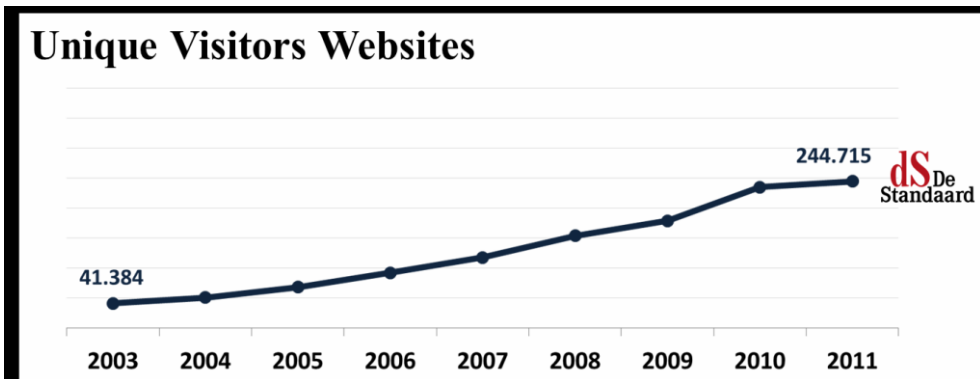
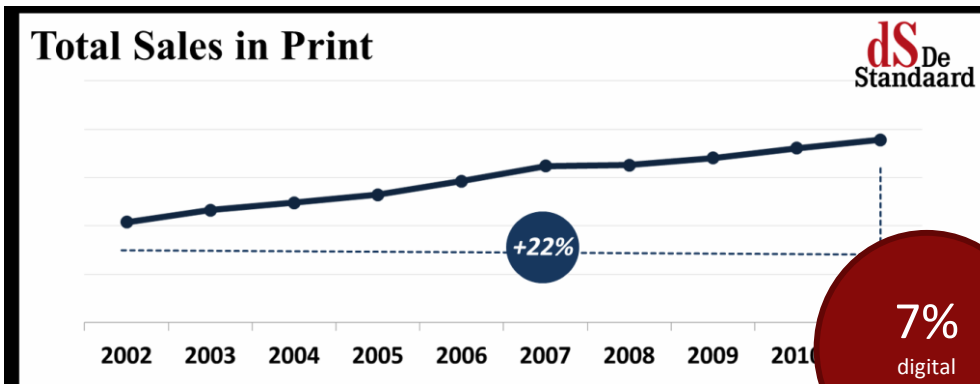
STANDARD Les joueurs voulaient garder Ron Jans

13-15

+ Magazines – television – radio – fresheets

De Standaard

Growth through innovation



0 – 1 – 7 Strategy

0. News! Instant.

Web & mobile. Free content

1. In depth. Analysis. Reporting.

Print & tablets. Paid content

7. Magazines.

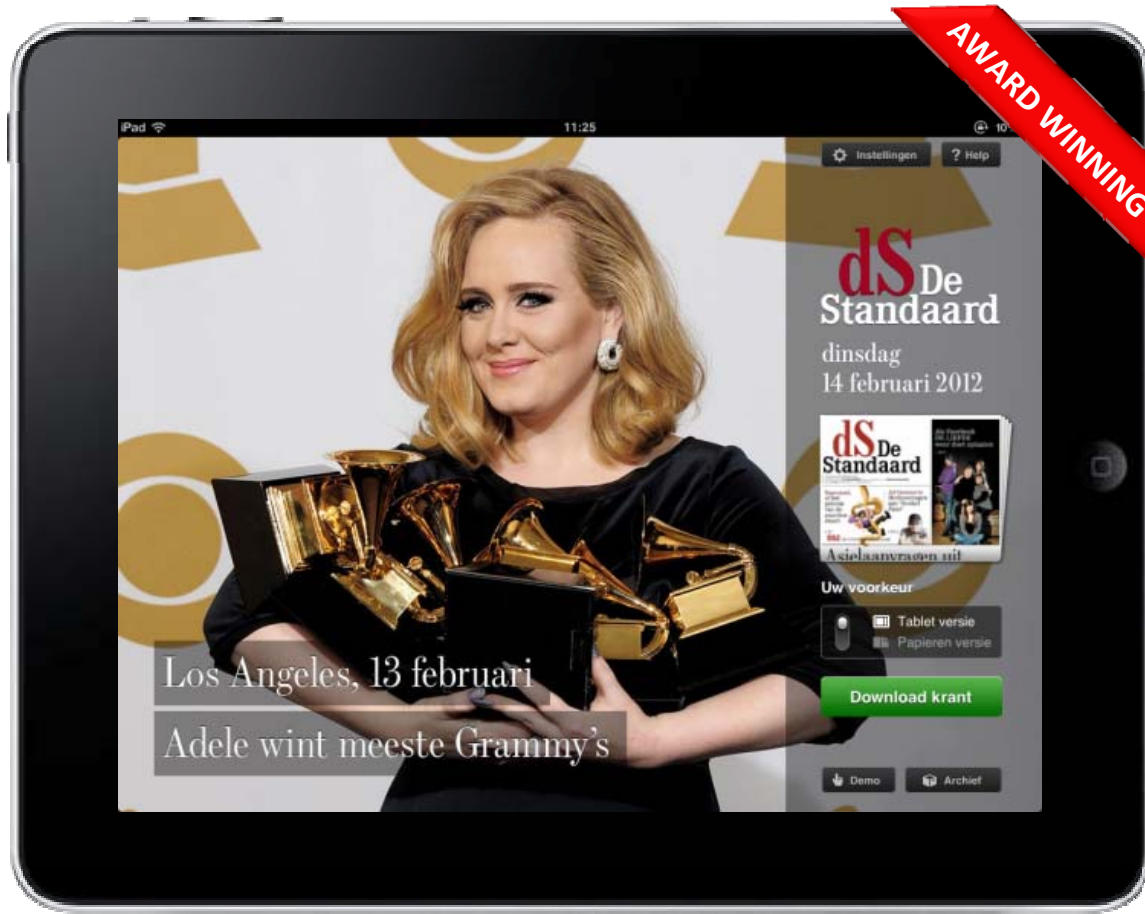
Print & tablets. Paid content

Mobile & tablet publishing

Partnership with Twipe Mobile



NextGen HTML5 Tablet Publishing



- Responsive Design
- Intelligent Templates
- Rich Content
- HTML5 Technology

iOS



Cost efficient SaaS Solution



Feature rich turnkey solution

KEY FEATURES



HTML5 Tablet View

- Responsive design
- Intelligent templates
- Award winning technology



Replica view

- PDF
- Spread view
- Article view



Content enrichment

- Infographics
- Picture Galleries
- Videos



Live News

- RSS integration
- Push notifications
- Extra editions



Regional newspapers

- Regional editions
- User profiling
- Location based delivery



Newsstand

- Background downloading
- iTunes subscriptions
- Discovery



Monetization

- Rich advertising
- Digital subscriptions
- IN app purchases



Business intelligence

- App Usage
- Publication downloads system performance



Workflow tools

- XML import
- Template editor
- Publication manager

Key facts

+30 publishing apps

+500k app installations

+800k publication downloads per month

+3 mio unique visitors per month

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Mark Zuckerberg: Our Biggest Mistake Was Betting Too Much On HTML5



DREW OLANOFF ↘

Tuesday, September 11th, 2012

73 Comments



Today, Mark Zuckerberg revealed that Facebook's mobile strategy relied too much on HTML5, rather than native applications.

Not only was this a big mistake with mobile, but Zuckerberg says that its biggest mistake period was the focus on HTML5. This is the first time that the Facebook CEO has openly admitted this, but things are looking good for the new iOS native app. According to Zuckerberg, people are consuming twice as many feed stories since the update to the new iOS app, which is great.

The Financial Times marches to a different app drummer; embraces HTML5, Android, Windows 8

BY DOUG DRINKWATER September 18 2012, 6:38 pm

COMMENTS 1

f Recommend 2

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in Share 4

g +1 0



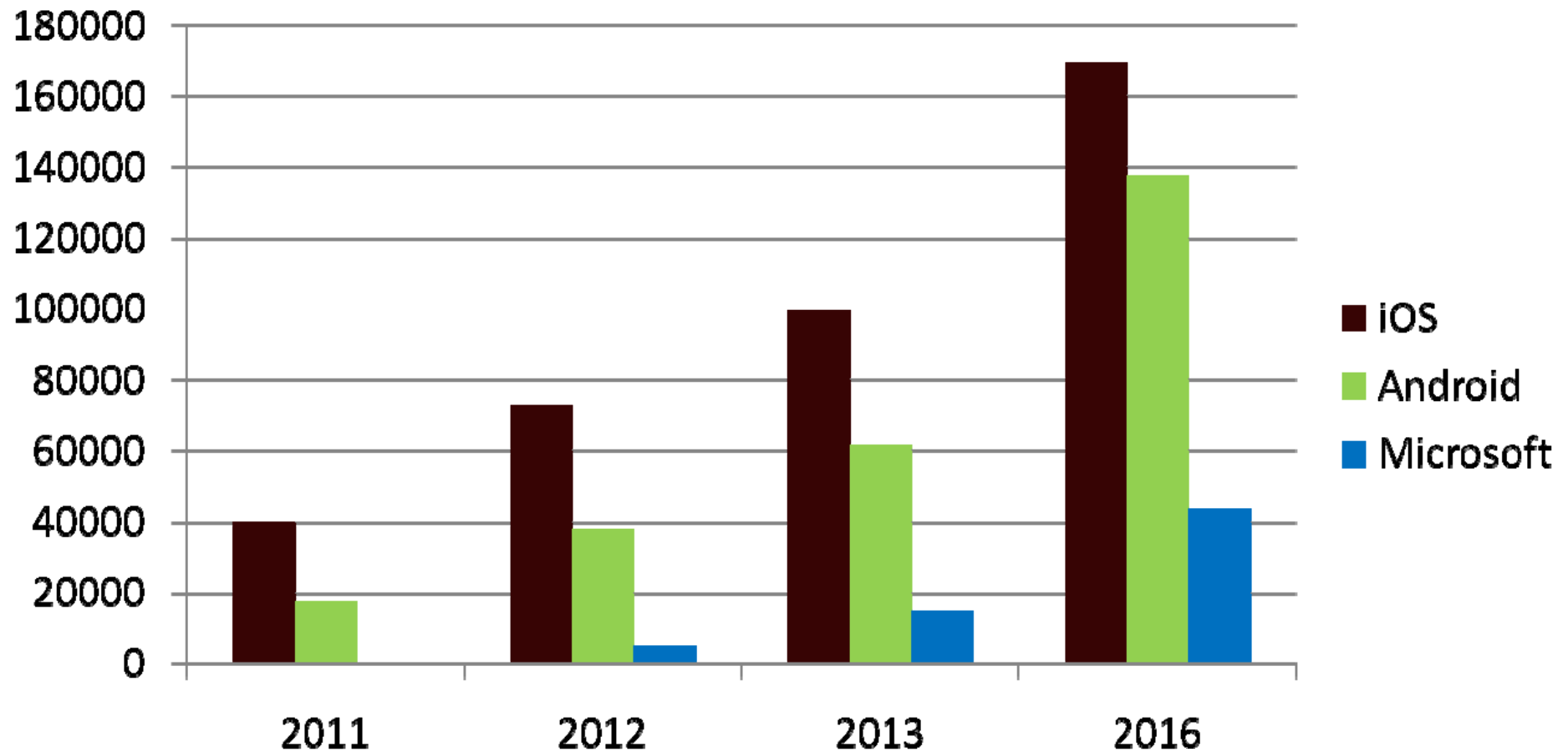
Rob Grimshaw is the managing director of FT.com

HTML5 pioneer and business news publisher The Financial Times talks about the future of web apps, its preference for Windows 8 over iOS and the challenges facing publishers in today's digital world.

It is fair to say that the Financial Times has been a forward thinker when it comes to taking publishing to digital and mobile platforms. The FT saw its digital

subscriptions exceed print circulations for the first time in July, while its HTML5 web app (controversially launched to replace the FT's iOS app) grew to **two million users** in May. As of today, the app has over three million users.

Increasing diversity in tablet devices and OS



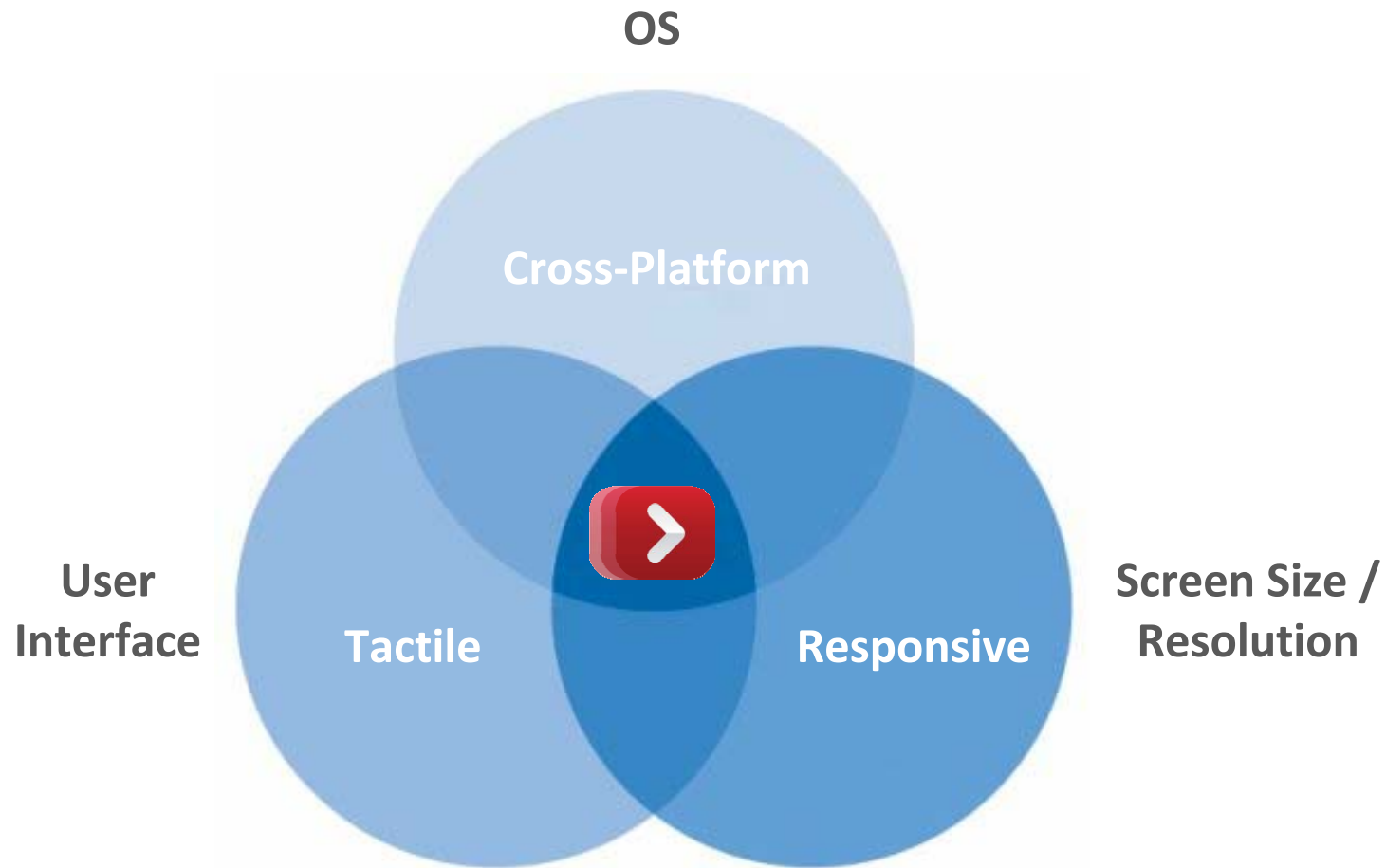
Source: Gartner : Worldwide Sales of Media Tablets to End Users by OS (thousands of units)

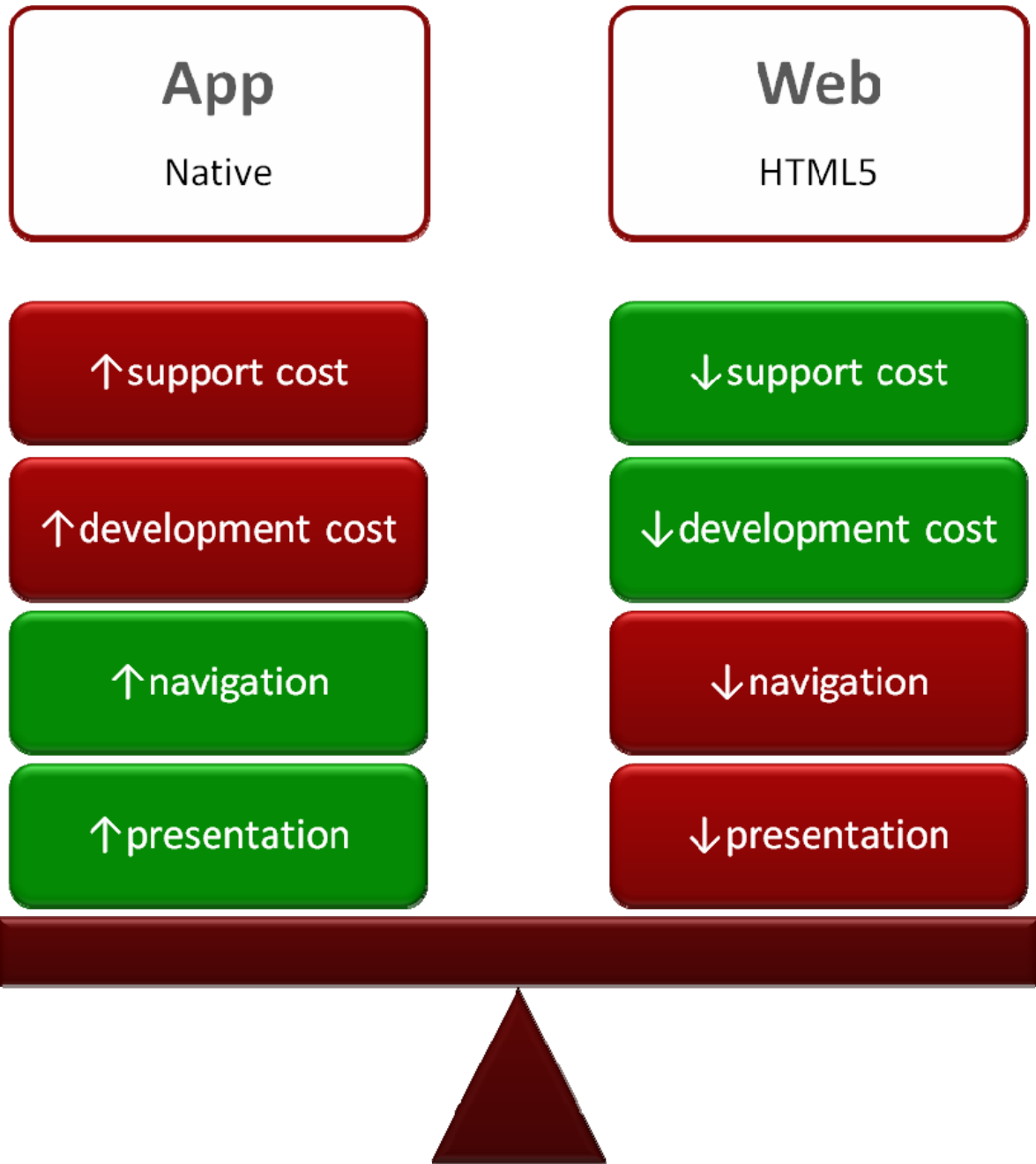
Windows 8: a game changer?

- Microsoft is very serious about this
- Very large installed base: 1 bio users worldwide
- Focus on Touch devices



Key Challenges of publishing on smartphones and tablets





'Best of both worlds': hybrid apps

- **Native functionality:**
 - Discovery
 - Downloading (background)
 - Navigation
 - Push notifications
- **Web functionality:**
 - Content presentation (responsive)
 - In-page navigation

Agenda

- About Twipe
- Web or app?
- **Case studies**



twipe

Case Study: Real-time news on smartphone

iPhone



Android



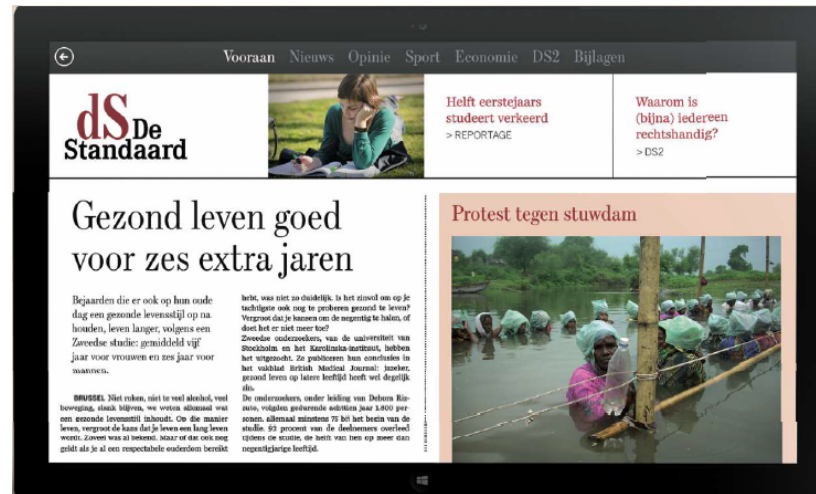
Mobile Site



Case: De Standaard on Android & Windows8



DEMO – De Standaard on Windows 8



Key learnings

- Hybrid app development is a cost-effective strategy for cross-platform publishing
- Combination of a variety of competences and skills is required (HTML5 / Javascript, Objective C, Android, C#,...)
- “100% pure” cross-platform HTML5/JS is a dream
- Performance tuning is hard in native apps; it is extremely though in web apps
- Testing is a nightmare: due to the device and OS diversity, it impossible to test every use case scenario on every device

Q&A

Contact details:

Danny Lein

Founder & CEO

danny.lein@twipemobile.com

Johan Mortelmans

Digital Innovation Manager

johan.mortelmans@corelio.be



@TwipeMobile