

The Kodak logo is displayed in its signature red color.

it's time to prosper



Digital Newspaper.

Mick Jackson

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• I am A Believer!

Newspaper Market Trends

The Kodak logo is located in the top right corner of the slide. It consists of the word "Kodak" in a red, sans-serif font, positioned above a small, stylized graphic of a camera lens or shutter mechanism.

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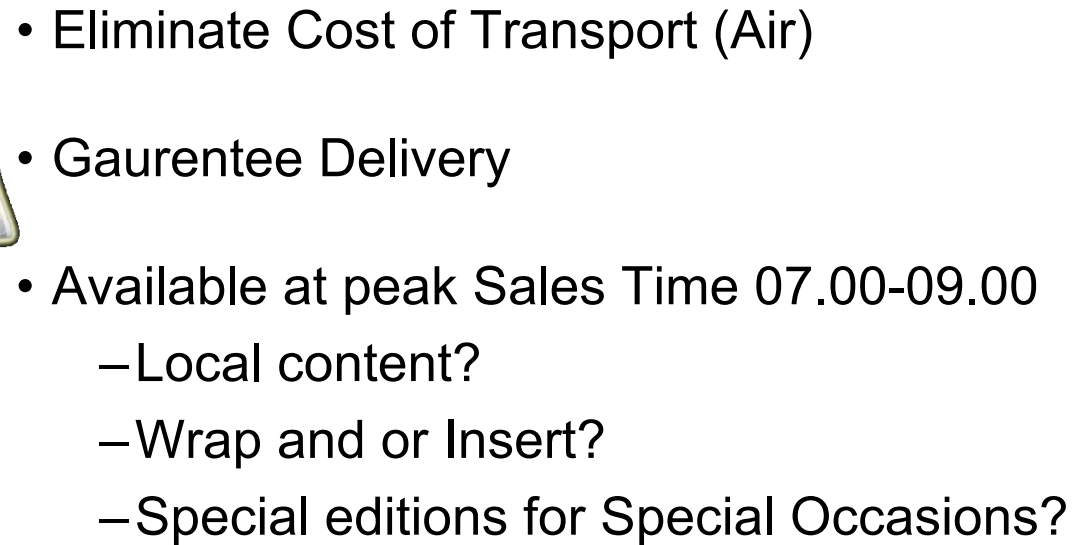
- Better customer service.
- Better customer interaction.
- Improve customer retention.
- Increase circulation.
- Increase revenue from advertisement.

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.

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Kodak's Digital Ink Jet Solutions

Kodak

Digital Ink Jet Solution

Publisher



Job preparation



Digital



Heads running at
press speed.



Prosper Press new
200 meter min



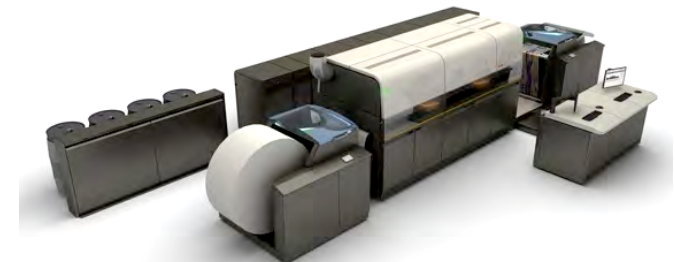
VL 4200 at 125m/min

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.**



Miller

Kodak

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



Daily Titles

- Financial Times
- Daily Mail
- Express
- Mirror
- Daily Star

Sunday Titles

- Mail on Sunday
- People
- Sunday Express
- Sunday Mirror
- Daily Star Sunday



Applications:

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- 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 compliments 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?

Is Digital Here To Stay?

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- Most definitely YES!!
- Thank you for listening, I hope we now have more Believers?
- Mick.Jackson@kodak.com



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