

Mark your calendar

**World Publishing
Expo 2013,**
7-9 October, Berlin



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Media Port

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

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Session:

Tablet and Mobile Trends II

Title:

**iPad App of
“Lebensmittel Zeitung”,
Deutscher Fachverlag GmbH**

Speaker:

**Michael Paulus,
Head of Graphic Services**

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Agenda

- Strategy/Plan
- Realization
- Project team and work
- App demo
- How we drive it
- Lessons learned

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Strategy/Plan*

- Move print readers to digital.
- Create an App that is a copy+ from print and sell it exactly like print.
- One subscription covers both paper and digital.

*The general business model is not part of this demo.

Just this:

Our content is not available for free.

Of course this requires a paywall.

But our readers have the paywill.

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Realization

- Market research
 - Learn from other Apps what we want to show and what we want to avoid.
 - While seeing the different solutions:
Re-think the plan.
Do we expect our audience to read or to play with us on an iPad?
=> Read!
 - Own development or do we find vendors that show a variety of solutions and are promising to fulfill our needs?
=> We decided on a PDF and XML-driven "robot" that is fed by print production data.

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Realization

- Project/Production definition
 - Which effort do we need to make in a project and later in production?
=> following the strategy:
99 % in the project!
 - Production tools?
=> Use only existing and known tools to minimize training and extra-effort.

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Realization

- Product analysis
 - Does our print-optimized setup in the editorial CMS fit instantly into digital? (remember, a robot does not allow operator intervention on individual pages/elements)
 - => precise tagging structure
 - => precise layout rules
 - => straight workflow*
- ... Btw our changes here pay back on print production efficiency instantly!

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Project team

- Editors*
- Designers
- IT/technicians

*The power and strength of the brand LZ is quality, broadsheet journalism, unique and well-edited content. This needs to be transferred into the App by 100 %.

... Ad Sales and Marketing? Only at start and end.

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Project work

- Define functionality.
- Do the design.
- Create mock-ups for all functionality - include these into the contract.
- Do your homework (XML adjustments, setups, trainings). You need it for:
- Loop in programming - checking ... with live data from daily production!

Find a balance for these:

- Appetite comes with eating. Re-thinking of functionality: decide on new ideas, do or not do (cost and time).
- Good is good, but better carries it. Quality rules but find out what is quality and what just a gimmick.
- Come to an end and ... submit:-)

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App demo

- Store/Meine Ausgaben/Login/Hilfe/Info
- Store functionality
- Download options
- Open a publication – page options
- Page slider(s)
- Search/TOC
- Page add-ons
- Reading mode structure/sequence
- Image galleries
- TOC/Search/Print/E-Mail

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How we drive it

- Article sequence - Article XML description
- Image sequence - Article XML description
- More images than print - page layout left/right of a page
- More text than print - page layout left/right of a page
- Different than print (images, design workarounds) - page layout left/right of a page
- Shop teasers - Article XML description !INH!
- Elimination of elements (page furniture, design elements etc.) - Article XML description !DEL! + naming convention
- Jumpstories - XML work

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Lessons learned

- Start early! It will take longer.
- Build a good team, include technicians, designers and editors.
- Be concrete. Communicate. Explain exactly what you want and why. This can avoid many misunderstandings and wrong development.
- Take the time to test everything again and again. Everytime from all team perspectives.
- Allow re-thinking of functionality and new ideas during the project (as long as it fits time and budget).
- Check exactly that build that will be submitted. No "Change this and then submit" but "Show last build again".
- When you launch the new product be prepared to communicate to your audience on all relevant channels.
- And prepare plan B, when whatever goes wrong and you need to stop in the last minute.

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Thank You!