



L'orgoglio della carta stampata

Technomeeting

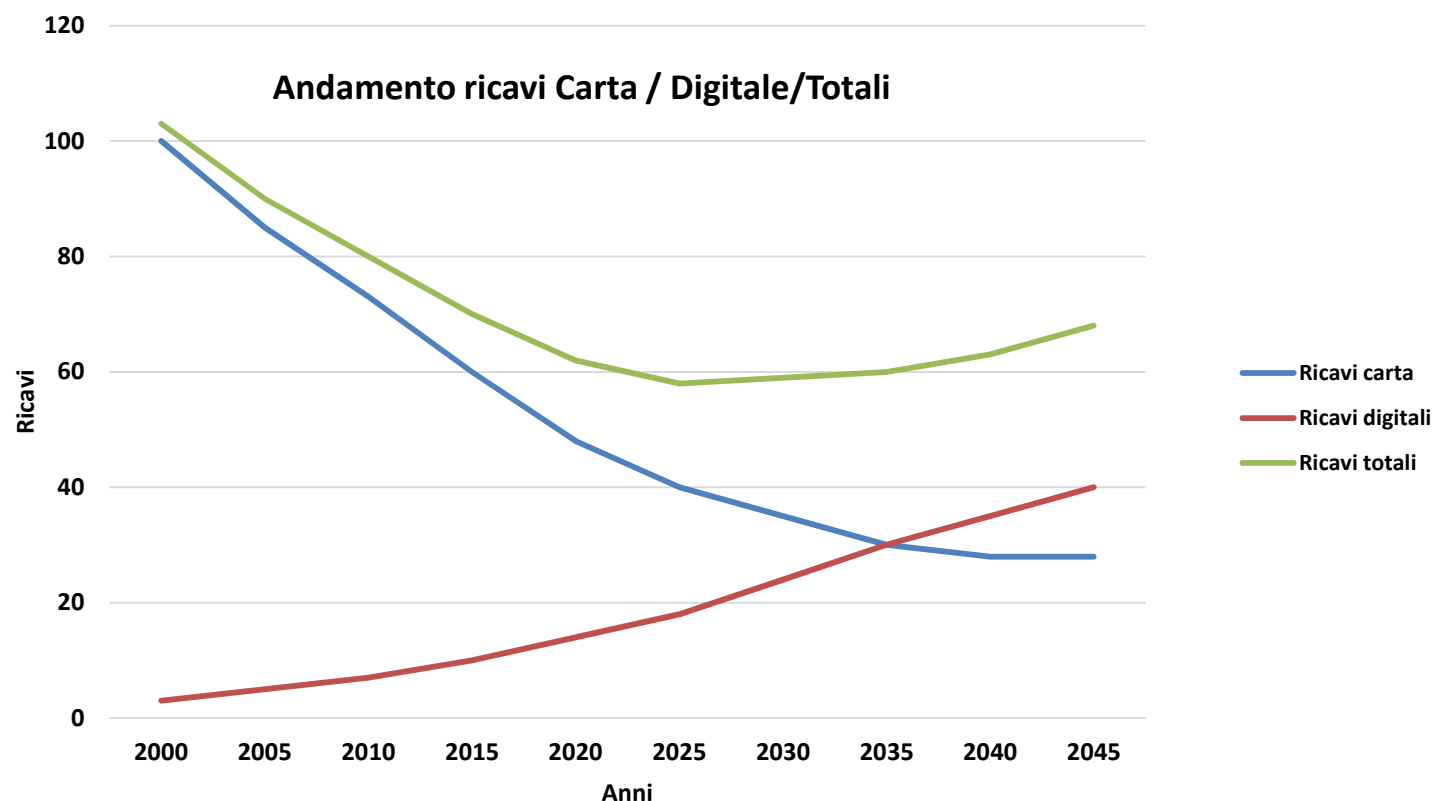
Milano

20 Novembre 2013

Sergio Vitelli



Come superare l'attuale crisi ?



- Creare nuove strategie per il prodotto
- Analizzare i nuovi mercati emergenti

Le strategie di Editori e Stampatori



EDITORI

- **Studiare le ottimizzazioni del prodotto carta**
- **Definire strategie di Brand**
- **Creare nuove opportunità evolutive**
- **Analizzare alleanze e consorzi**

STAMPATORI

- **Razionalizzare produzione e investimenti**
- **Concentrarsi su qualità e servizi**
- **Analizzare alleanze e consorzi**
- **Proporsi come interlocutore credibile**

Le strategie-carta più seguite nel mondo



- **1. Ottimizzazioni e risparmi**
 - **OUTSOURCING**
 - **COOPERAZIONE**

- **2. Rilancio del prodotto / brand**
 - **RIVISITAZIONE GLOBALE STRATEGICA**
 - **NUOVI PRODOTTI / ALLEGATI**
 - **VALORIZZAZIONE BRAND**
 - **NUOVE STRATEGIE MARKETING**

➤ 1. Ottimizzazioni e risparmi

OUTSOURCING

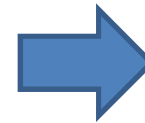
- Il caso Johnston Press (Pre-press)
- I casi Bermont
Transcontinental,
V-Tab (Press)

COOPERAZIONE

- Il caso Mainz, Wiesbaden, Darmstadt
- Stampa cooperativa in Giappone
- Star Telegram e Dallas Morning News

Johnston Press

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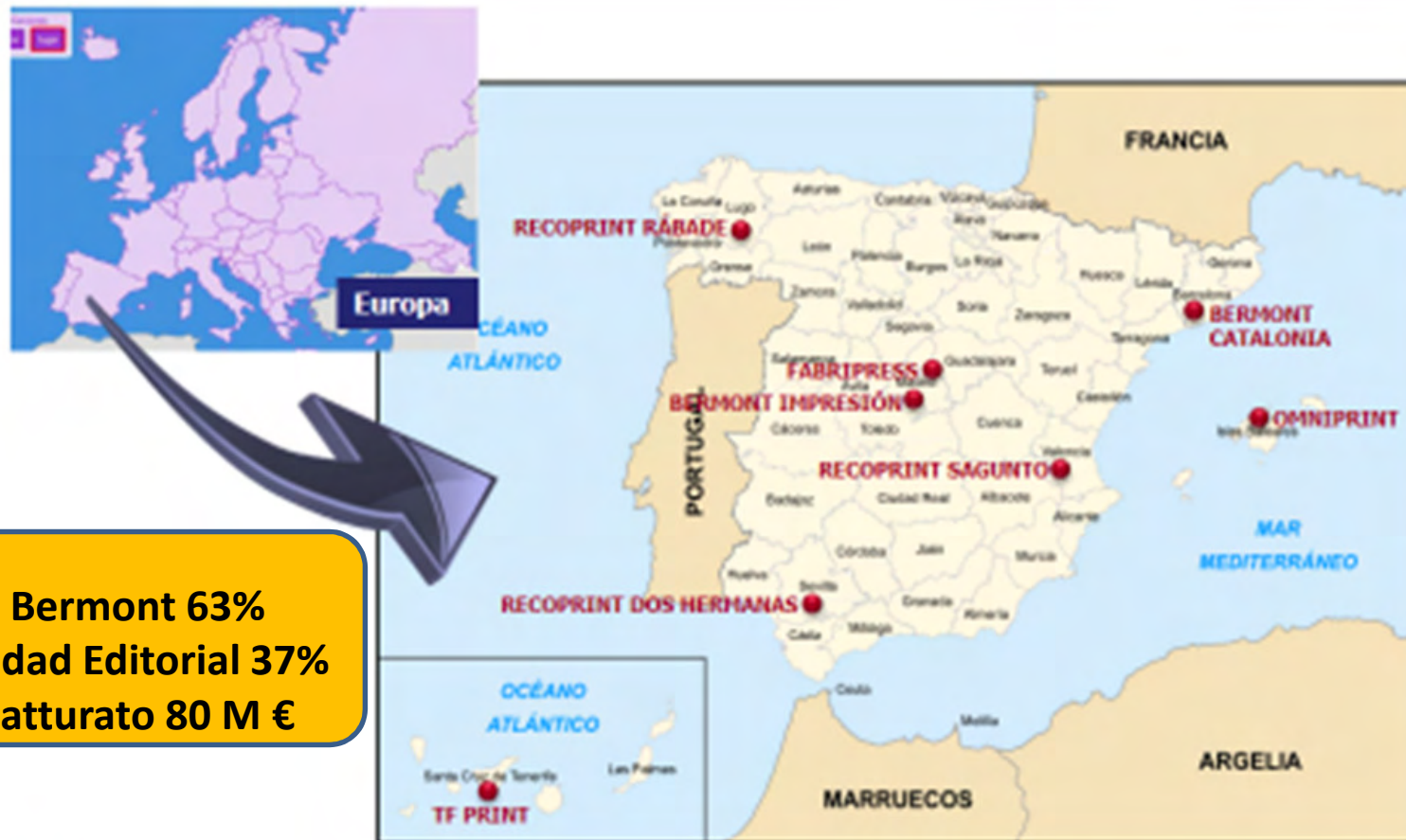
ADS PRODUCTION
from Leeds, Sheffield, Peterborough and Edinburgh
To Bangalore

Il caso Bermont- El Mundo



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CORPORACIÓN BERMONT



Bermont 63%
Unidad Editorial 37%
Faturato 80 M €

Il caso Bermont- El Mundo

PANORAMA ESPAÑOL: GRANDES GRUPOS

- C. BERMONT
- DEDALO+EL PAÍS
- VOCENTO
- PRENSA IBERICA



Il caso Transcontinental



\$2.2 billion in annualized revenues
11,000+ employees

In 2000 ...

Creation of the Newspaper Group (Integration of Transmag, Interweb Montreal and Interweb Toronto).

In 2002 ...

Beginning of construction at the new La Presse plant, acquisition of CanWest newspaper publishing and printing operations in the Atlantic Provinces and Saskatchewan (C\$255M)

Acquisition of Gesca newspaper printing operations in Quebec (C\$35M)

In 2003 ...

Since October 2003, the daily La Presse is printed by Transcontinental at its brand new And dedicated Metropolitan facility in Montreal

In 2005 ...

Transcontinental signed a 10-year agreement to print the New York Times for the Ontario and Western New York markets

In 2009 ...

In Fremont CA A new facility producing The SF Chronicle

In 2010 ...

Launch the new Globe and Mail...

Transcontinental San Francisco Chronicle



San Francisco Chronicle

The *Chronicle* is distributed in San Francisco Area

Founded in 1865

N° copies: Monday –Saturday (260,000)
& Sunday (320,000)

◆ Subcontracting contract for 15 years

✓ The *San Francisco Chronicle* was printed in 3 Hearst Corporation sites on *Flexo* technology

New plant in Fremont **LEED SILVER**

330,000 sqf and 116 associates

✓ 3 Manroland XXL Hybrid presses

Construction began in May 2008

Production began in July 2009

12 other products under contract already

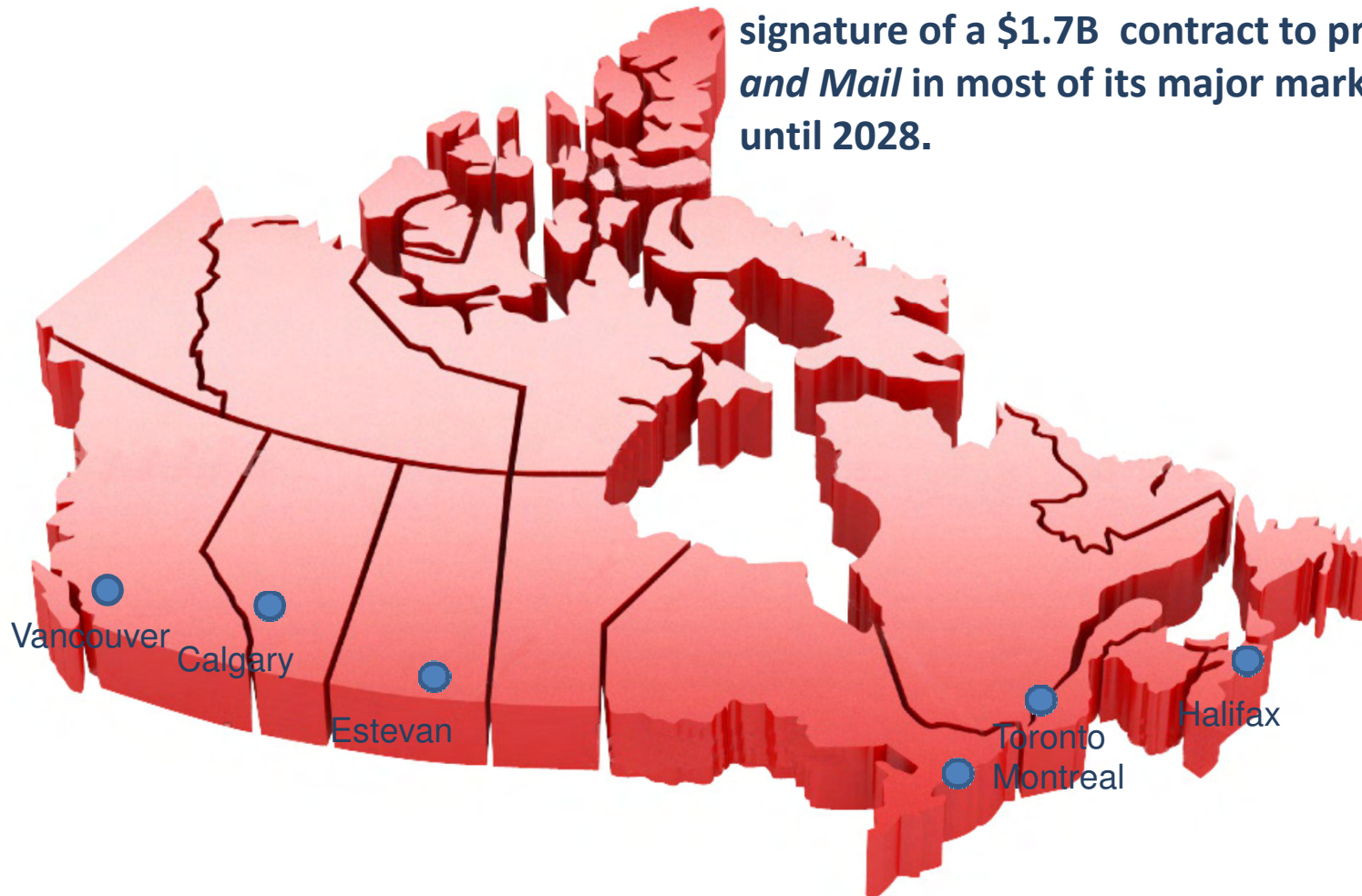
Transcontinental Globe and Mail



THE GLOBE AND MAIL 

Founded in 1844

Transcontinental announced in August 2008 the signature of a \$1.7B contract to print *The Globe and Mail* in most of its major markets in Canada until 2028.



Il caso V-TAB Svezia

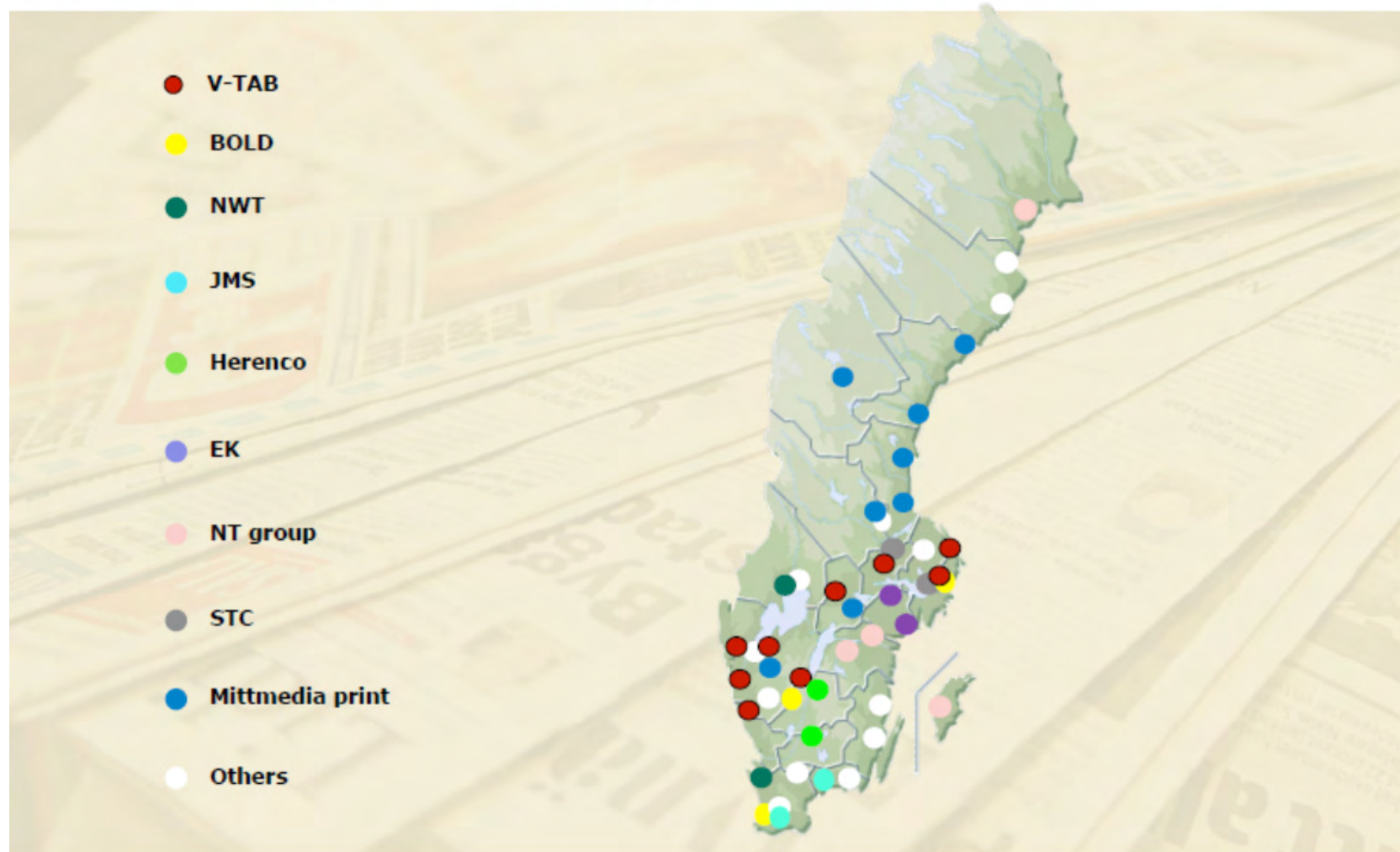
Year 2000 – Printing sites in Sweden

- 61 printing companies/sites
- Overcapacity
- Need of investments
- Poor performance
- V-TAB market share 10%



Il caso V-TAB Svezia

Sweden today – cold set printing plants

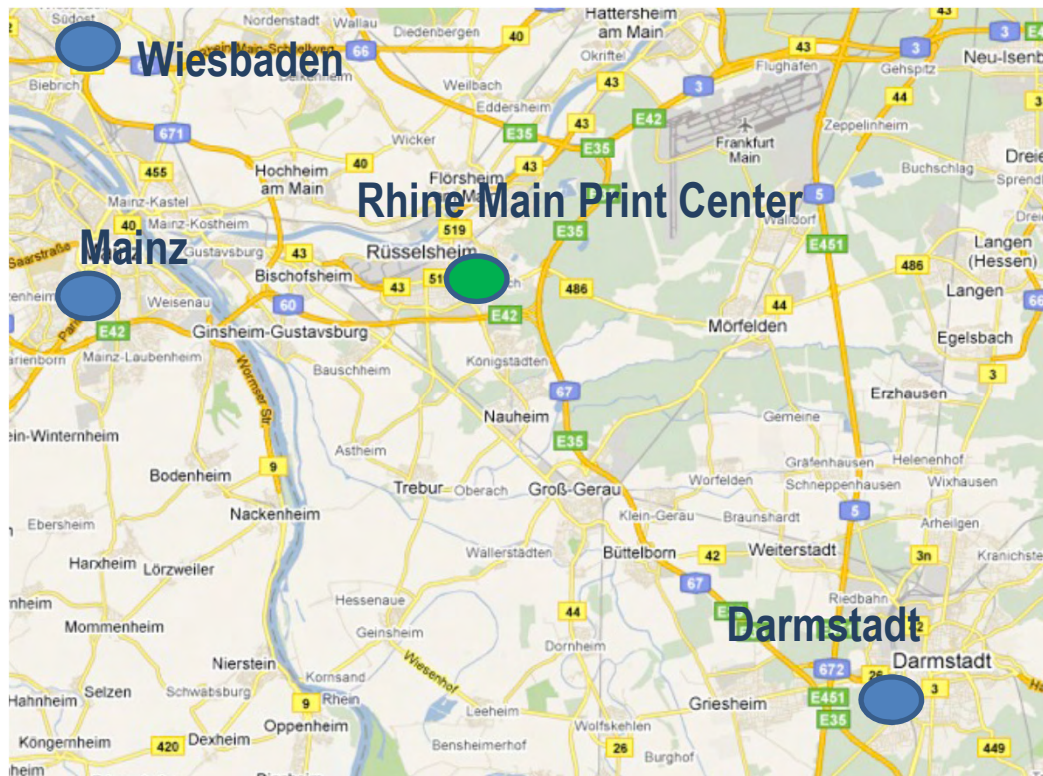


Il caso V-TAB Svezia

- Reduction of printing sites/companies from 61 down to 44
- The 3 biggest companies controls 70 % of the market

- 2002: V-TAB was founded
- 2002: Adargo Press AB was acquired
- 2003: the printing office in Uddevalla was closed
- 2004: the printing office in Trollhättan was closed
- 2004: V-TAB became part owner of Markbladet Tryckeri AB (35%)
- 2005: V-TAB merged with VLT Press AB
- 2005: V-TAB acquired Tabloidtryck i Norden AB
- 2006: Hallands Nyheter Tidningstryckeri & Civiltryckeri AB was acquired
- 2006: Reklambruket was acquired
- 2007: JMS Akalla was acquired
- 2007: NAtryck was acquired
- 2007: december the printing office in JMS Akalla was closed
- 2008-2009: V-TAB are building a new printing plant in Landvetter

New Rhine/Main print centre, Germany



**“Common investment
is more efficient”**

- Only one real property
- Only one building
- Lower energy cost
- Lower press investment
- Four presses v/s five

Stampa cooperativa in Giappone

.The Asahi Shimbun is printing in Kahoku Shimpō in Miyagi Prefecture and in Niigata Nippo in Niigata Prefecture .

.The Yomiuri Shimbun is printing in Kitanippon Shimbun in Toyama Prefecture.

.The Asahi is working out a printing consignment deal with the Chunichi Shimbun in Aichi Prefecture.

.The Asahi Funabashi printing factory in Chiba Prefecture is printing papers for the Yomiuri Shimbun.



Dallas Morning News - Star Telegram

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Cooperazione Star Telegram Company – Belo Corporation



➤ 2. Rilancio del prodotto / brand

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➤ RIVISITAZIONE GLOBALE STRATEGICA

- Il caso Die Zeit
- Il caso Mittelbayerische zeitung
- Il caso Correo da Bahia
- Il caso Orange County Register

➤ NUOVI PRODOTTI / ALLEGATI

- NYT Science
- El Pais Icon
- Nuove pubblicazioni di nicchia

➤ VALORIZZAZIONE BRAND

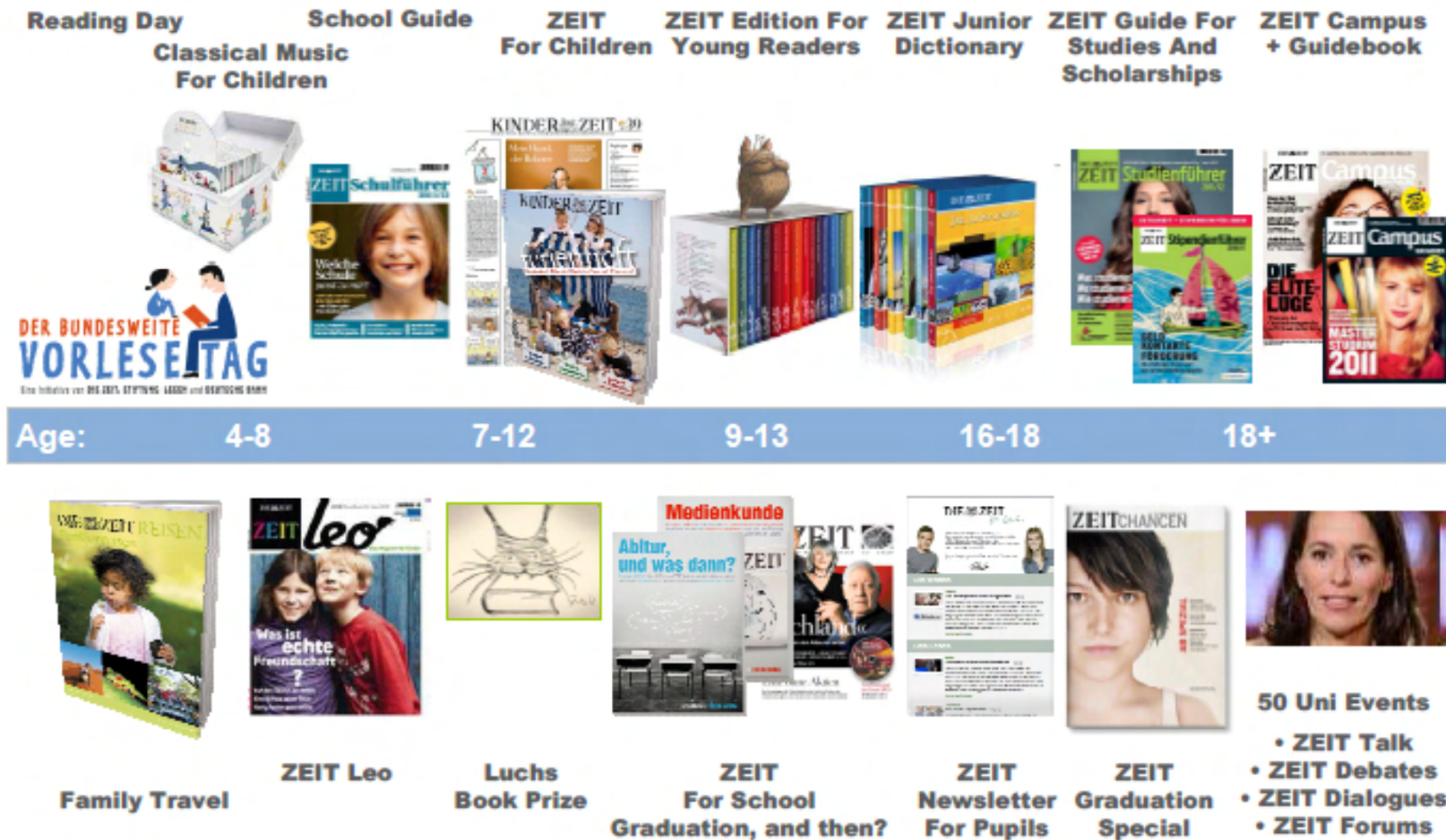
- Sponsored contents
- Brand columnist
- Eventi, oggettistica, applicazioni

➤ NUOVE STRATEGIE MARKETING

- Colloquio e interazione con i lettori
- Copie personalizzate
- Diffusione fidelizzata / on demand

Il caso Die Zeit

Strategia per i giovani lettori



Il caso Die Zeit

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La gamma dei nuovi prodotti

Magazine

ZEIT Magazin
ZEIT LEO
ZEIT Schulführer
ZEIT Studienführer
ZEIT Campus
ZEIT Wissen
ZEIT Geschichte
ZEIT Literatur
Travel- and Culture-Supplements
Weltkunst

Merchandise

ZEIT Editions
ZEIT Shop
ZEIT Traveling

Events

100 ZEIT Events
ZEIT Conferences
ZEIT Campus Zukunftsfragen
ZEIT Cooking Competition

Online

ZEIT ONLINE
academics
e-fellows.net

Corporate Publishing

Magazines, Tabloids

Education

ZEIT Akademie
ZEIT for School
ZEIT SchülerCampus



Il caso Die Zeit



Esempi di strategia integrata per gruppo sociale e/o settore di mercato

Events for Companies and Entrepreneurs



ZEIT Conferences

Corporate Publishing
TEMPUS  CORPORATE
EIN UNTERNEHMEN DER ZEIT VERLAG



ZEIT Forum Discussion



Job market for an educated audience



academics

Magazines



Music, Movies, Events



University Database



DIE ZEIT
Department



Magazines



Events

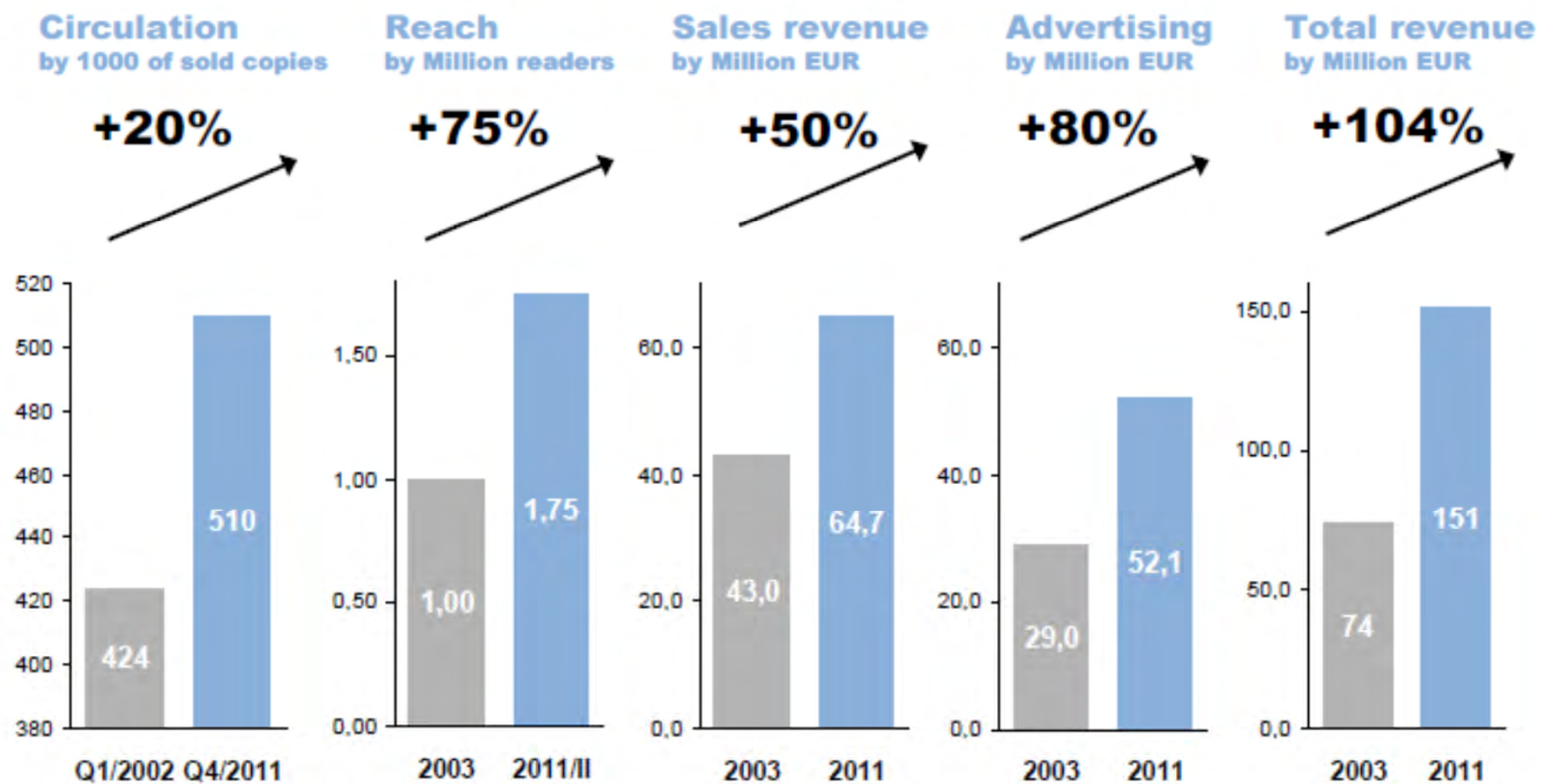


ZEIT Academy



Il caso Die Zeit

RISULTATI



Il caso Mittelbayerische Zeitung

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Un approccio integrato per un giornale locale
(120.000 cp/gg vendute)



Il caso Mittelbayerische Zeitung

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- Gare culinarie
- Raduni giovanili
- Manifestazioni sportive
- Fiere

Il caso Correio da Bahia

- Nel 2008 (15.000 cp/gg vendute / 180.000 \$ pubblicità) completo rifacimento della testata con :
 - 1. Nuovo formato grafico
 - 2. Nuove sezioni del giornale :
 - Quick reading section , Lifestyle, Approfondimenti,
 - 3. Nuovi supplementi (Bazaar&Cia per le donne, Compro-Vendo, Auto, Casa, Guida spettacoli etc)
 - 4. Nuova politica delle vendite pubblicità con .
 - Inserti, Cover, Formati speciali, sponsored sections , promotional packaging, fasce prodotto
 - 5. Nuovi canali distributivi (presso manifestazioni, social events etc)

Correio da Bahia Nuovi formati grafici e supplementi asig



Correio da Bahia

Nuova politica pubblicità

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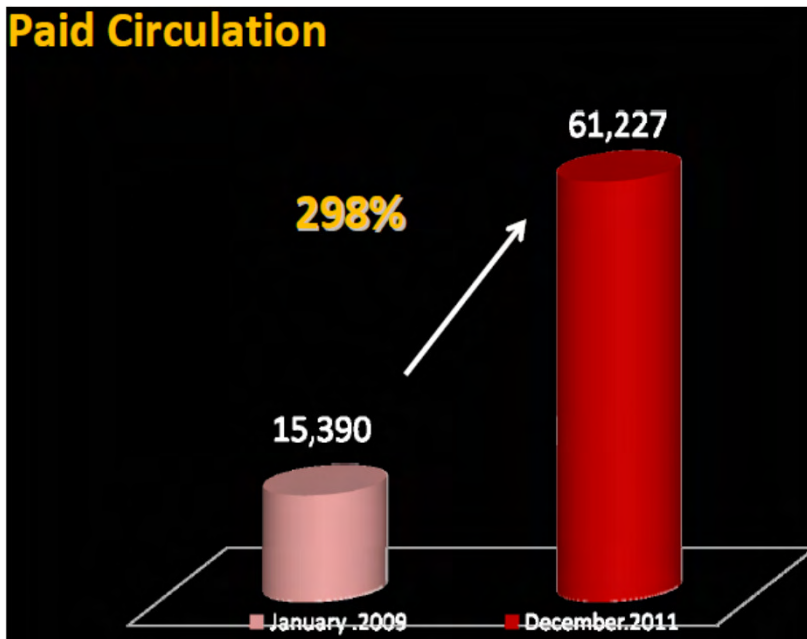


Client

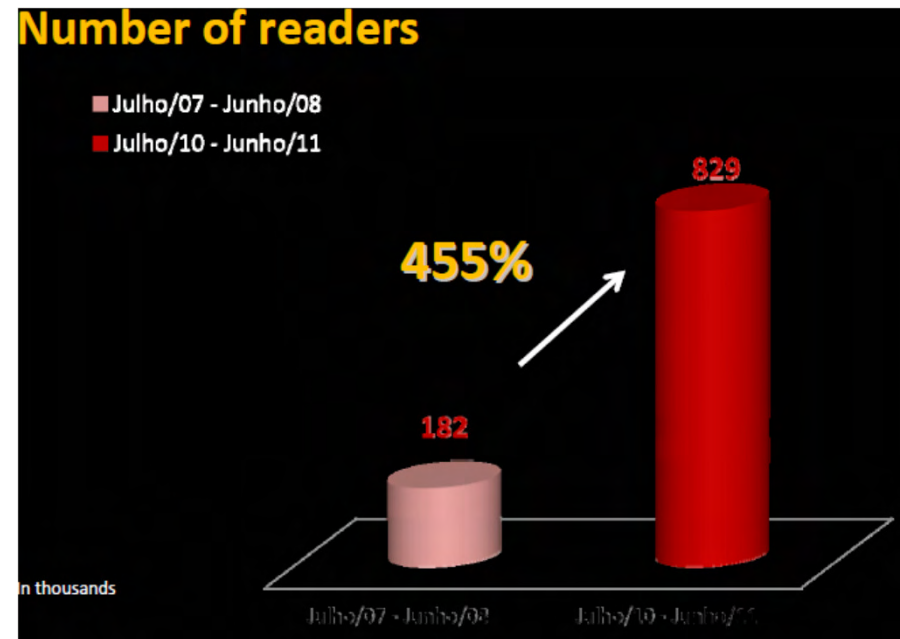
RISULTATI



Paid Circulation



Number of readers

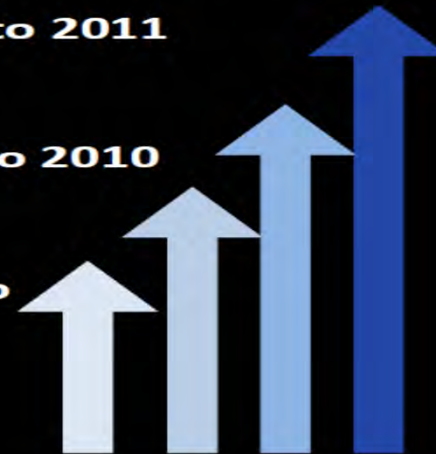


Commercial revenue:

18% growth in 2012 when compared to 2011
(Jan/Feb).

29% growth in 2011 when compared to 2010
(Jan to Dec).

21% growth in 2010 when compared to
2009 (Jan to Feb).



Source: GN Media February 2012

Il caso Orange County Register Santa Ana

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- **Giornale Locale in sostanziale monopolio informativo nella sua zona di influenza**
 - (250.000 cp/gg vendute)
- **Nuovi Editori da agosto 2012 :**
- **Aaron Kushner e Eric Spitz (2100 TRUST)**
 - 350 nuovi Workers (175 reporters)
- **+71%/+162% contents newspaper/magazines**
- PAPER**
- **nuovo inserto realtà di studio California**
 - nuovo inserto « Dentro la notizia »
 - nuovo inserto Business
- **nuovo inserto Arts (Teatro, Danza, Musica,Arti visive)**
- **nuovo inserto Cinema & Celebrities**
- **nuovo inserto Week End**
- DIGITAL**
- Total Paywall news ultimi 90 gg**
- Contenuti archivio più vecchi free**

Nuovi prodotti carta

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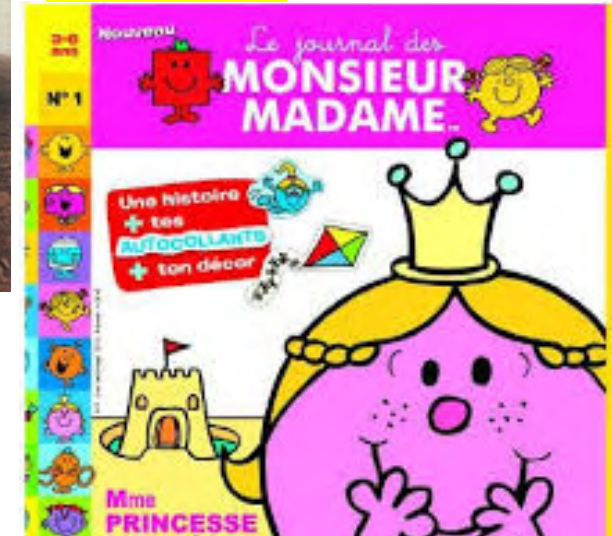
EL PAÍS



Ann Harbour
Closed 2009 new
biweek paper



francetélévisions
distribution



Valorizzazione Brand

Sponsored contents

Brand columnist



Valorizzazione Brand

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Newspaper Events



Branded
Applications
& objects



Nuove strategie marketing

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La redazione mobile di Pioneer Press



I droni di
Folha de S.Paulo



BBC Newsroom open to public



The Guardian Coffee

Nuove strategie marketing

Copie personalizzate



Mayberry Gazette
NEWS OF THE WORLD
"THE PEOPLE'S VOICE"

Your Personalized Headline Goes Here!!

Imagine Your Photo Here

The Sub-Header Goes Here
Additional Storyline Is Inserted Here
Extra Text Goes Here. Get creative. Your favorite Mayberry Fan is going to love their personalized Mayberry Gazette.

U. S. Delegates Attend Meet

MORE RIGID RULES SOUGHT IN FIGHT TO CLEAN CITY PARKS



Nuove strategie marketing

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The
New York
Times



Dialogo tra columnist e lettori
per nuove edizioni e/o con
feed back sul sito



WORKS THAT WORK

New social distribution
On demand distribution



A Magazine of
Unexpected Creativity

Netherlands



Ritorno agli investimenti in news

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Jeff Bezos fondatore di Amazon acquista Washington Post per 250 M\$

Pierre Omidvar investe 250 M\$ e chiama Glenn Greenwald per creare un nuovo network di news



344 M\$ per 28 quotidiani in due anni dalla Berkshire Hathaway di Warren Buffet



CONCLUSIONI

**SENZA UNA STRATEGIA NON
C'E' FUTURO**



**CON UNA STRATEGIA
SI PUO' GUARDARE AVANTI**



**OSARE IL FUTURO
PER USCIRE DALL ' INCERTEZZA**

**Grazie per l'attenzione
e buon lavoro**



L'orgoglio della carta stampata

Milano

20 novembre 2013

Sergio Vitelli