

Trends in the newsroom

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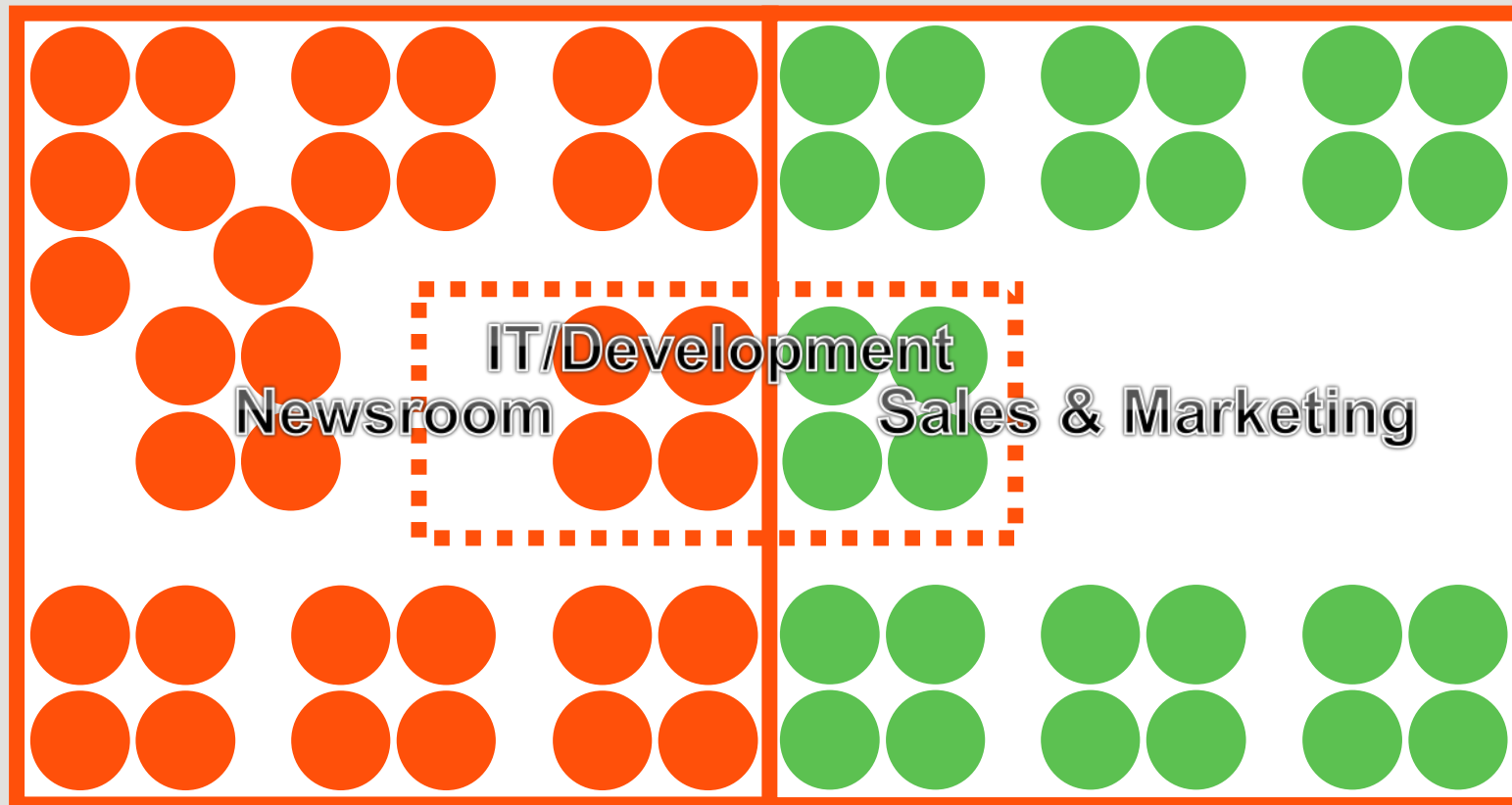
2013.06.27

WAN-IFRA Italia, Bergamo

Markus Pettersson, @LexMarkus




Incremental innovation of the newsroom



The penny has dropped

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"We cannot do incremental change anymore. It's over."
- Eduardo Sirotsky Melzer, Grupo RBS



Obtain token
and permission
to proceed

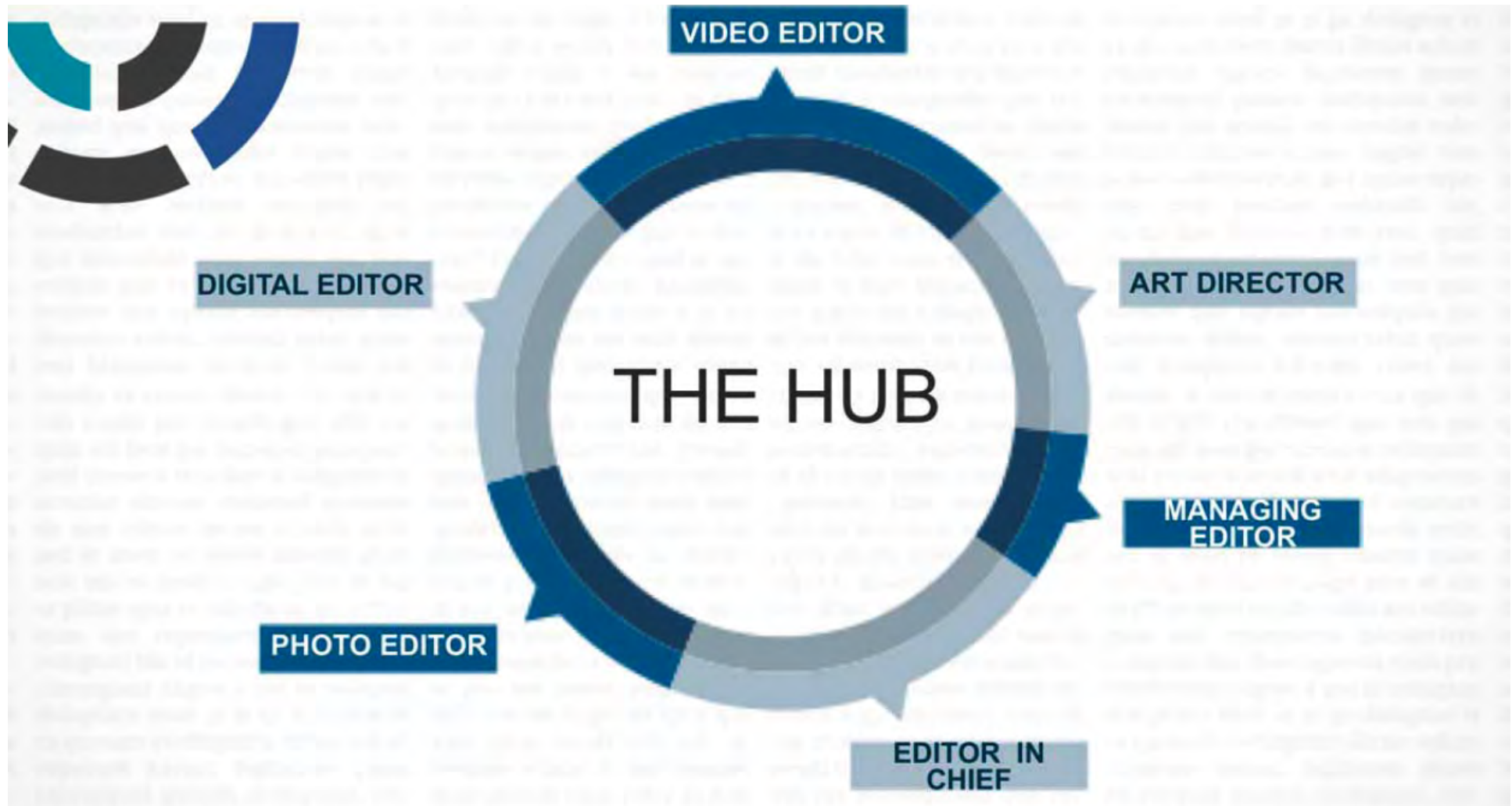


The organisation

No more increments – sort of

Rebuilding around the hub

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The workflow

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The flower

Göteborgs-Posten, Sweden

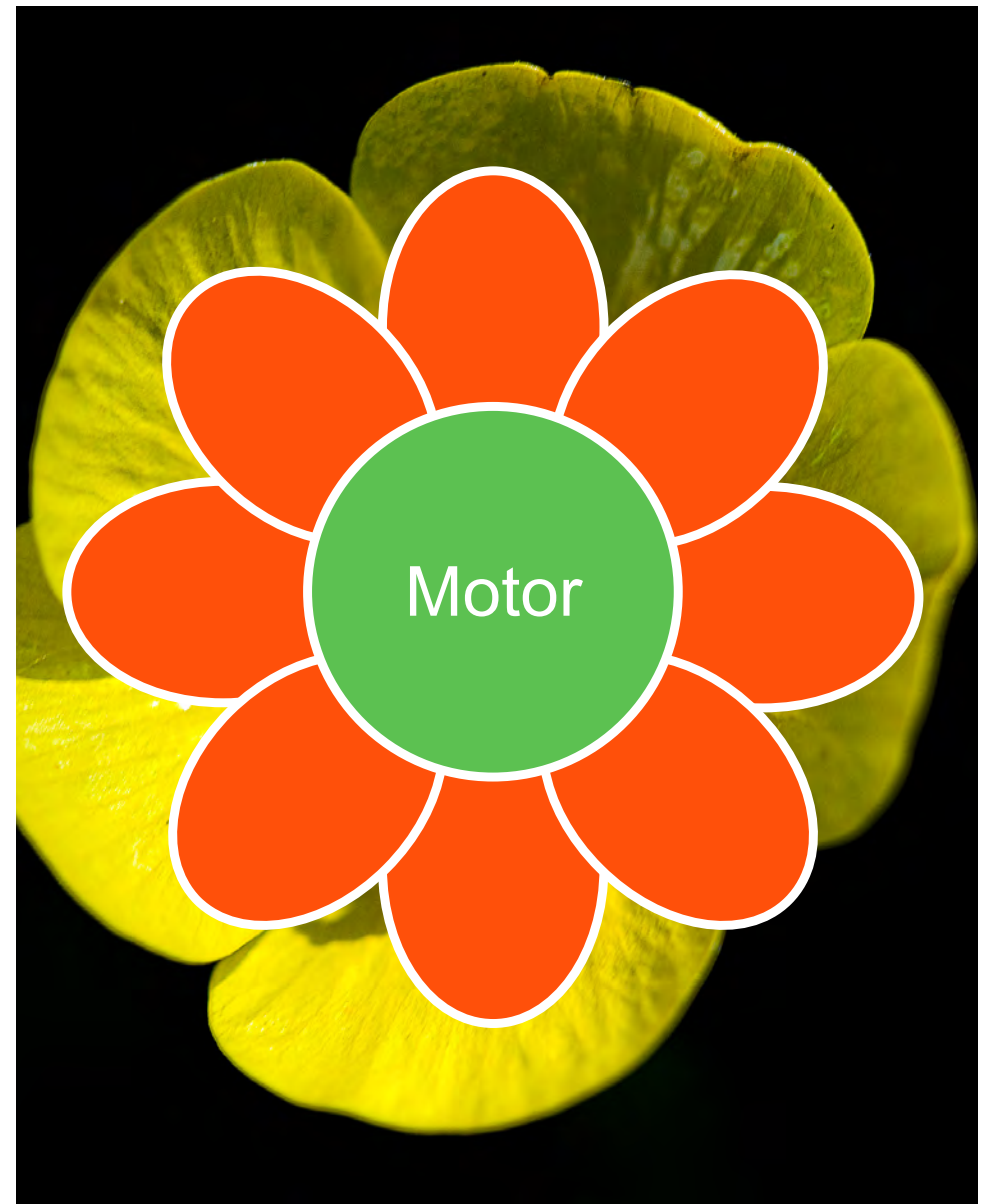
Crowdsourced model

-The motor

- Webbeditors
- Printeditors
- Task force

-The petals

- Digital
- Sports
- Finance
- International etc



Crowdsourcing the future

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National News Desk

”Produce an engaging multimedia national report 24/7.”

GANNETT

It's all within reach.



Open the newsroom to other departments

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Staffing and tech

Specialists enter the organisation

Back to the Academy

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“Hyper Island designs learning experiences that enables companies and individuals to develop, grow, and rise to the challenges of tomorrow’s transformative technology. Our mission is to spark a passion for learning that lasts for life.”

"We have too many print people touching digital, and too few digital people touching print."

- Earl J. Wilkinson, INMA



Video editors and their peers

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Engagement specialists, eg social media

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Engagement afk

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Analysts & Search Engine Experts

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Sök i grafen

lexmarkus

1 träffar

Sök i namn Sök i twitternamn

66

Tweet

Resultat

 @LexMarkus
Markus Pettersson
Göteborg, Sweden

Zooma hit Följare Följer

MailOnline

THE GLOBE AND MAIL

FT
FINANCIAL
TIMES

TwitterCENSUS 2013
by @intellecta

★ Länk till plats på grafen ● Vad betyder färgerna? ● Vilka är med på kartan? ☒ Visa riktiga namn

The image shows a Twitter search interface for the term 'lexmarkus'. The main area is dominated by a large, colorful network graph visualization with nodes and edges in various colors like green, blue, and purple. On the left sidebar, there's a search bar with 'lexmarkus', a '1 träffar' (1 result) indicator, and a search filter for 'Sök i namn'. Below that, a user profile card for @LexMarkus (Markus Pettersson) is visible. At the bottom, there are logos for MailOnline, THE GLOBE AND MAIL, and FT (Financial Times). In the top right corner, there's a Twitter logo and the text 'TwitterCENSUS 2013 by @intellecta'. The bottom of the interface has several utility buttons like 'Länk till plats på grafen', 'Vad betyder färgerna?', 'Vilka är med på kartan?', and 'Visa riktiga namn'.

What's so special about search?

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Analysing our success

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webbred@gp.se [Inställningar](#)

Google Analytics



Programmers / Web developers

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THE ROANOKE TIMES
roanoke.com

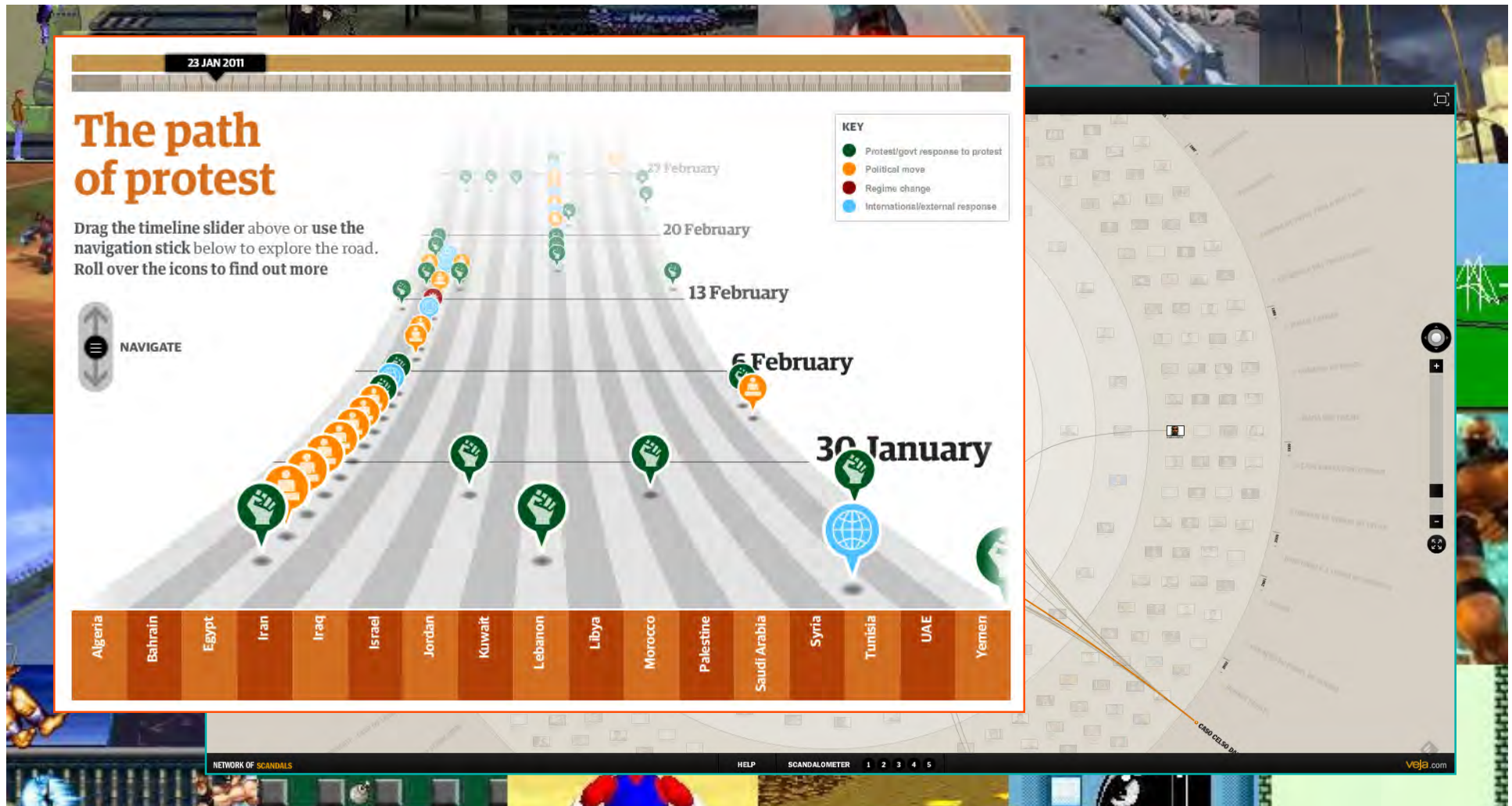


The Washington Post

HACKS HACKERS

thenewstribune.com
THE NEWS TRIBUNE

All about presentation





Start-up boost

Mutual help

Start-ups = innovation + solutions

The screenshot displays the MySkiStar forum interface. At the top left is the MySkiStar logo. A search bar on the top right contains the text "Search questions and answers". The main content area is titled "Post in the forum" and features a text input field with the text "no ski pass|". Below this is a larger text area with the instruction "Describe your feedback. Please be constructive and give examples if possible.". A row of four buttons is visible: "Question", "Suggestion", "Problem", and "Praise". The user "Markus Pettersson" is shown with a profile picture and a "Post" button. A disclaimer states: "Your post & name will be visible to all. Your e-mail will never be shown publicly. [Read our policy](#)".

On the right side, a welcome message reads: "Welcome to the customer and support forum of MySkistar! Ask your questions,". Below this is a light blue box titled "Found 10+ related posts" containing three entries:

- Missing ski-day?**
My **ski**-day of November 24th does not show up here under statistics. Why is it missing?
- New number of the ski pass**
Hello, I got a new skipass for the season with new number and it is not registering my v...
- lift pass number**
the lift **pass** number i have is for the silvretta region ischgl samnuam - is it recognised by myskistar

Below the related posts is a link for "> More related posts". At the bottom of the right sidebar, three user avatars are listed with the name "Webbredaktör": Sofia and Hilde.

At the bottom left, a section titled "Common questions" features a link for "Registering several skipasses" with a comment count of 3.

Take-aways

- Build from scratch – it's a new business, the sentimental die.
- Analyse your strengths – how can you improve them?
- Analyse your weaknesses – cut or syndicate!
- Real-time – staff your newsroom when people consume news.
- You need a system of innovation, including in-flux of *new* competence.
- Work with the organizational culture.

An aerial night photograph of a city, likely Stockholm, showing a dense urban landscape with numerous lit-up buildings and streets. The lights create a vibrant, glowing effect against the dark sky. In the foreground, a large, modern building with a distinctive, angular roofline is visible, illuminated from within. The overall scene is a high-angle, wide shot of a city at night.

Thank you!

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Markus Pettersson

E-mail: markus.pettersson@gp.se

Twitter: [@LexMarkus](https://twitter.com/LexMarkus)

LinkedIn: <http://se.linkedin.com/in/lexmarkus>