

**Kodak**

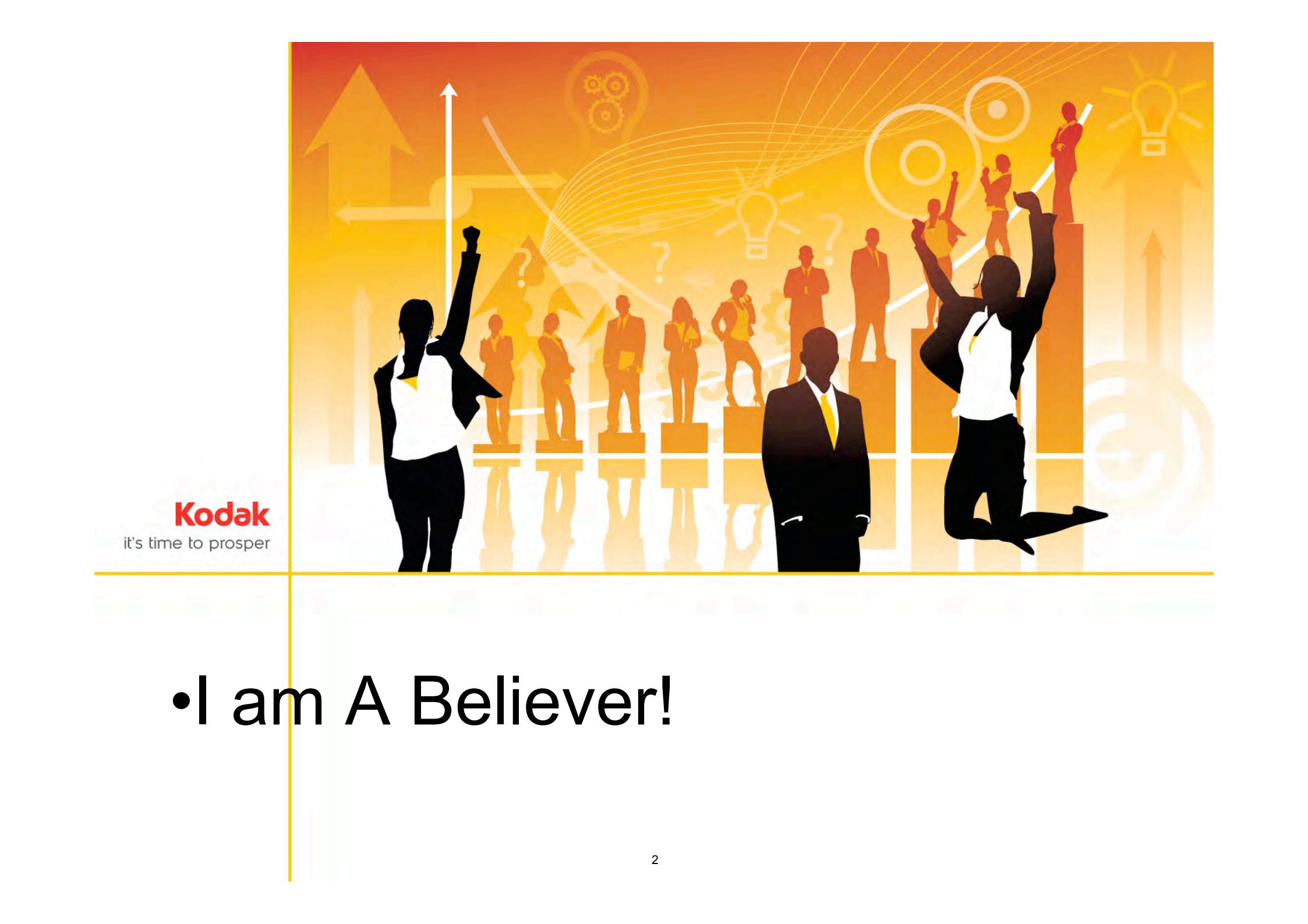
it's time to prosper



# Digital Newspaper.

**Mick Jackson**

Special Projects Manager Digital Newspaper Solutions EAMER.



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- I am A Believer!

# Newspaper Market Trends

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- 2009 circulation fell by 0.8% world wide.
- Circulation fell mainly in mature markets. (Asia saw growth).
- 1.7 billion people read a newspaper every day?
- Advertising revenue fell 17%.
- (Source world association of newspapers).
- UK titles have seen circulation drop by up to 16% in 2010.
- 10,000,000 copies sold daily in UK.
- (ABC).

# Change Is Needed?

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- Better customer service.
- Better customer interaction.
- Improve customer retention.
- Increase circulation.
- Increase revenue from advertisement.

# Change Is Needed? Is Digital The Answer?

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- Remote digital print facility.
  - Several publications possible of differing sizes.
  - Low volume.
  - Low speed.
  - Full colour capable.
  - Product to customer at peak sales time.
  - Fully personalised newspaper.
  - Allows improved distribution, print possible in distribution runs?
- Heads on press.
  - Late breaking news.
  - Games.
  - Personalisation.
  - Local content.

# Remote Print

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- Eliminate Cost of Transport (Air)
- Guarantee Delivery
- Available at peak Sales Time 07.00-09.00
  - Local content?
  - Wrap and or Insert?
  - Special editions for Special Occasions?



# Kodak's Digital Ink Jet Solutions

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Digital Ink Jet Solution

Publisher



Job preparation



Digital



Heads running at  
press speed.



Prosper Press **new**  
200 meter min



VL 4200 at 125m/min

Providing Service and Support

# Installations

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- Italia (Milano) Rotomail - **Kodak** - Messaggerie Internazionali / USA Today
- Malta (La Valletta) - Miller Distributors - **Kodak** / VL4200
- All International titles now produced, plus local publications, circa 6-10k per day.
- La Reunion – RotOcéan – **Kodak**
- 5 French Titles, plus local titles, circa 5-6k per day.
- **Madrid**
- **London**
- **NN**
- **Carlisle, Heads on Press.**



- Installed 2009.
  - Kodak VL 4200 and Hunkeler Finishing off line.
  - First production FT on the 17<sup>th</sup> July.
- FT Subscribers linked to web service.



<b>Daily Titles</b> <ul style="list-style-type: none"><li>• Financial Times</li><li>• Daily Mail</li><li>• Express</li><li>• Mirror</li><li>• Daily Star</li></ul>	<b>Sunday Titles</b> <ul style="list-style-type: none"><li>• Mail on Sunday</li><li>• People</li><li>• Sunday Express</li><li>• Sunday Mirror</li><li>• Daily Star Sunday</li></ul>
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## Applications:

- Bingo
- Lotto
- Sudoku
- 3-D bar codes link to Advertisement.
- Games

**Stimulates Readers  
thus increasing  
interest.**



# Is Digital The Answer?

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- YES and NO.
- Digital has it's place.
- Digital complements but is not a replacement.
- Advantages of variability and personalisation.
- Small runs, local publications of less than 3K.
- Higher cost per copy.
- Quality improvements needed?

- Most definitely YES!!
- Thank you for listening, I hope we now have more Believers?
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