

WAN-IFRA Italia 2013 – Panel Session

Offset & Digital Printing: New Solutions for Newspapers

Chris Paul Randall

EMEA Market Manager

Direct Marketing

Transactional and Publishing Segment

Hewlett-Packard

United Kingdom



High-speed Inkjet Printing of Newspapers



Paul Randall

Publishing Marketing Manager EMEA

Inkjet High-speed Production Solutions

Hewlett-Packard Company

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THERE ARE TWO SIDES TO EVERY STORY

“Newspapers are pervasive, they are part of the fabric of our societies. The industry is stronger than many imagine.....At the same time, newspapers are changing, and must change,.....

**The problem is not one of audience. We have the audience.
The challenge is largely one of business, of finding successful
business models for the digital age.”**

Larry Kilman, Deputy CEO of WAN-IFRA

SOURCES:

<http://www.wan-ifra.org/press-releases/2012/09/03/world-press-trends-newspaper-audience-rise-digital-revenues-yet-to-follow> , <http://www.wan-ifra.org/press-releases/2011/10/12/world-press-trends-newspapers-still-reach-more-than-internet> ,
<http://www.slideshare.net/WAN-IFRA/world-press-trends-larry-kilman-14153751>, <http://stateofthedia.org/2011/mobile-survey/international-newspaper-economics/> , <http://www.interestingreads.org/wp-content/uploads/2011/10/wpt2011.pdf>

THE DRIVERS FOR CHANGE IN NEWSPAPER BUSINESS MODELS



HP INKJET ENABLING DIGITALLY PRINTED NEWSPAPERS

HP INKJET WEB PRESSES CAN PRINT QUALITY NEWSPAPERS, ADVERTISING INSERTS, MAGAZINES & CATALOGS

- **Large format sizes**
 - 0.5 to >1 meter web widths
- **Linear speeds & Resolution**
 - Up to 240 meters per minute at 1200 dpi native resolution
- **Quality without trade-offs**
 - Waterfast pigmented inks
 - Printed bonding agent enhances color saturation & minimizes show through on standard newsprint
 - Glossy and matte coated medias enable a broader range of applications beyond newspaper
- **Economics**
 - Offset breakeven points >5000 newspaper copies



DRAMATIC GROWTH IN HP INKJET

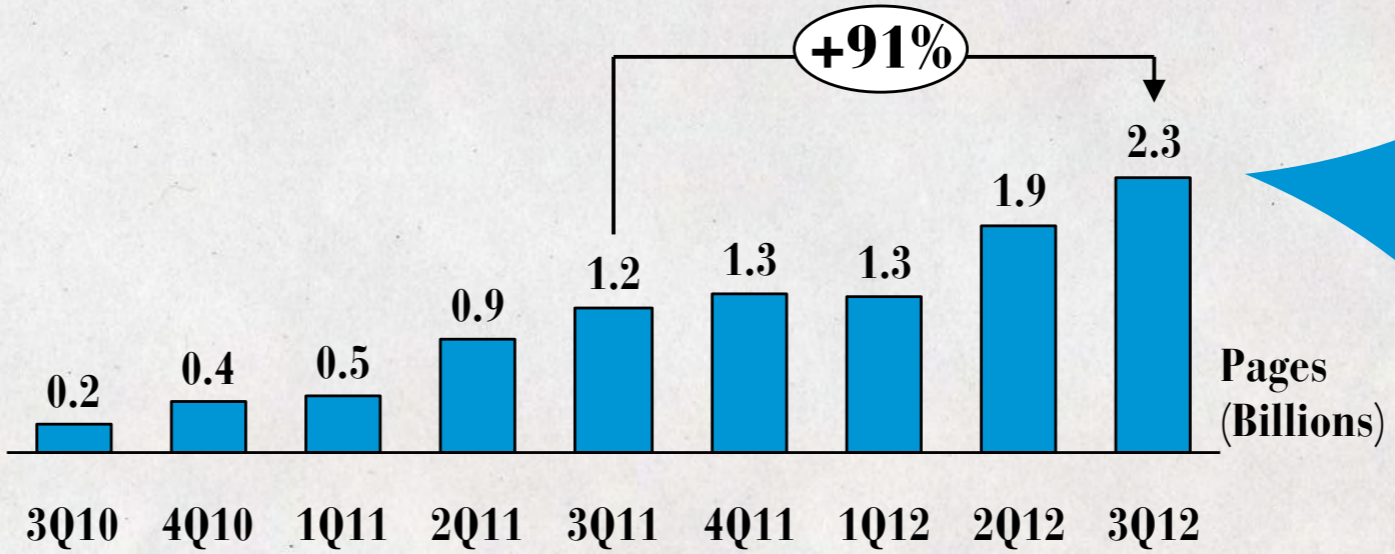
HP Inkjet High-speed Production Solutions

>100

Total Installations
Worldwide

>26

Billion Total Pages
Printed



Publishing pages nearly doubled!

DIGITAL NEWSPAPER PRODUCTION DEMAND



Market Drivers for CSQ Investment in Digital Printing

- ◆ Reduction of main editions copies and advertisers
- ◆ Local editions have become the most widely read and profitable
- ◆ Foreign newspapers are looking for short run newspaper production capacity
- ◆ Market demand for customized “advertisement flyers” for large supermarket chains



Thank you





Riccardo Passerini

Sales & Category Manager

DPS Italy

Malta presso Eastman Kodak, Italy



Riccardo Passerini
Sales & Category Manager Italy - Malta
Digital Printing Solutions



Soluzioni integrate per NewsPaper

Kodak



Prosper Heads
Components
Velocità fino a 900 metri



Prosper Presses 5000 XLI
Velocità fino a 300 metri



VL 4200
Velocità fino 150 metri

Libri, Inserts
Corrugated, Folding Carton

Packaging - Corrugated,
Folding carton, Flexible

News Paper, Inserti...



Customer Highlight

Kodak

Axel Springer

N° 30 Prosper Heads S 30 (900 metri) soluzione per applicazioni variabili su newspaper, montata su Manroland Colorman

Applicazioni

Stampa monocromatica o spot color per enfatizzare i contenuti: Giochi / concorsi / QR codes /promozioni pubblicitarie, ecc.



Newsprint

N° 4 VL 4200 sistemi + finitura (125 metri) soluzione per la stampa di newspaper,

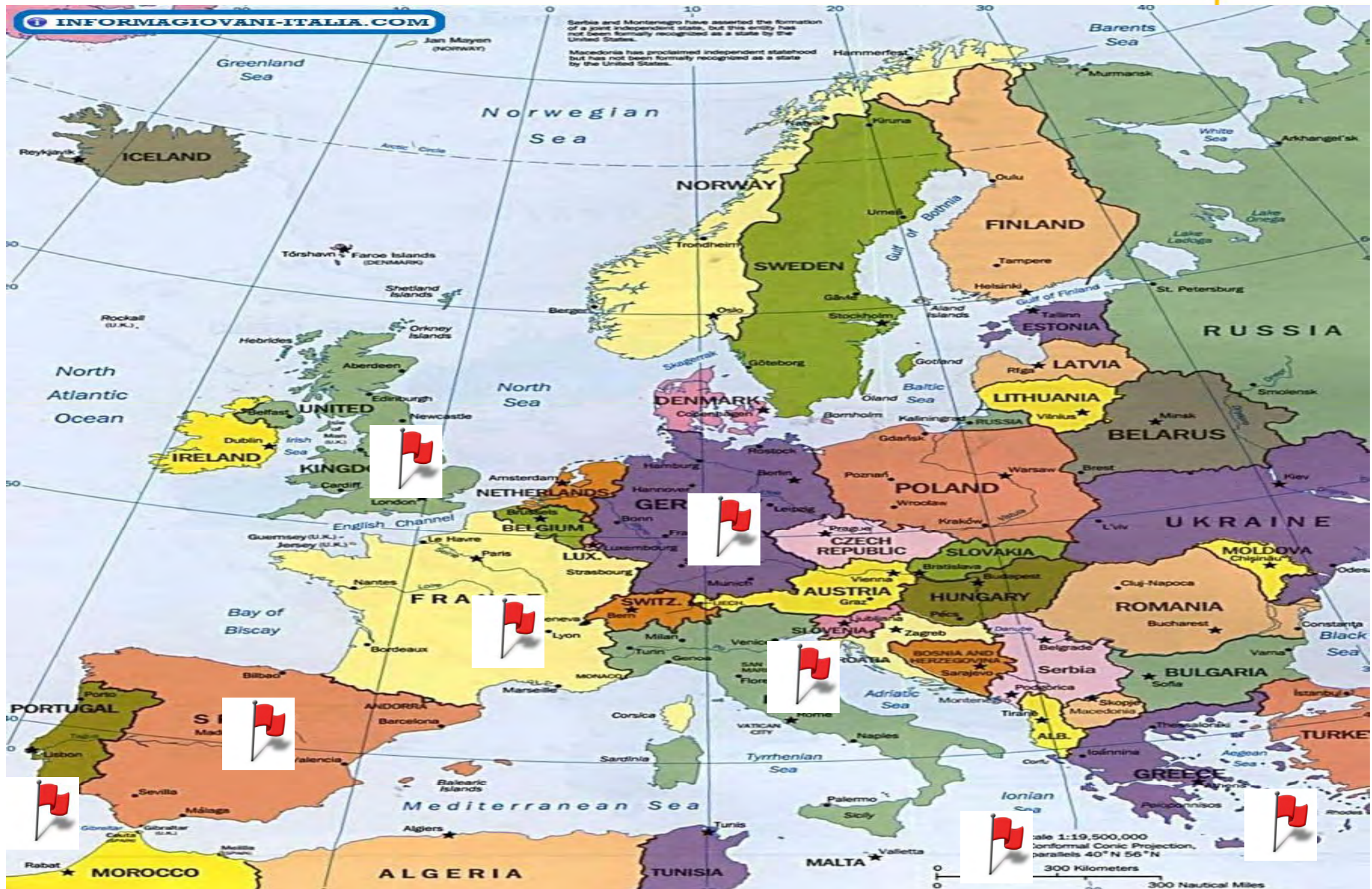
Applicazioni

Stampa full color per quotidiani / libri /promozioni pubblicitarie / Inserti / locandine, ecc.



Kodak News Papers Digital Installations

Kodak



- Il giornale del futuro continuerà ad essere stampato in maniera tradizionale e la maggior parte dei contenuti non sarà variabile, ma:
 - Le teste a getto d'inchiostro montate su una rotativa possono aggiungere valore aggiunto ?
 - Le macchine a getto d'inchiostro possono stampare giornali e inserti pubblicitari?





Kodak

YELLOW CHANGES EVERYTHING

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Oliver Baar

Project Manager

Business Development Digital Web Presses

Koenig & Bauer AG, Germany





WAN-IFRA Italia 2013 - Bergamo

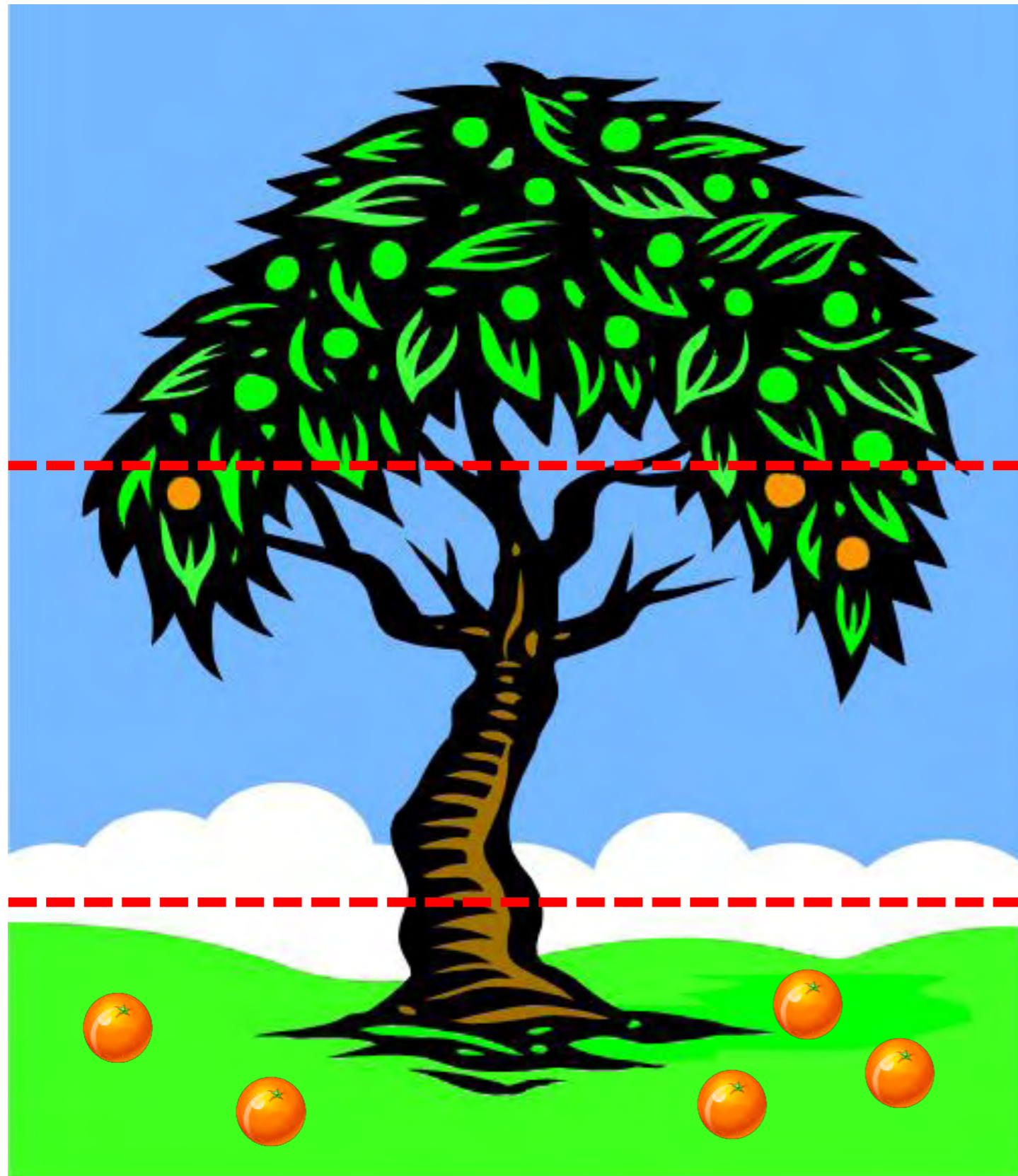
KBA Digital Solutions



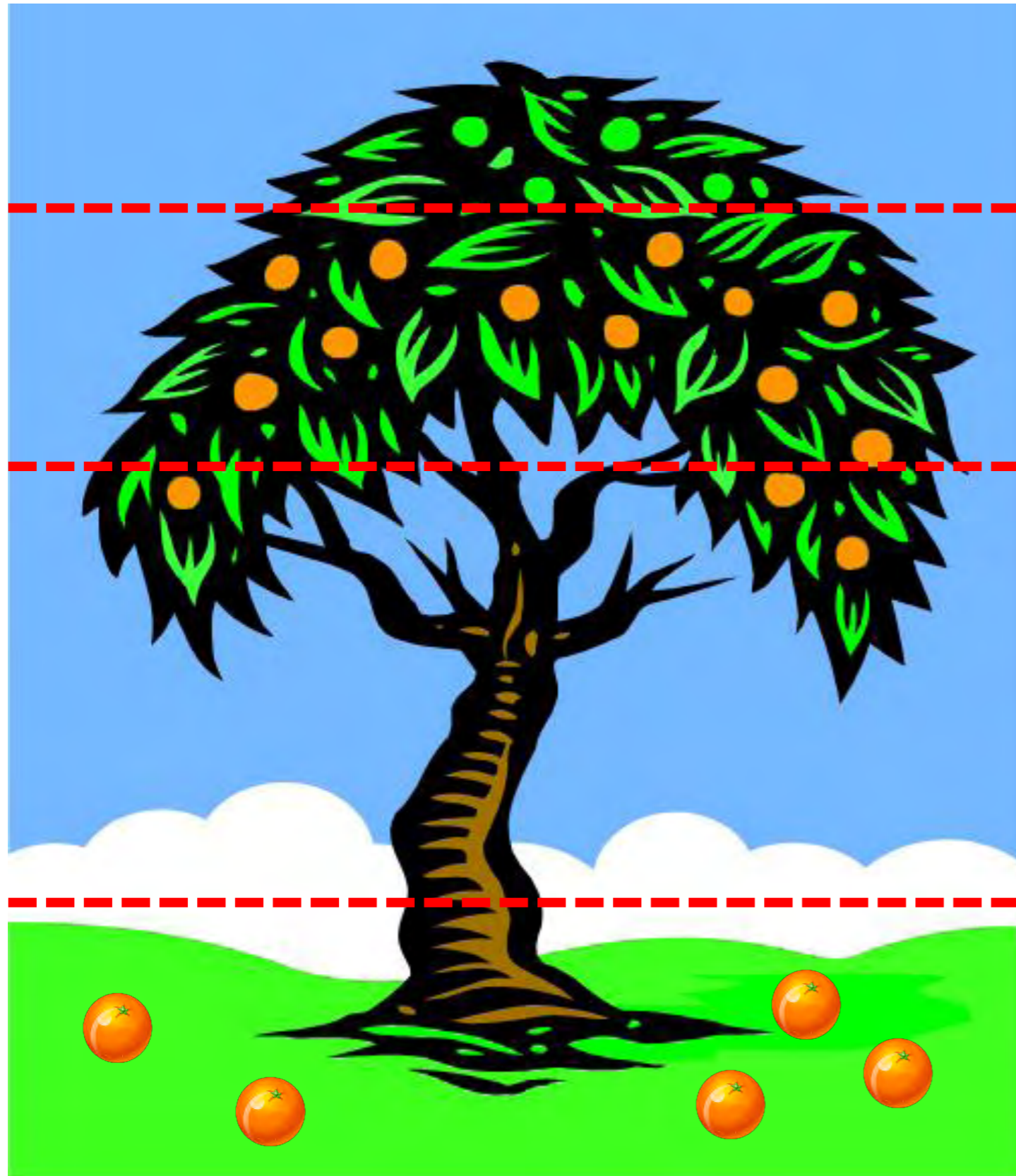




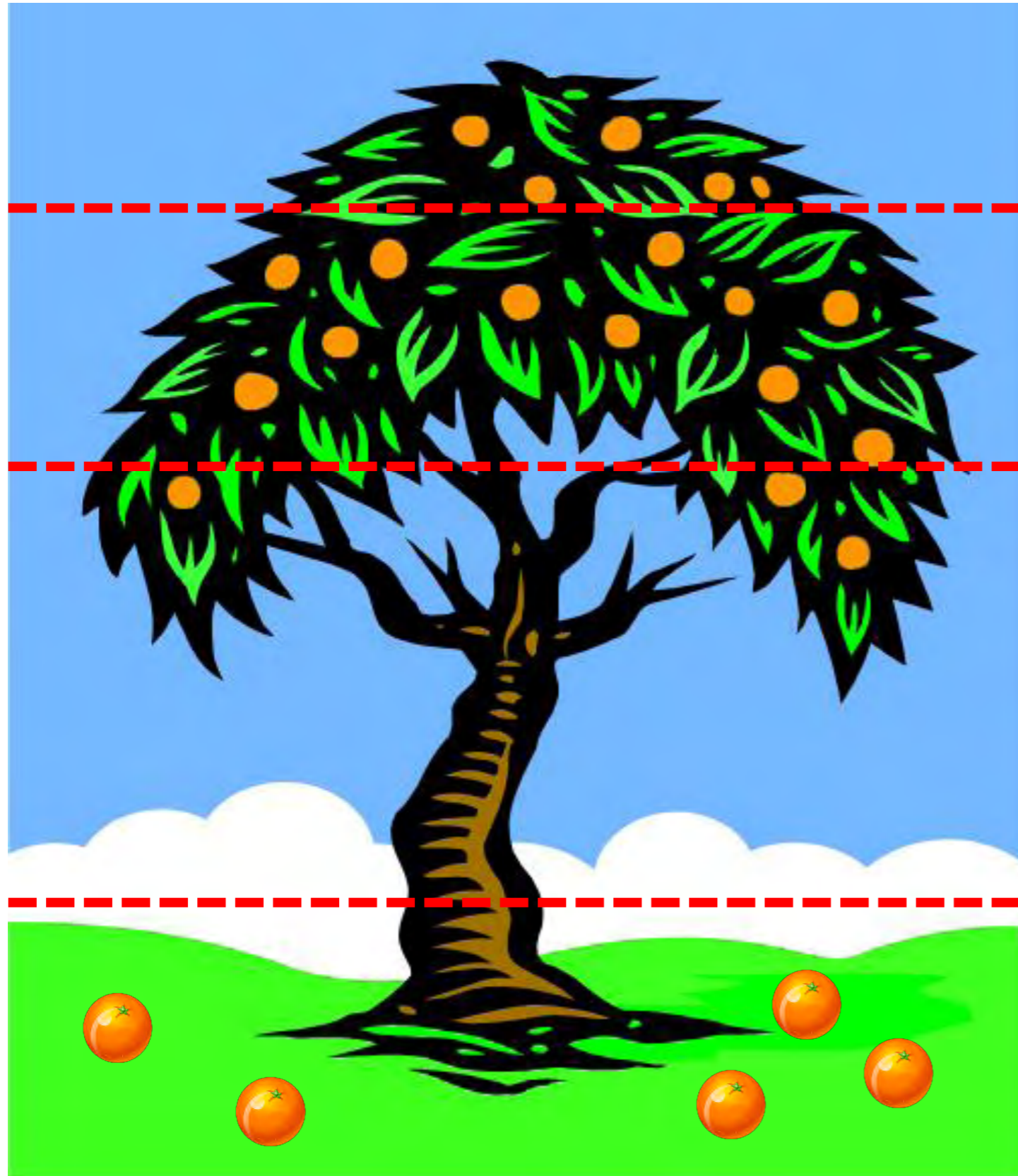
- Groundfruits
 - Existing, Daily Business
 - Low efforts / low (..no..) barrier
 - Your daily newspaper



- Low Hanging Fruits
 - New Business
 - Moderate efforts – but logic
 - Limited numbers of fruits
 - Decentralized print / International newspaper
- Groundfruits
 - Existing, Daily Business
 - Low efforts / low (..no..) barrier
 - Low business Opportunity



- Bulk Fruits
 - High Potential – High Volume
 - More efforts – but sustainable Business for many customers
- Low Hanging Fruits
 - New Business
 - Moderate efforts – but logic
 - Limited num. of fruits (..market..)
 - Decentralized print / International newspaper
- Groundfruits
 - Existing, Daily Business
 - Low efforts / low (..no..) barrier
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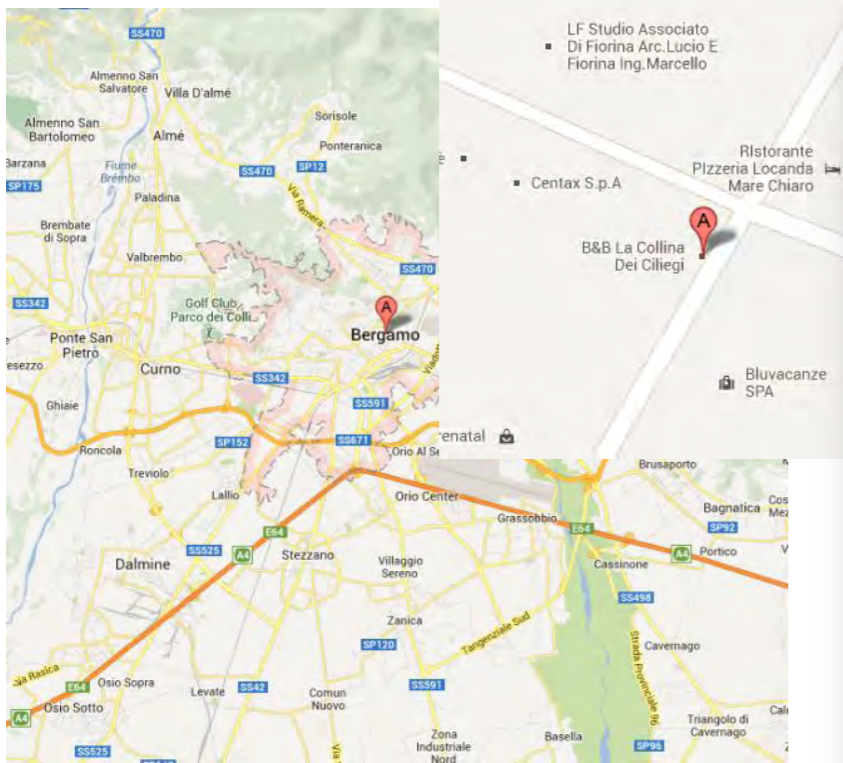


- Sweet Fruits
 - Special Business Models (Personalization / Mesh up...)
- Bulk Fruits
 - High Potential – High Volume
 - More efforts – but sustainable Business for many customers
- Low Hanging Fruits
 - New Business
 - Moderate efforts – but logic
 - Limited num. of fruits (..market..)
 - Decentralized print / International newspaper
- Groundfruits
 - Existing, Daily Business
 - Low efforts / low (..no..) barrier
 - Low business Opportunity

What are the Bulk Fruits?



- Bulk Fruits
- High Potential – High Volume
- More efforts – but sustainable Business for many customers

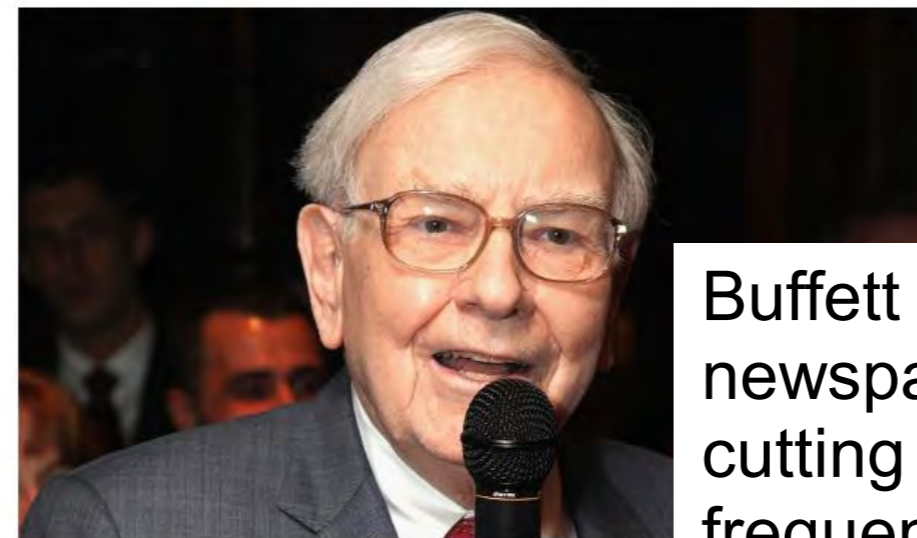


Buffett's Berkshire buys Roanoke Times in latest newspaper acquisition

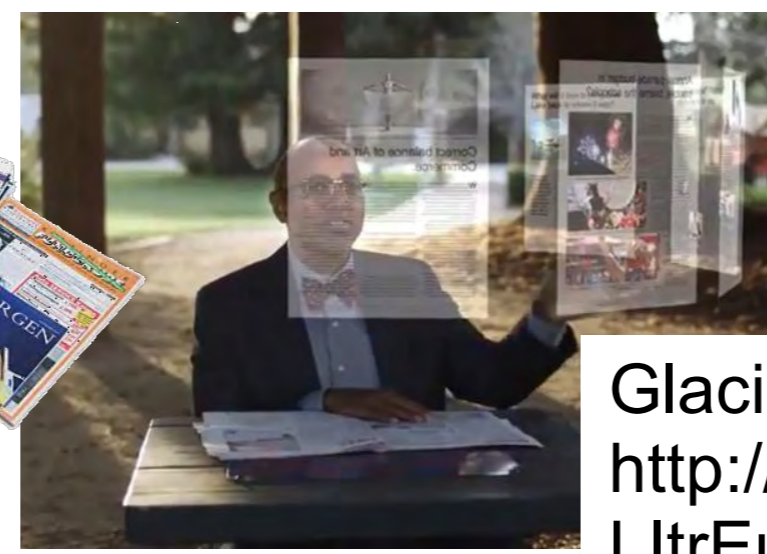
CNNMoney

By James O'Toole @jtotoole May 30, 2013: 12:33 PM ET

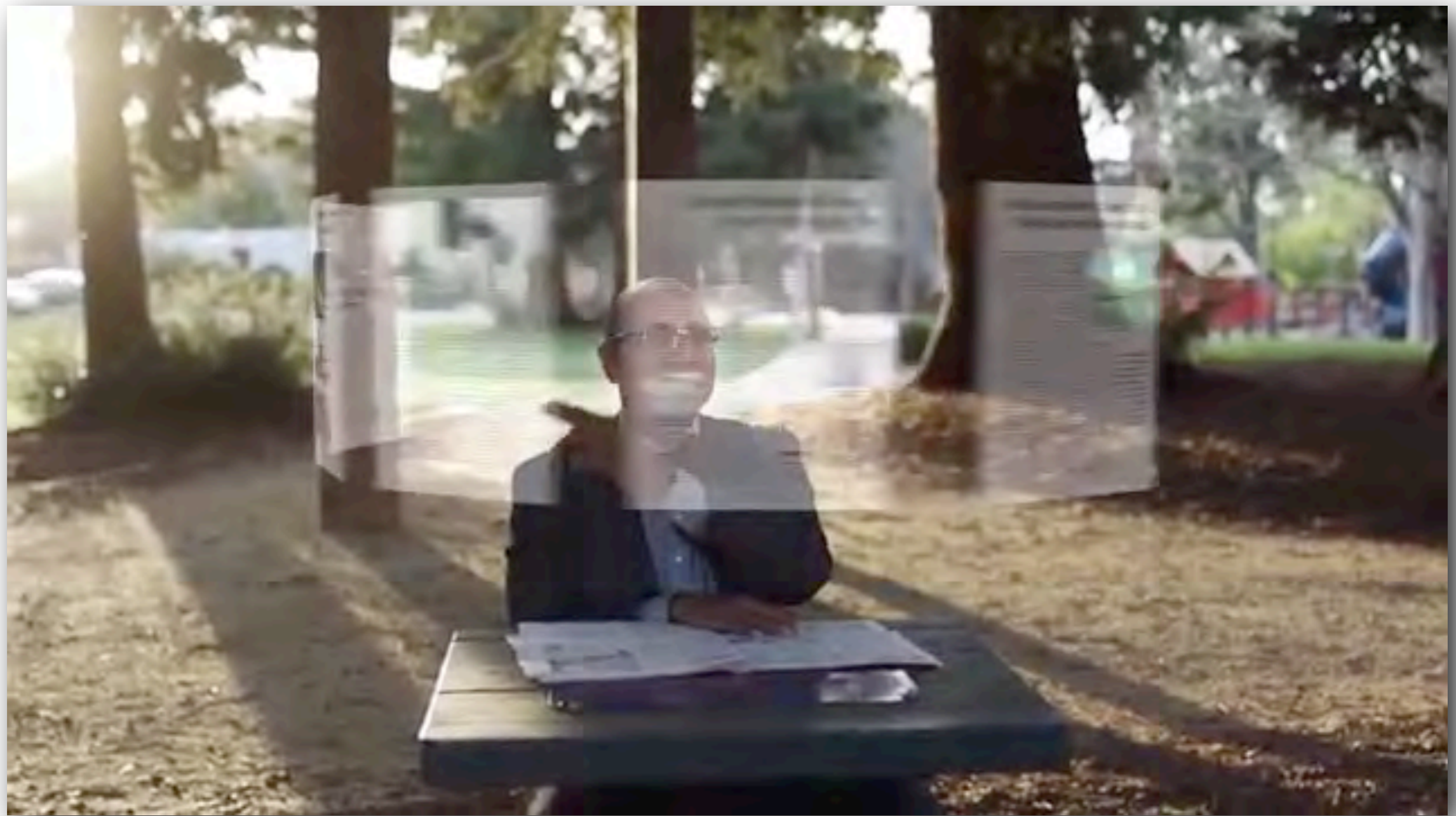
Recommend 73 Tweet 75 Share 2 +1 1 Email Print



Buffett has said he does not believe newspaper success "will come from cutting either the news content or frequency of publication."



Glacier Media Commercial:
<http://www.youtube.com/watch?v=9LlTrEu9QM8>



How to harvest the Bulk Fruits?

- Bulk Fruits
 - High Potential – High Volume
 - More efforts – but sustainable Business for many customers

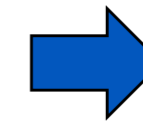
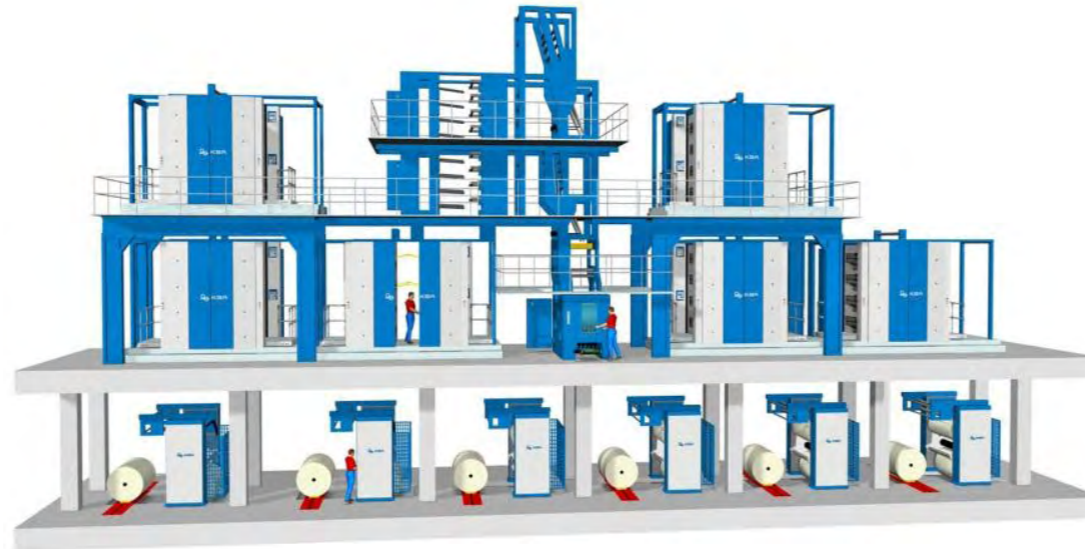


- Coupons
- Games
- Adress
-
- ...in full Press Speed...!
- ...and as KBA retrofit!...

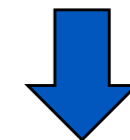


- Offset

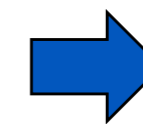
- + Fast
- + Low variable Cost
- Static
- Fixed cut off
- Fixed Business Model



48 Page Main Newspaper



4 Pages Super local Content



- RotaJET 76

- + Variable cut off
- + Flying change
- + Variable Business M.
- Slower than offset
- Higher variable Cost than offset



...and to strike for the Sweet Fruits....

Newspaper / Cold Set



- Newspaper
- Semicommercial

Commercial / Heat Set



- High Volume com.
- Books / Magazines

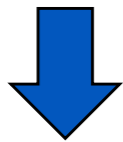
Commercial / Sheet Fed



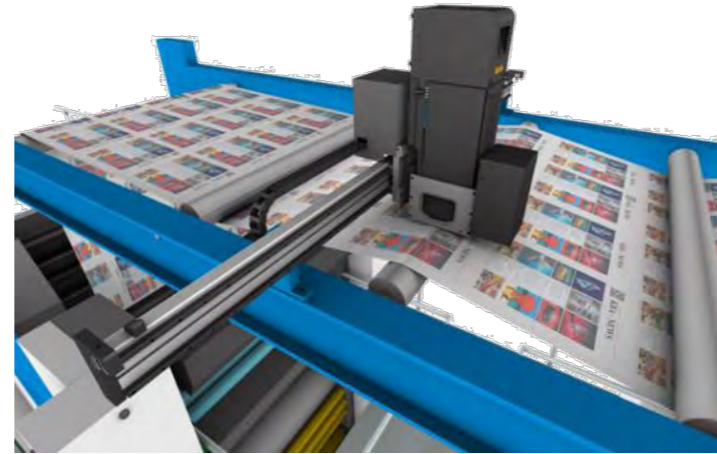
- Commercial Print
- Books / Magazines



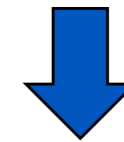
- Newspaper
- Semicommercial
- High Volume com.
- Books / Magazines
- Commercial Print
- Books / Magazines
- Get out of your 4 Hour production Sceme!
- Discover New Markets and Opportunities
- Increase Volume and Business



Offset



Imprint



Digital

Thank your for your attention!

Oliver Baar

Project Manager Digital Web Presses

Chris Van Bosch

Marketing Manager
Fujifilm Europe NV
Belgium



Jet Press 540W

High performance digital inkjet web press



POWER TO SUCCEED **FUJIFILM**

2012 Company Confidential

2013 WAN-IFRA

The Inkjet revolution?

Inkjet, the technology bridge to all printing industries.

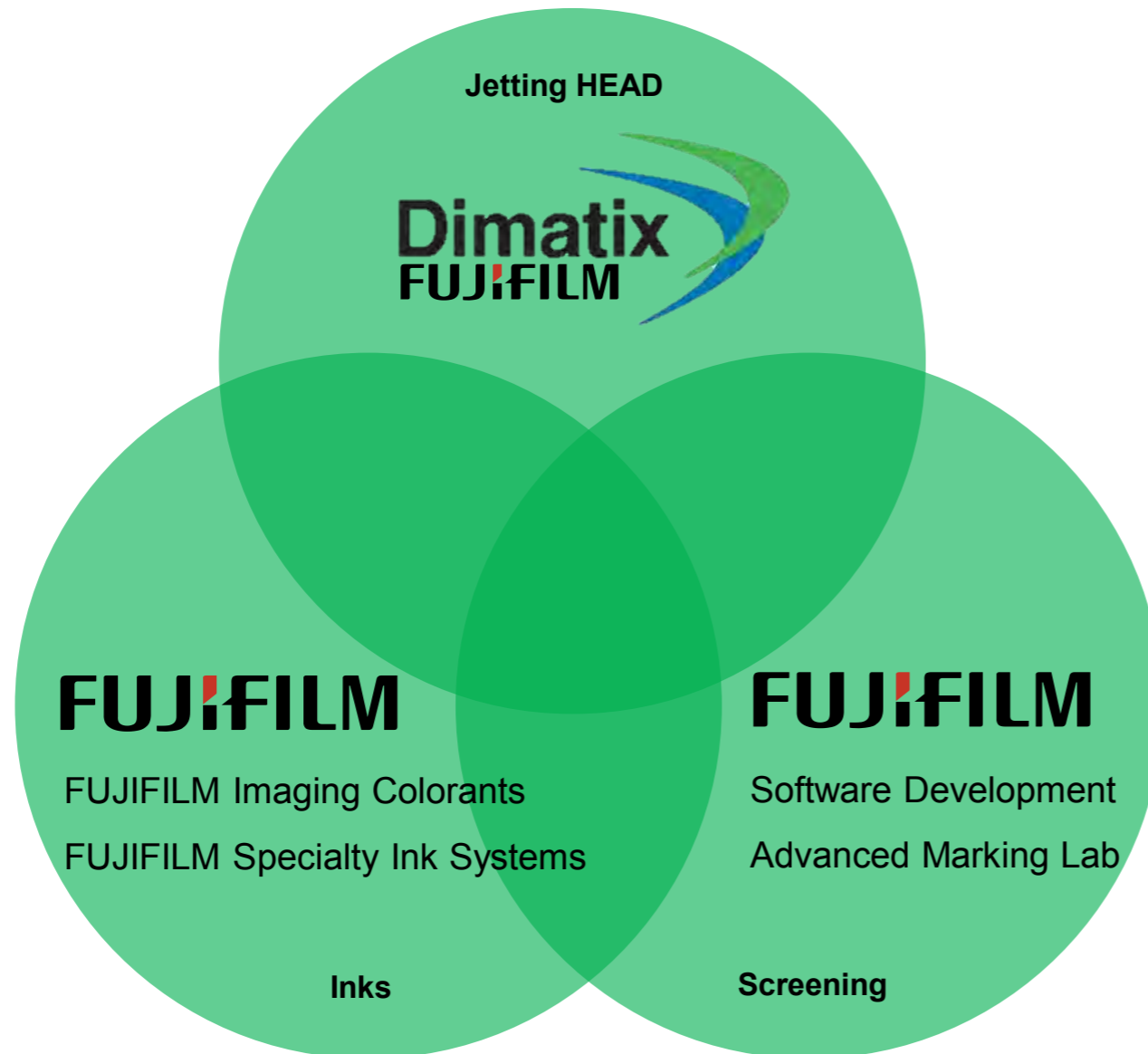
Sign, Screen and Photo inkjet is the dominating technology

Will the newspaper market enter the same direction?

Marketing, as in all businesses will be the key factor for survival

- Advertising generates the income
- Need for regionalisation / personalisation
- Requirement of shorter runlengths
- Issue for traditional Start-up costs

Which factors determine quality and stability



POWER TO SUCCEED **FUJIFILM**

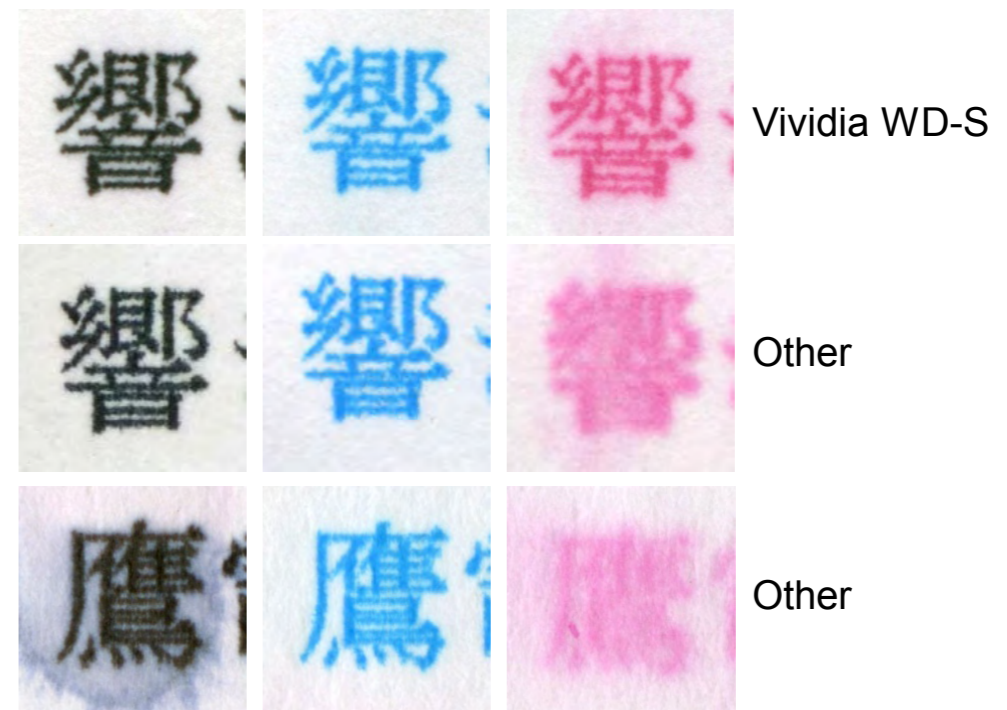
Jet Press 540W - ink

High performance digital inkjet web press



Vividia WD-S (dye)

- wide colour gamut
- high water proofing (with IJ paper)
- lower cost than pigment
- Short term use

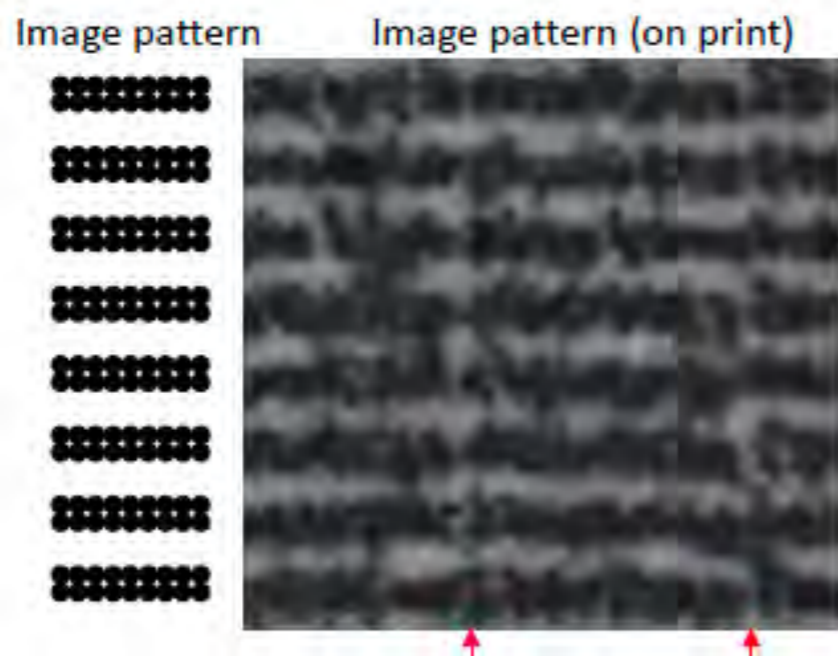


POWER TO SUCCEED **FUJIFILM**

Jet Press 540W - screening

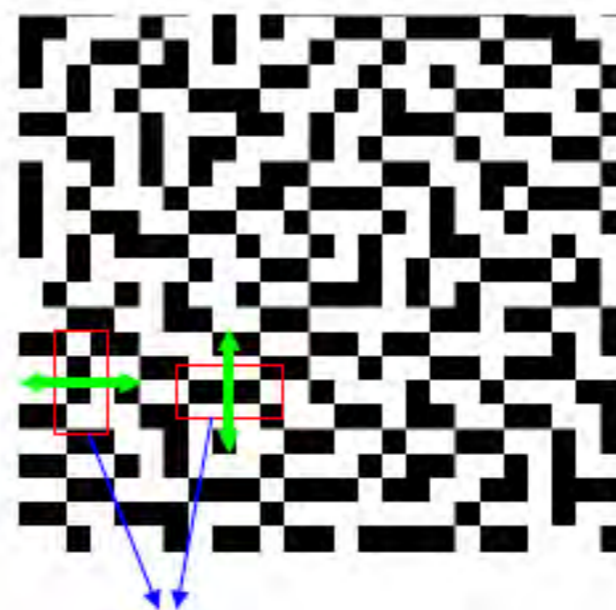
High performance digital inkjet web press

Standard screening



Inaccurate drop placement shows as streaks

Fujifilm Advanced Screening



"Line Dot" minimize density variation if the dot position is wrong

POWER TO SUCCEED **FUJIFILM**

Q&A

Thank you for your attention

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POWER TO SUCCEED **FUJIFILM**

Eric Bell

Director, Marketing Services
Goss International
United Kingdom





GOSS | INTERNATIONAL

Magnum Compact

L'ora del cambio

Eric Bell

Direttore – Servizi di Marketing

Bergamo - 26 Giugno, 2013

Un panorama dei giornali in mutazione



- Nuovi investimenti di produzione centrati sulla possibilità di offrire sia informazione che prodotti di nicchia
- Tanti editori scelgono di consolidare la capacità di produzione o di stampare da terzi
- I Contract printers cercano maggiore flessibilità e costi a copia sempre più contenuti

- Le tirature di giornali rimangono redditizie
- Gli editori scelgono nuove forme di diffusione dell'informazione, compresi sia edizioni digitali che versione cartacea



Magnum Compact – la nostra rotativa ‘digitale’

Una rotativa di singola larghezza altamente automatizzata in grado di raggiungere la maggior parte delle specifiche delle rotative digitali ma con capacità per tirature più lunghe

- dalla stessa macchina

Goss Magnum Compact

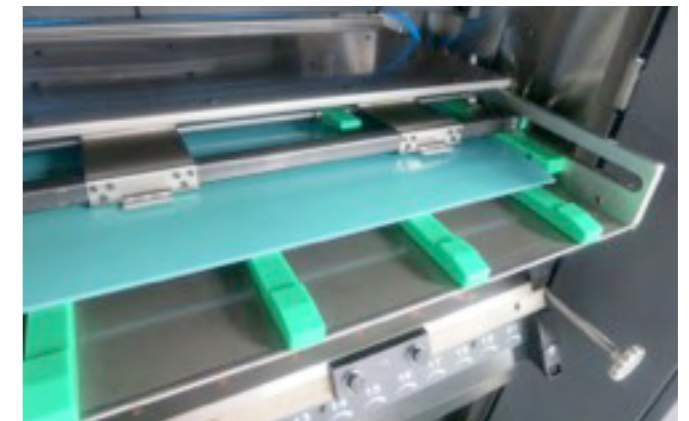
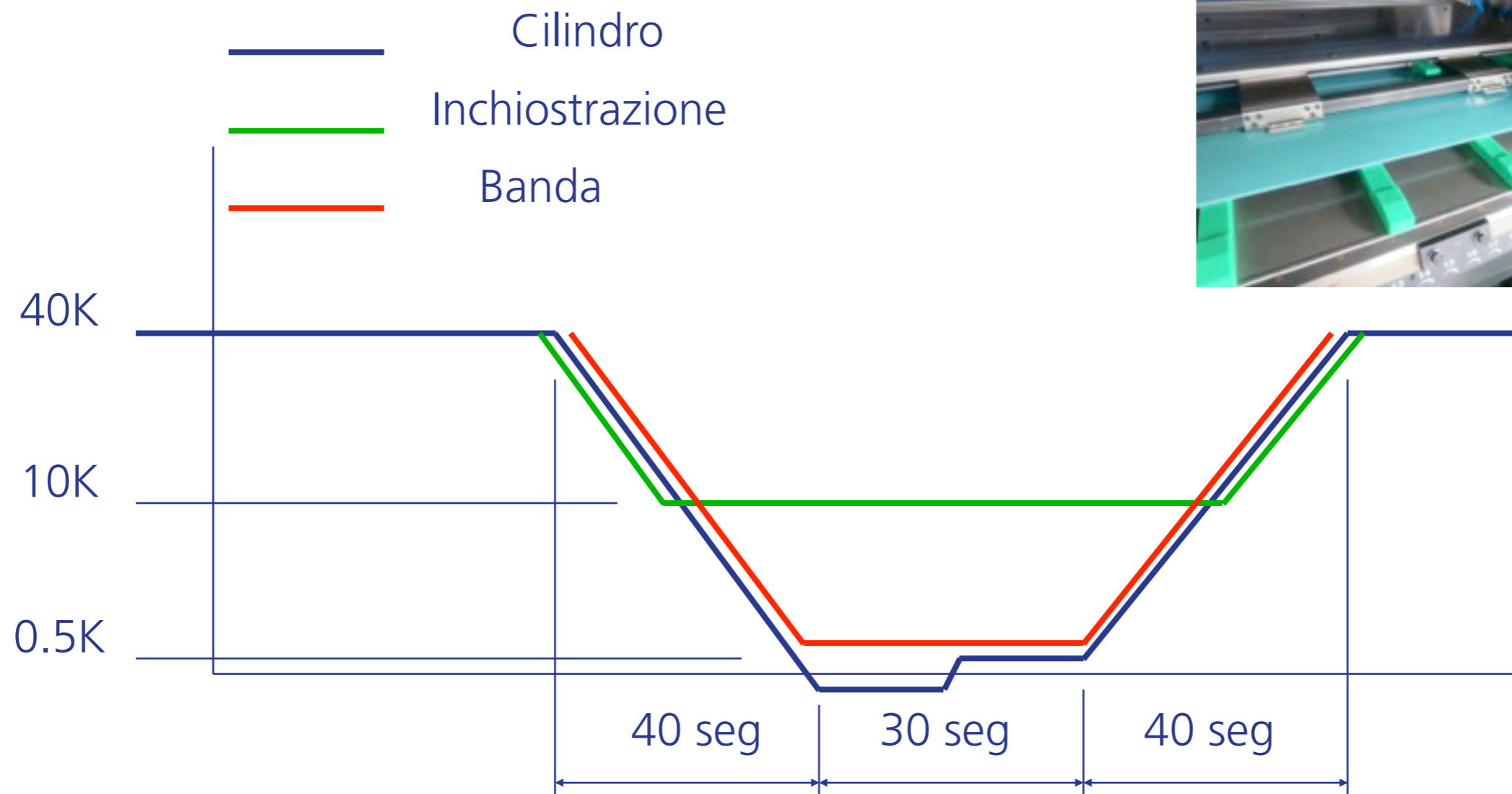
- Una rotativa di singola larghezza flessibile e altamente automatizzata
- Tempi di cambio lavoro inferiori a 10 minuti
- Tecnologia basata su sistemi Goss comprovati
- L'alternativa logica al modello di rotativa digitale per tirature basse di giornali



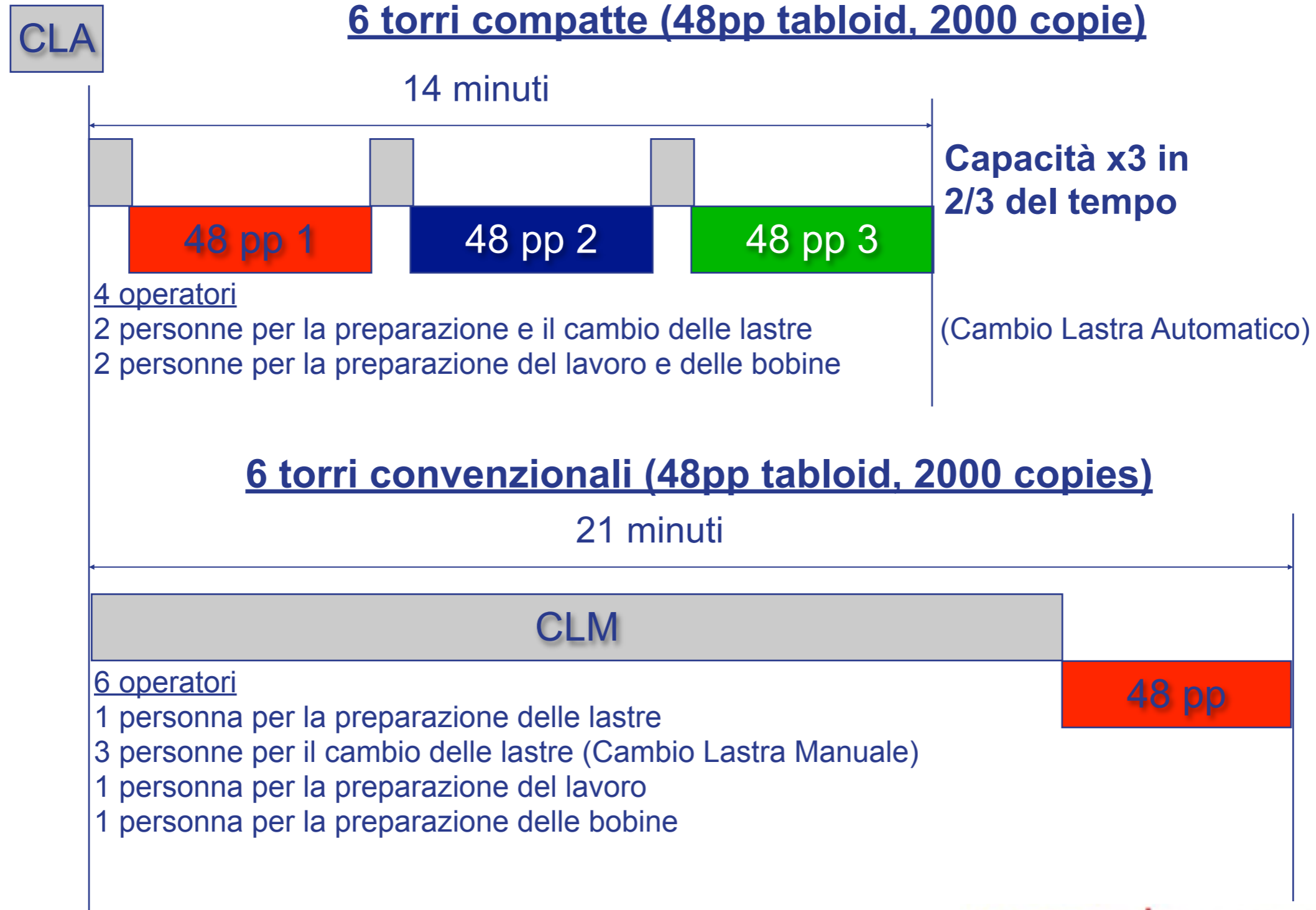
Magnum Compact - Cambiare il modello di costo

Capacità di cambiare tutte le lastre sulla rotativa in 30 secondi!

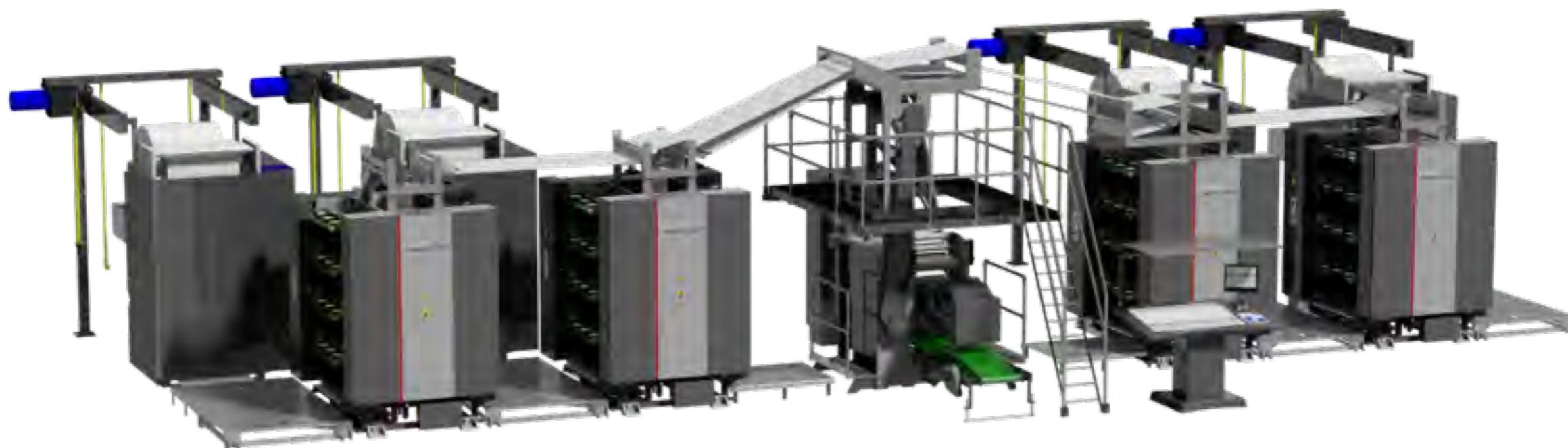
Sequenza di cambio lastra automatico, in base alla tecnologia dei drive per disinnestare i cilindri, i rulli inchiostri e la banda per raggiungere tempi veloci di cambio, mantenere il bilancio inchiostro/acqua e minimizzare lo scarto totale



Cambiare il modello di costo – liberare la capacità !



Cosa fa la Magnum Compact per i giornali?



- Aumenta la produttività - libera la capacità della rotativa
- Ottimizza i costi di prestazioni
- Continua ad offrire come offset il punto di break-event decisamente più basso
- Apre nuove opportunità per gli stampatori e gli editori



WAN IFRA



GOSS | INTERNATIONAL

Grazie per la vostra attenzione

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Your Questions!

