

Mark your calendar

World Publishing  
Expo 2013,  
7-9 October, Berlin



[www.wan-ifra.org/expo2013](http://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:

**Mediamorphose: From news  
paper to news process :**  
*“le Soir édition numérique 17h”*

Speaker:

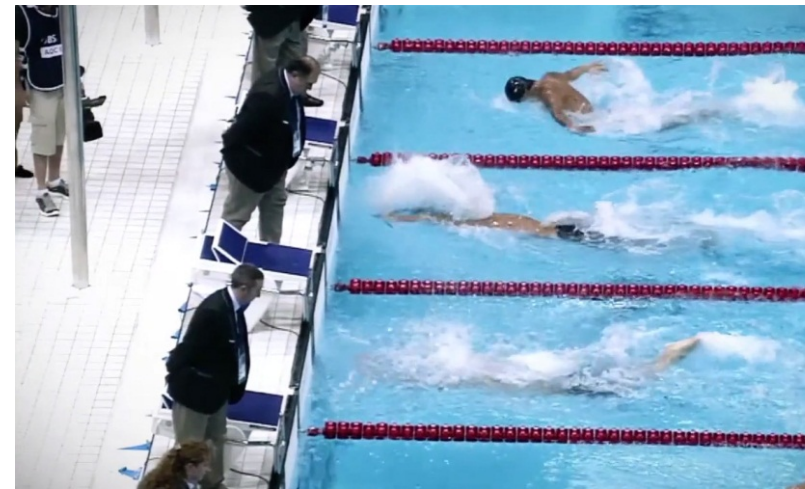
**Pierre Spilleboudt – Business  
Technology Advisor – Rossel  
Group**



- Revenue : 520 Meuros (200 % growth, 10 years)
- EBITDA : 11 % ( + 300 % profitability, 10 years )
- Daily Newspaper circulation :
  - Print:
    - 2002: 265.000
    - 2012: 950.000
  - Digital :
    - 2002: 0
    - 2012: 25.000
- Revenue mix Newspaper :
  - Circulation/Advertising: 45 % (2002) , 55 % (2012)

- Content:
  - The journalists have to do three times the job,
  - Streaming madness of free info,
  - Value dilution.
- Tools :
  - A lot of tools to publish everywhere,
  - No integration,
  - Cost of ownership ( « Armada » of IT people, etc.).
- Organisation:
  - Desks in silo,
  - Print drives digital,
  - Static rules,
  - Lost control of delivery channels.

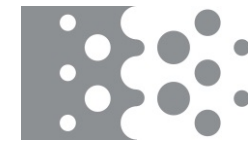
- Moving with the right timing to match :
  - Customer habits,
  - Technological shift.



# Meaning :

**Contextual editorialisation**  
supported by  
**technological contextualisation**

- Bring back editorial value,
- Usability value,
- « Spotify » model preferred to « itunes » model.



- Print,
- Web,
- Mobile : IOS, Androïd, Blackberry, etc.,
- Tablets : IOS, Windows 8, Androïd, etc.,
- Connected TV : Google TV, Apple TV, etc.,
- Others to come ...

**LE SOIR**

ÉDITION  
NUMÉRIQUE  
**17H**

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« *Le soir édition numérique 17h* »

is not

a print or web product.

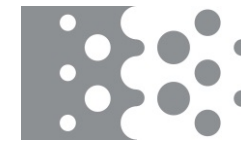
It's

**a new digital product with editorial value**

and

**contextual responsive design.**

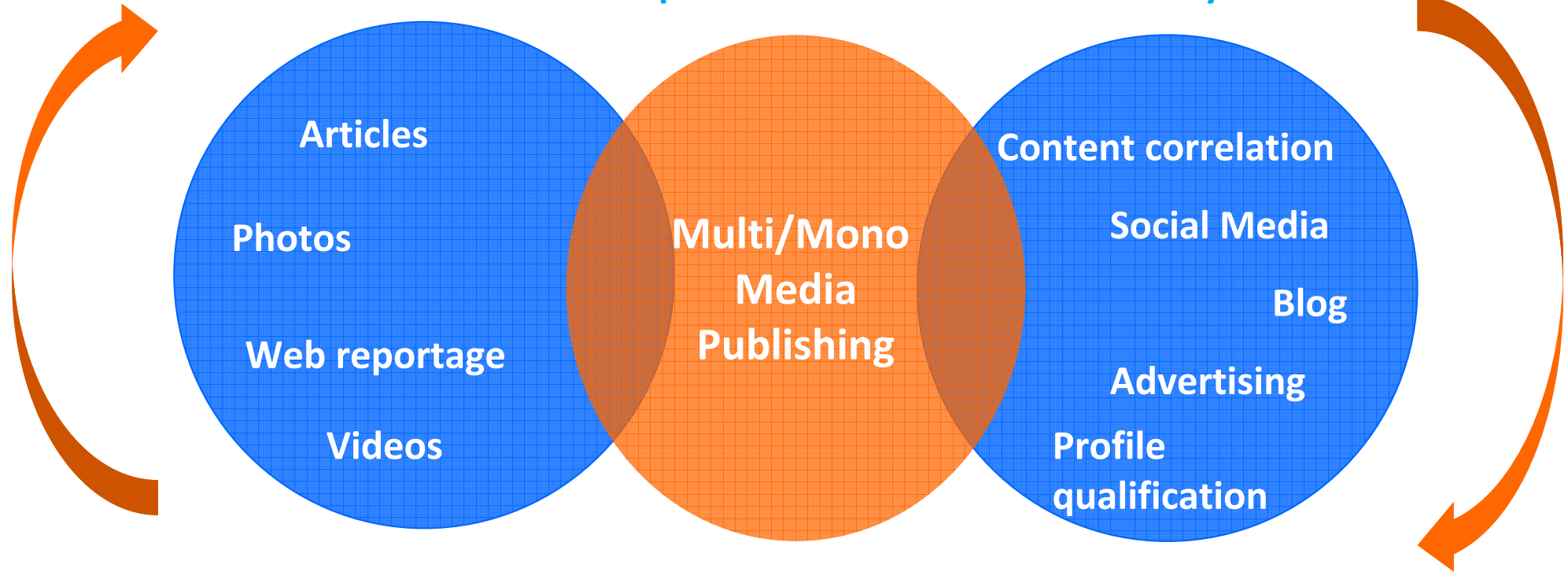




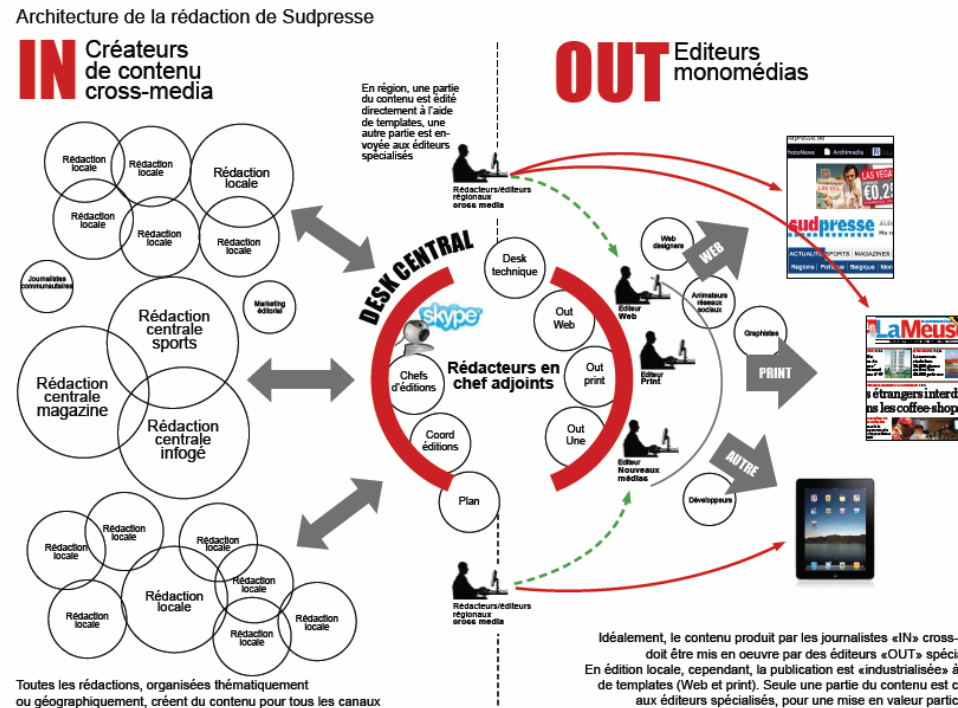
**Rich media  
content creation**

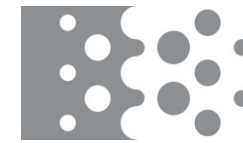
**Digital  
publication**

**Marketing and  
Community animation**



- A Crossmedia organisation :
  - The content : Multimedia Journalist,
  - The context : Web editors, Print editors , Digital products editors.





- Digital content is already everywhere,
- The question is not anymore which trends tablet and mobile will take in the future.
- The question is:

How can Press & Media groups implement their digital strategy in the heart of their core business ?

GROUPE  
**ROSSEL**

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# Thank you !