



MEETING 2018

Verona, 13/14 giugno 2018



Newspaper's Digital Printing

The motivation for everybody is to be somebody.

Georges Akerlof, Davos Symposium, 2010

*For newspapers, the problem is not the media,
but what is written on it.*

Two Analyses

- The Internet has changed **behaviours**, disrupted **uses** and **access to information**.
- The same product for everybody is **no longer relevant** and the press industry must deeply **rethink** its production process.

Our Aims . . .

1. Recapture Readers
2. Awake Advertisers
3. and Regain Profitability

Our Strategy

- Hyper-localisation and Personalisation

Our Opportunity

- Digital Printing

What *variable content* means ? How can we make it ?

- Micro zoning
Local topics on the front page, local news in the following



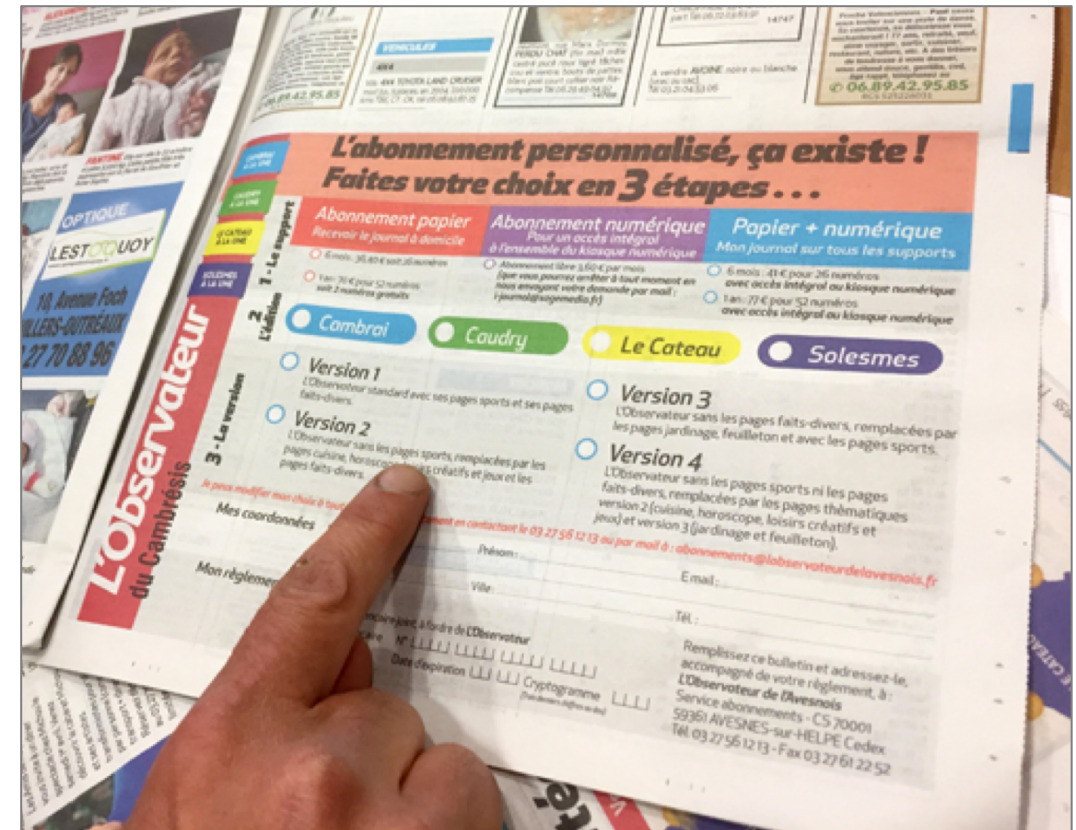
What *variable content* means ? How can we make it ?

- Personalisation

Subscribers choose contents and
customize their newspaper

4 geographical versions

4 different content packages



What *variable content* means ? How can we make it ?

Version 1 :

- standard package, including sports and miscellaneous pages

Version 2 :

- no sports news, topics like cooking, horoscope, creative hobbies and miscellaneous

Version 3 :

- no miscellaneous, but gardening, arts section and sports pages

Version 4 :

- no sports news, no miscellaneous, but special topics of version 2 and 3 instead

What are the benefits ?

Greater relevance of contents

- Retains or increases subscriptions
From + 0 % to + 10 % , after 1 year
- Retains or increases sales in retail outlets
From + 0 % to + 8 % , after 1 year

What are the benefits ?

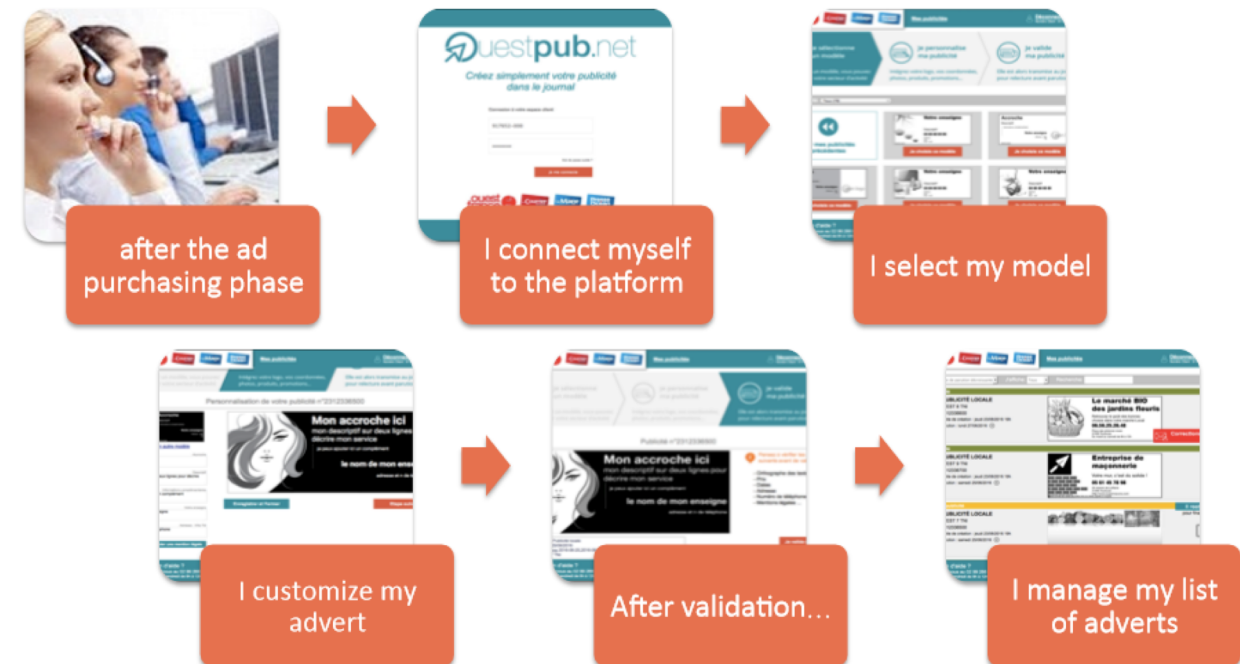
Greater relevance of advertisings

- small business do not see the value of ads going to irrelevant consumers
- if prices decrease for advertisers, incomes increase for the publisher
- hyper-localisation drives additional revenue from local business owners

What are the benefits ?

Greater relevance of advertisings

- *Easy pub*, an integrated platform for custom advertising in print
- Ad is only printed in the relevant zone for the small business
- A multi-weeks placement for local business (50 € x 10 inserts)
- Ad can be changed at any time, at no additional cost



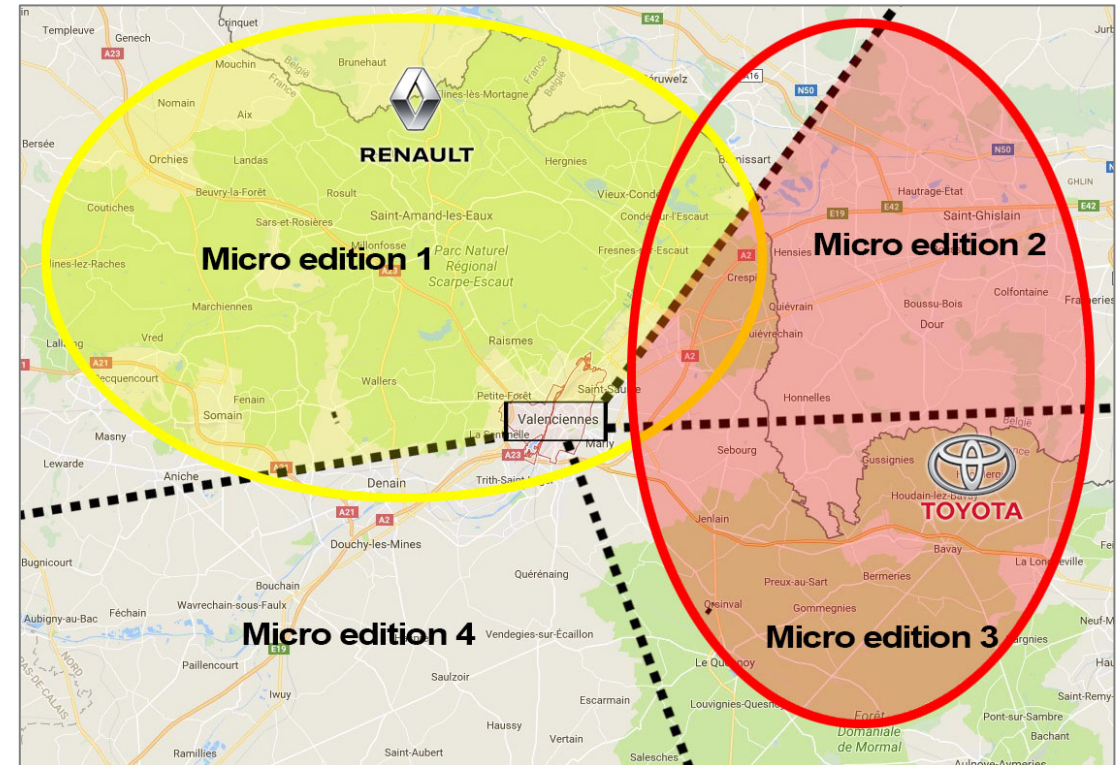
What are the benefits ?

Greater relevance of advertisings

- Large advertisers consider the add value that only digital micro-zone editions can provide

Targeted advertisings for different **demographics** in each zone

Small (circulation) is ... **beautiful** if (target) is **accurate**



What are the benefits ?

Advertisers need business intelligence

Strengths of the press

- namely and editorial environment
- specific relationship with the reader

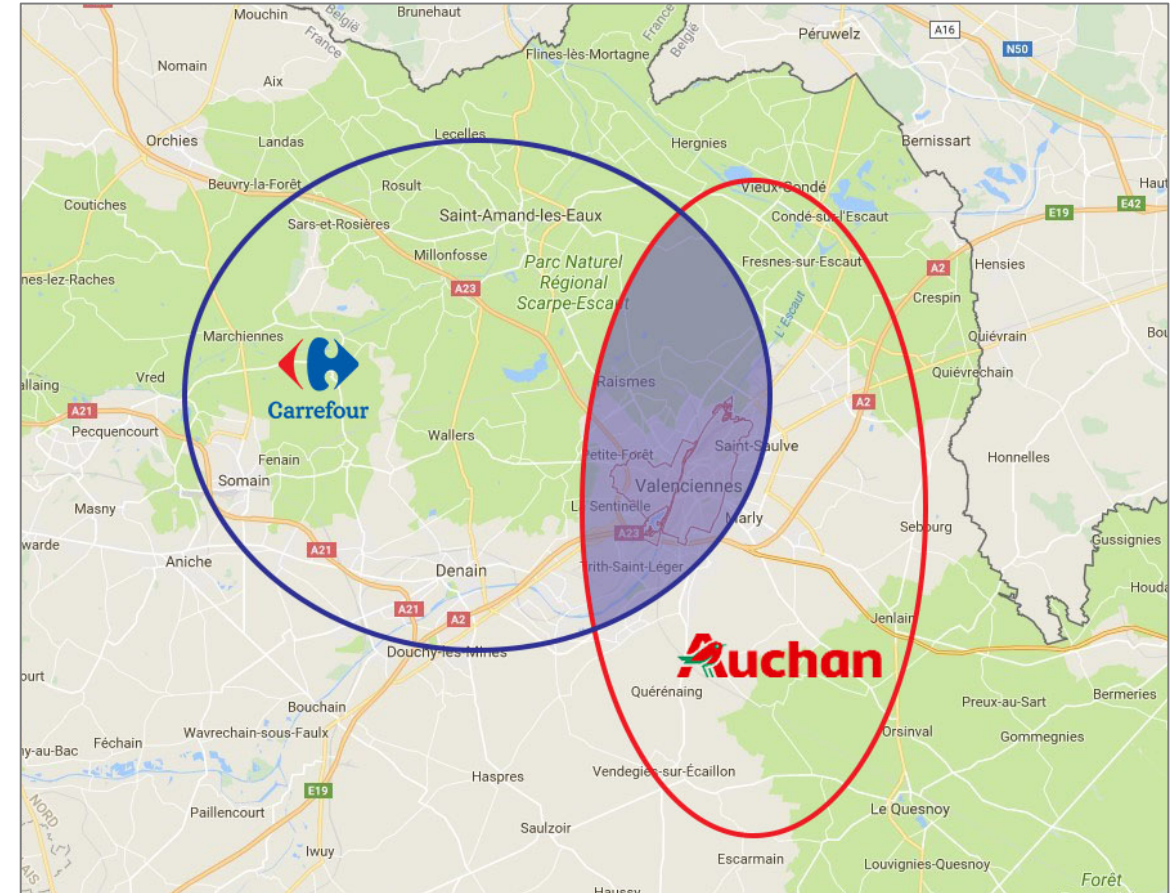
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Benefits of direct marketing

- personalization
- more granular targeting

=

Exceptional added value



What are the benefits ?

New opportunities for the publisher





Digital printing also enables :

- inserts
- supplements
- booklets for events
- press for professionals
- press for associations
- specialized magazines

How *Sogemedia* carries out innovation ?

Transmutation began two years upstream

Change concerns **all the staff** in Sogemedia / Digitaprint

- in the printing company  *complete revolution of know how*
- for journalists  *new professional attitudes*
- for sales people  *new commercial approach*
- for distribution, logistic, accountancy  *full understanding of the strategy*

Because everybody must integrate the absolute necessity of change, with new skills and procedures.

How *Sogemedia* carries out innovation ?

New technology, new content

Less pages, more editorial production

New editorial software (*Melody*) to save time

Less at the desk, more on the field

How *Sogemedia* carries out innovation ?

Production cost in digital printing

How can we reduce costs in digital printing ?

- size of the page : *26 x 36 in digital vs 29 x 42 in offset*
- pagination : *micro editions of 36 pages vs 1 edition of 56 pages*
- waste of paper : *nearly 0*
- plates : *0*
- printing staff : *3 people vs 5 people for offset*
- postage : *newspaper lighter, postage cheaper*

How *Sogemedia* carries out innovation ?

Production cost in digital printing

These different savings balance specific costs in digital printing :

- ink (mostly)
- fluids
- jetting modules
- spare

Disappearance of plates mounting:

20 weekly newspapers (36p., 8,000 copies in average) in digital printing takes the same time than offset

How *Sogemedia* carries out innovation ?

Work in progress

- Collecting subscriptions through retailers (newsstands)
- Training for the sales people (in advertising)
- Training for the journalists
- CRM and variable data

Sogemedia and Kodak : a true partnership

Why the Kodak *Prosper 6000C Press* ?

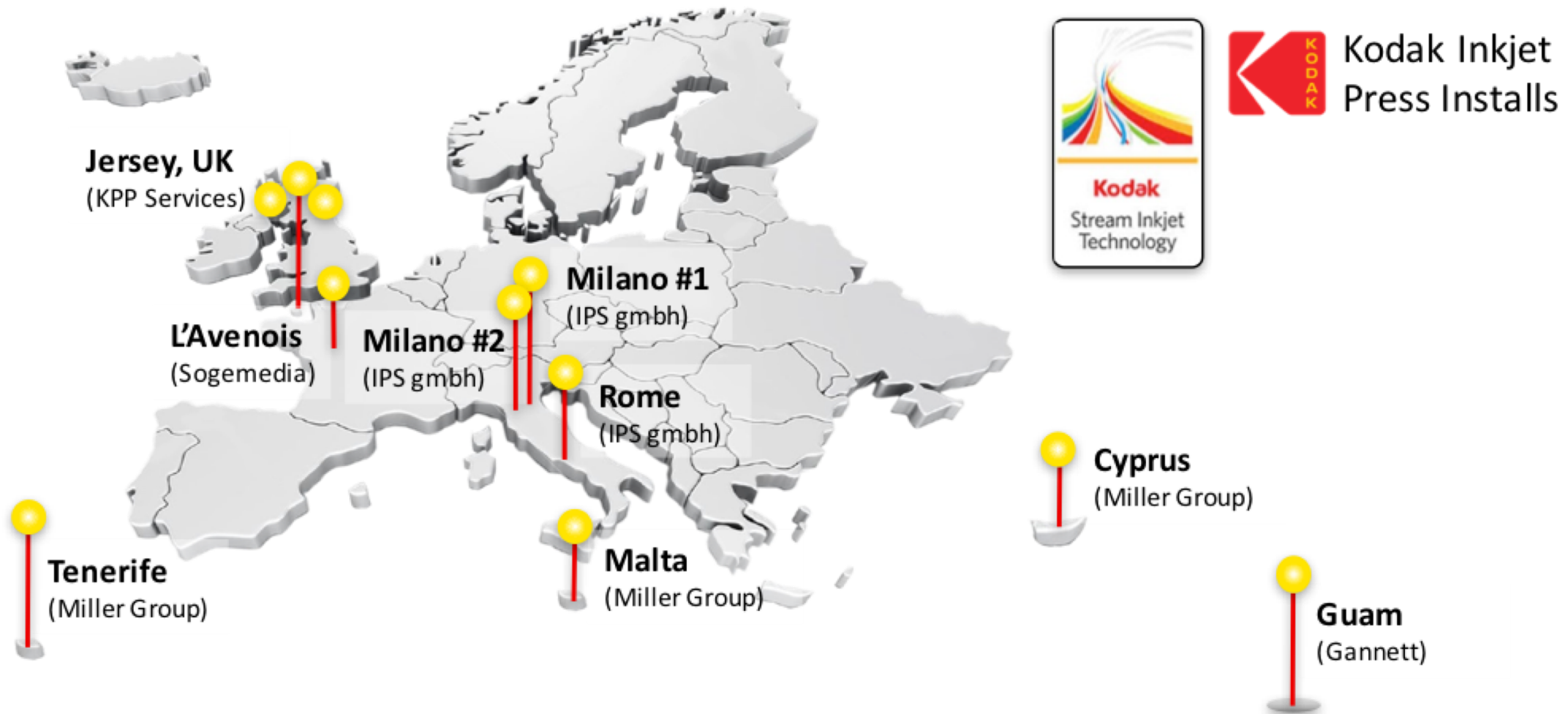
5 reasons for Sogemedia's choice :

- high speed : 300 m/min
- Continuous Inkjet technology and eco-friendly
- Inks made by Kodak
- Connection with manroland foldline
- Kodak involvement for the newspapers digital printing

Prosper 6000C Press shown



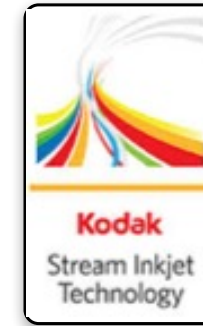
Where are Newspapers printed digitally?



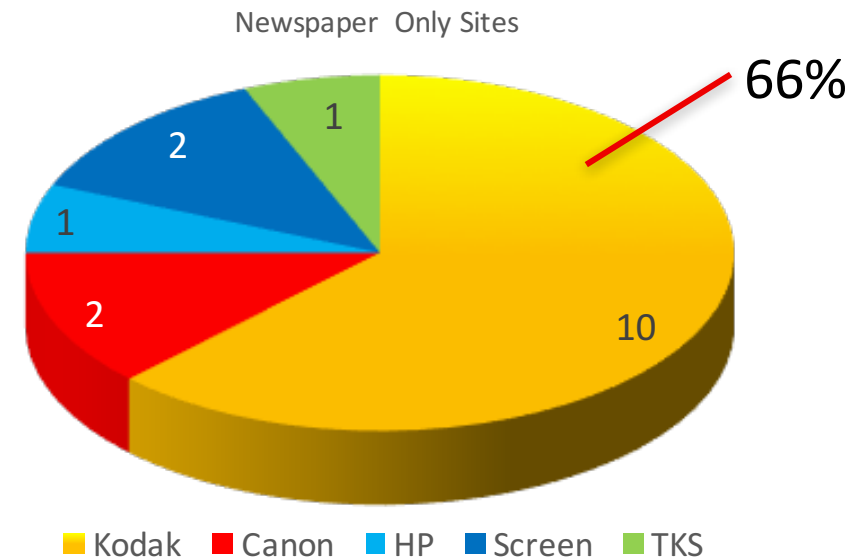
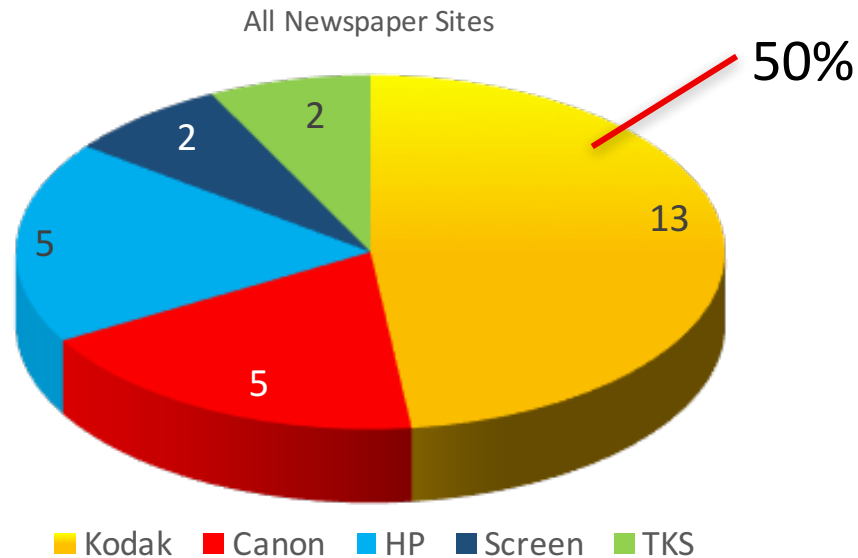
Where are Newspapers printed digitally?

Vendor	Sites	Newspaper Only	Mixed Mode
Kodak	13	10	3
Canon	5	2	3
HP	4	0*	4
Screen	2	2	0
TKS	2	1	1
Totals	26	15	11

* One HP site (Switzerland) has been shut down as it was not commercially viable



Kodak Inkjet Press Installs



Sogemedia and Kodak : a true partnership



Conclusion

editorial program, information uses, moving society

a newspaper for everybody, a product for each

Make newspapers relevant again !