

# asig

## Wan Ifra Italia

Firenze

9-10 giugno 2011

Sergio Vitelli




GLOBAL TRENDS



# Newspaper extinction worldwide timeline



 — stripes indicate that newspapers will be extinct in metropolitan areas before regional areas



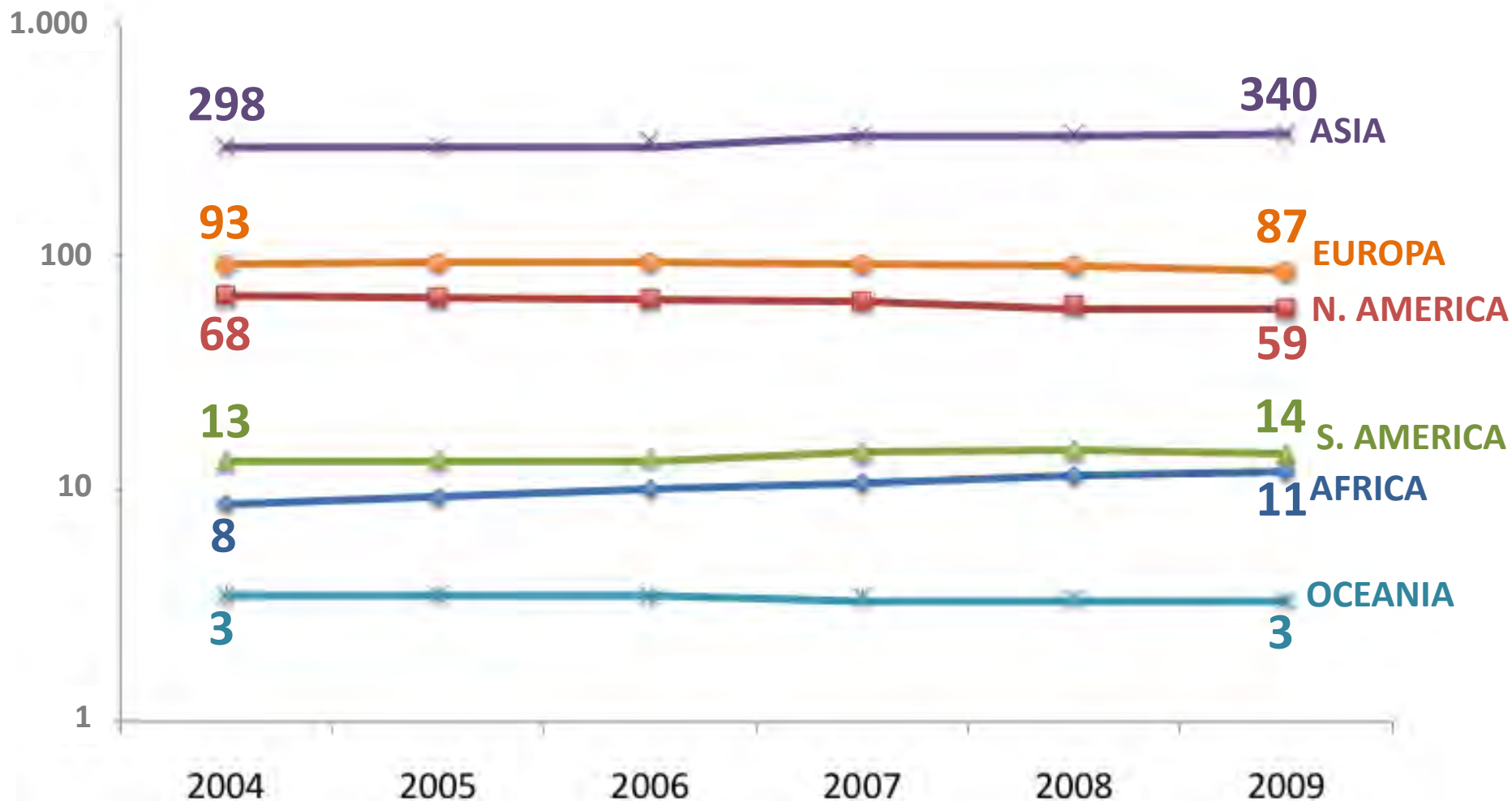
- Media strategy
- Thought leadership content
- Scenario planning

[www.futureexploration.net](http://www.futureexploration.net)

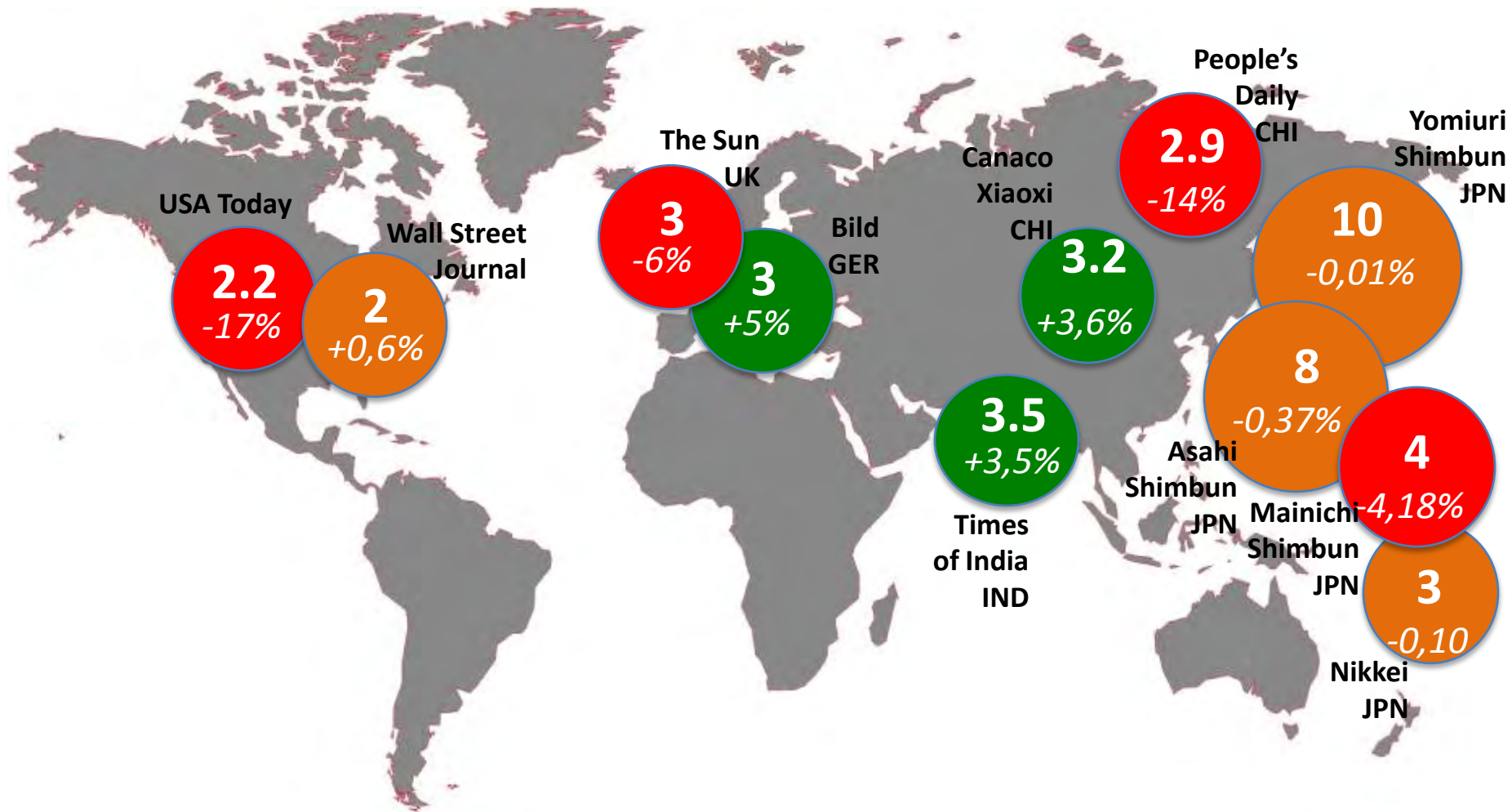
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# Andamento diffusione quotidiani pay

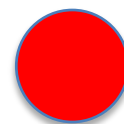
Milioni di copie scala logaritmica



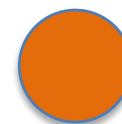
# Quotidiani pay per diffusione



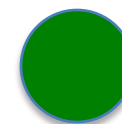
Milioni di copie nel 2009  
*% variazione sul 2008*



In calo



Stabili

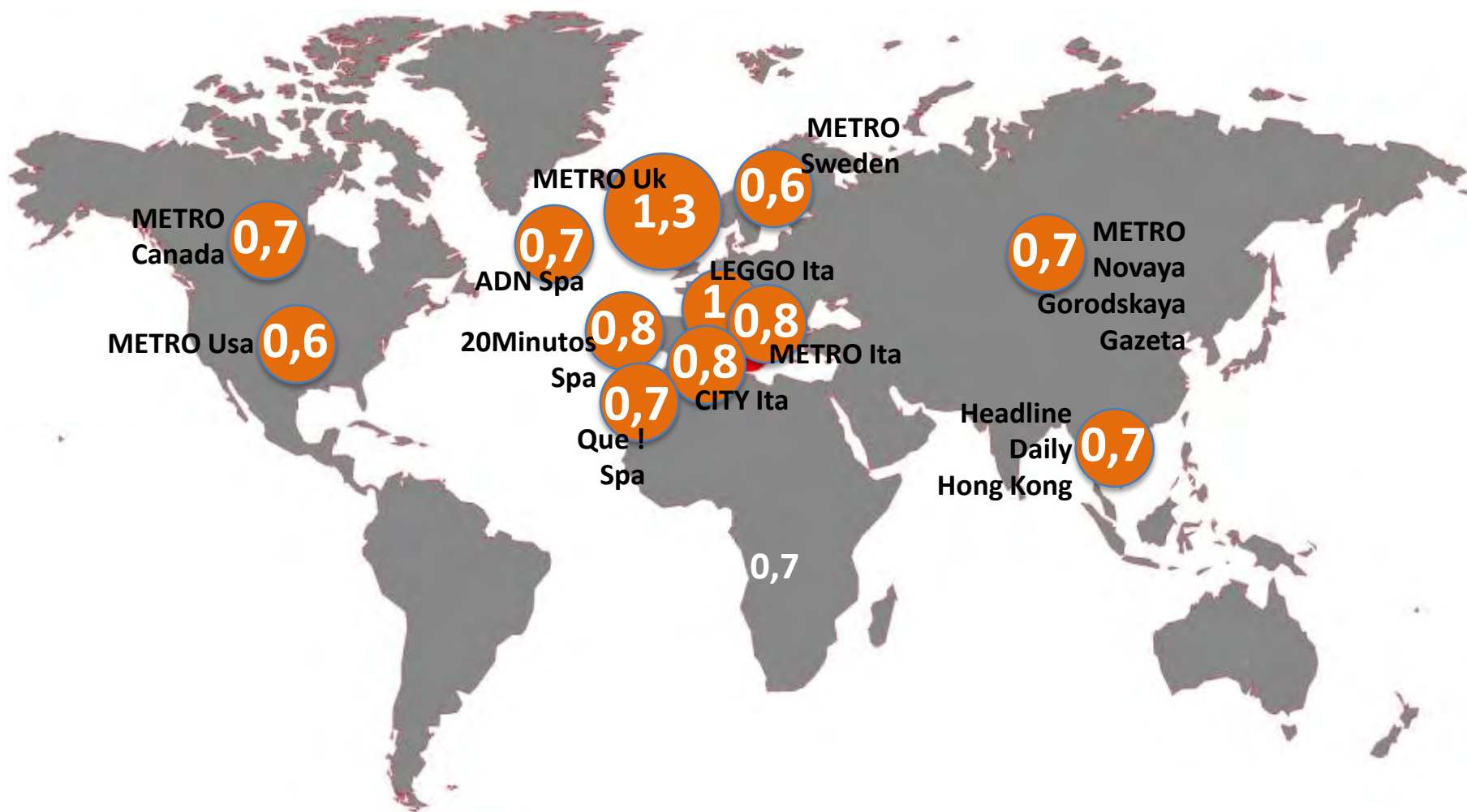


In crescita

# Quotidiani pay per diffusione

N°	Testata	2008	2009	Δ%	Sede Paese	Proprietà
1	Yomiuri Shimbun	10.020	10.019	-0,01%	Tokyo, Japan	Yomiuri Shimbun Group
2	Asahi Shimbun	8.049	8.019	-0,37%	Tokyo, Japan	Asahi Shimbun Company
3	Mainichi Shimbun	3.901	3.738	-4,18%	Tokyo, Japan	Mainichi Newspapers Co.
4	Times of India	3.433	3.556	3,58%	New Delhi, India	Bennett, Coleman & Co. Ltd
5	Bild	3.142	3.300	5,03%	Hamburg, Germany	Axel Springer
6	Canako Xiaoxi	3.142	3.254	3,56%	Beijing, China	Beijing Daily Newspaper Group
7	The Nikkei	3.053	3.050	-0,10%	Tokyo, Japan	Nikkei Inc.
8	The Sun	3.046	2.863	-6,01%	London, UK	News Corporation
9	People's Daily	2.939	2.523	-14,15%	Beijing, China	Communist Party of China
10	Chunichi Shimbun	2.761	2.728	-1,20%	Nagoya, Japan	Chunichi Shimbun Co., Ltd.
11	Dainik Jagran	2.354	2.523	7,18%	Kanpur, India	Jagran Prakshar Ltd.
12	Chosun Ilbo	2.300	2.300	0,00%	Seoul, Korea (South)	Chosun Ilbo Co.
13	USA Today	2.293	1.900	-17,14%	Pulaski, USA	Gannett Company, Inc.
14	Sankei Shimbun	2.221	1.666	-24,99%	Tokyo, Japan	Sankei Shimbun Co., Ltd.
15	Joong Ang Ilbo	2.200	2.200	0,00%	Seoul, Korea (South)	Joongang Media Network
16	Daily Mail	2.194	2.113	-3,69%	London, UK	Daily Mail and General Trust plc
17	Dong A Ilbo	2.100	2.100	0,00%	Seoul, Korea (South)	DongA Ilbo Co.
18	Wall Street Journal	2.012	2.024	0,60%	New York City, USA	Dow Jones & Company, Inc.
19	Nikkan Sports	1.802	1.707	-5,27%	Osaka, Japan	Asahi Shimbun Group
20	GuangZhou Daily	1.800	1.850	2,78%	GuangZhou, China	Guangzhou Daily Newspaper Group

# Quotidiani free per diffusione



Milioni di copie

# U.S.A. Tagli di organico nei giornali



# U.S.A.

## Diffusione quotidiani

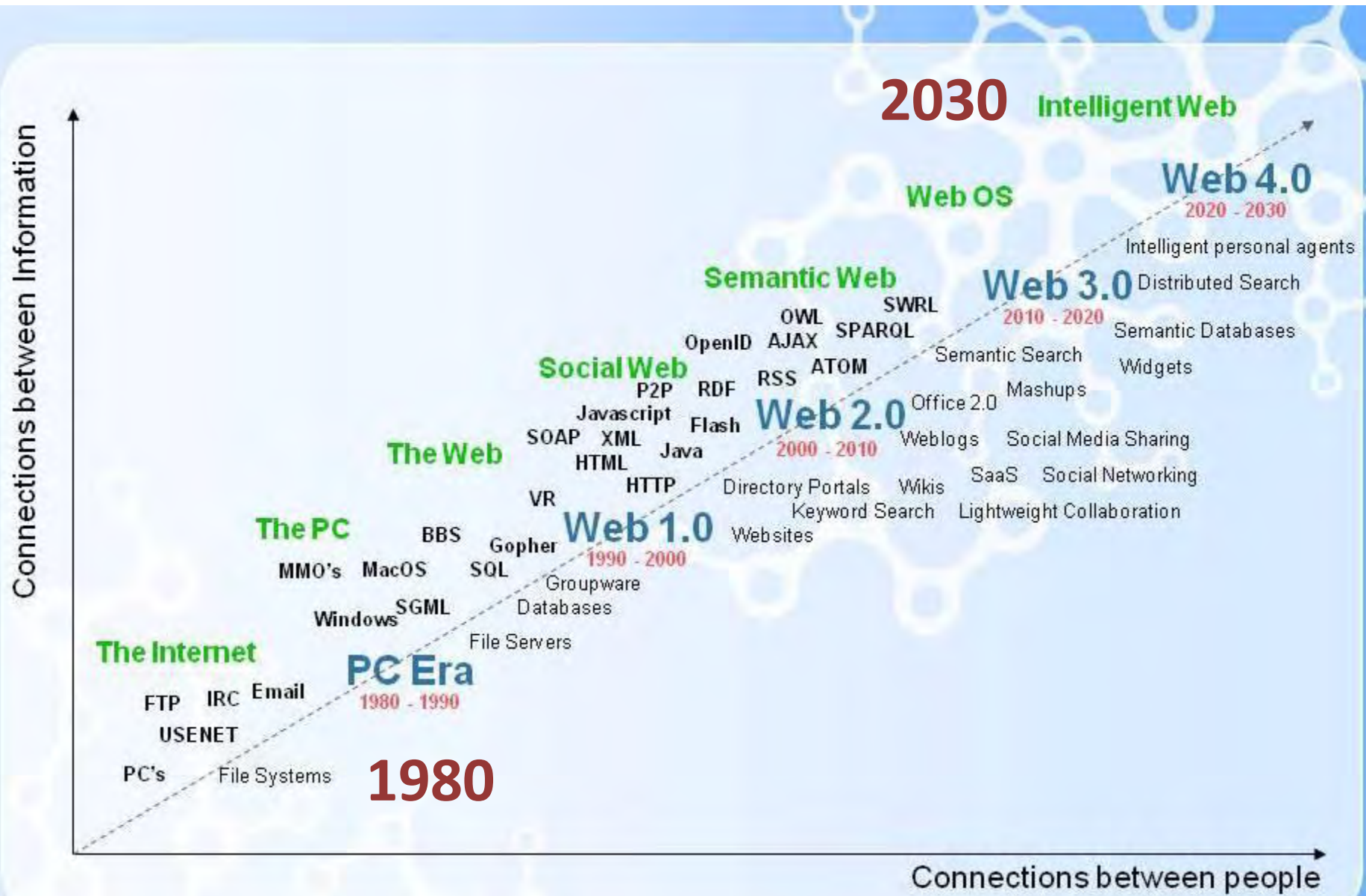
Pos 3/11	Testata	3/2011 ABCCirc	$\Delta$ 11/10 -2,51%	Pos 3/10	3/2010 ABCCirc
1	Wall Street Journal (6 days)	2.097.184	1,46	1	2.066.917
2	USA Today (5 days)	1.829.099	0,14	2	1.826.622
3	New York Times	975.705	-3,26	3	1.008.612
4	Los Angeles Times	664.210	-2,42	4	680.716
5	Washington Post	588.420	-2,68	5	604.650
6	San Josè Mercury News	577.842	145,50	27	235.372
7	New York Daily News	522.490	-13,46	6	603.783
8	New York Post	477.302	0,71	8	473.918
9	Chicago Tribune	473.860	-2,87	7	487.853
10	Dallas Morning News	426.015	55,48	18	273.997
11	Chicago Sun Times	400.726	56,60	22	255.895
12	Houston Chronicle	393.619	1,92	9	386.221
13	Arizona Republic	367.238	-3,26	10	379.618
14	Denver Post	360.681	-0,78	11	363.528
15	Philadelphia Inquirer	357.704	4,38	12	342.707
16	Minneapolis Star Tribune	322.195	0,85	14	319.474
17	St. Petersburg Times	308.593	3,74	16	297.474
18	New York Newsday	305.540	-9,94	13	339.264
19	Detroit Free Press	295.062	17,08	15	252.017
20	Cleveland Plain Dealer	273.629	-2,15	17	279.643



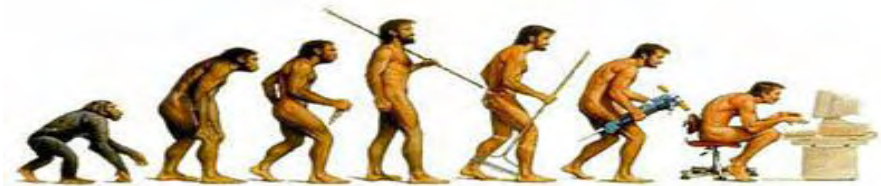
# Multimedia trends



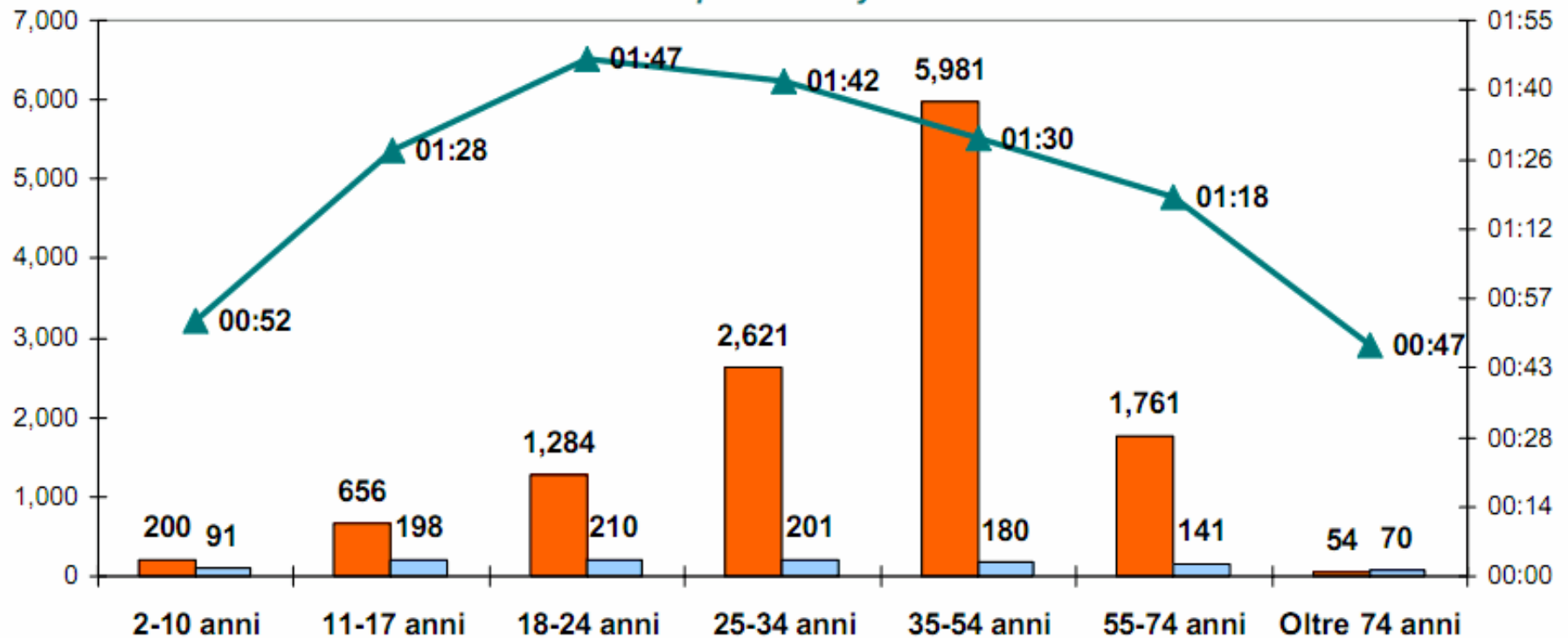
# Da Internet all'Intelligent Web



# Users Evolution



**Il giorno medio per fasce d'età**  
Audiweb Database, sintesi dati novembre 2010  
*Audiweb powered by Nielsen*



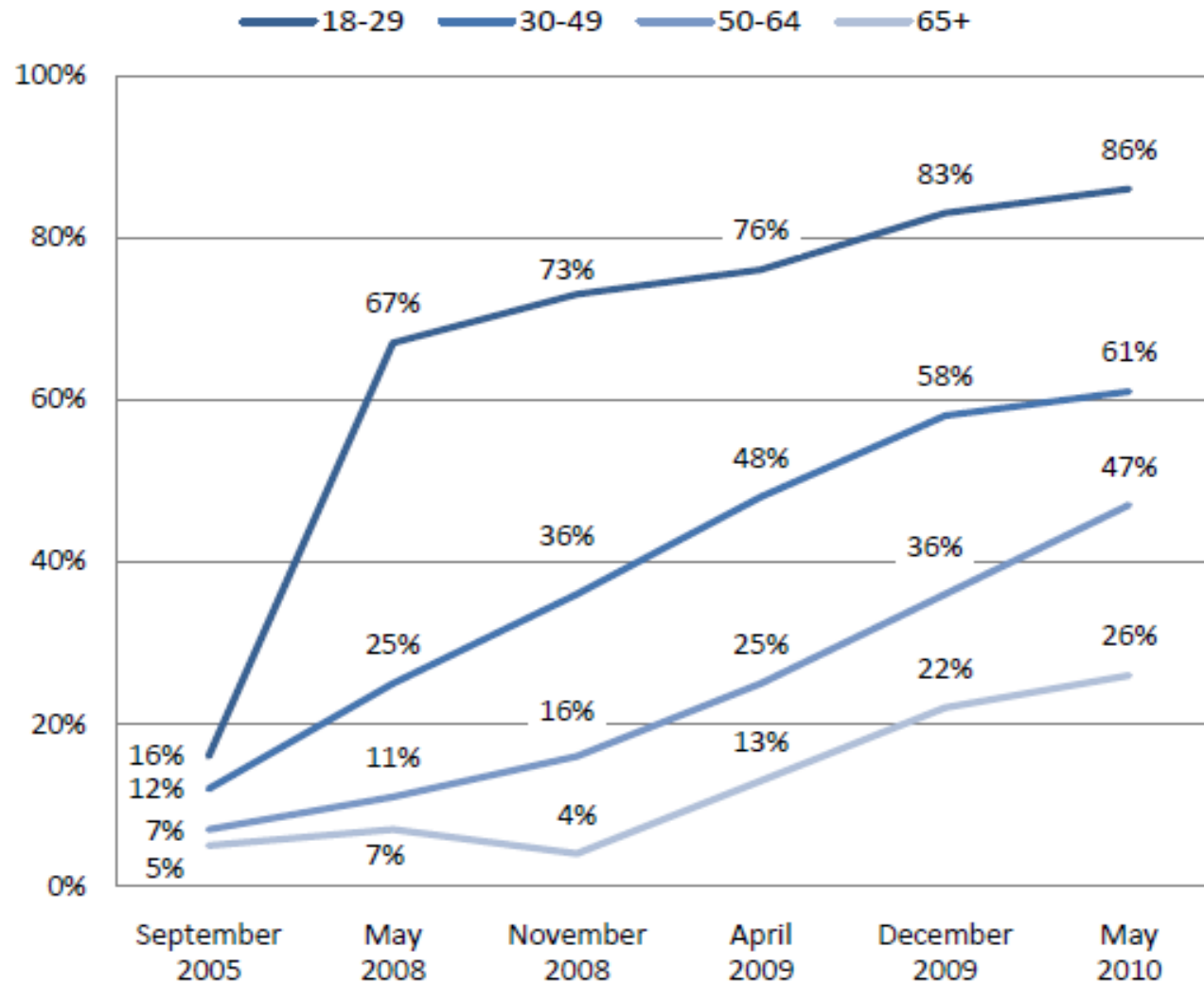
■ Utenti attivi nel giorno medio (000)      ■ Pagine viste nel giorno medio per persona  
▲ Tempo speso nel giorno medio per persona (h:m)



# Social Networks

## Social networking use continues to grow among older users

The percentage of adult internet users who use social networking sites in each age group



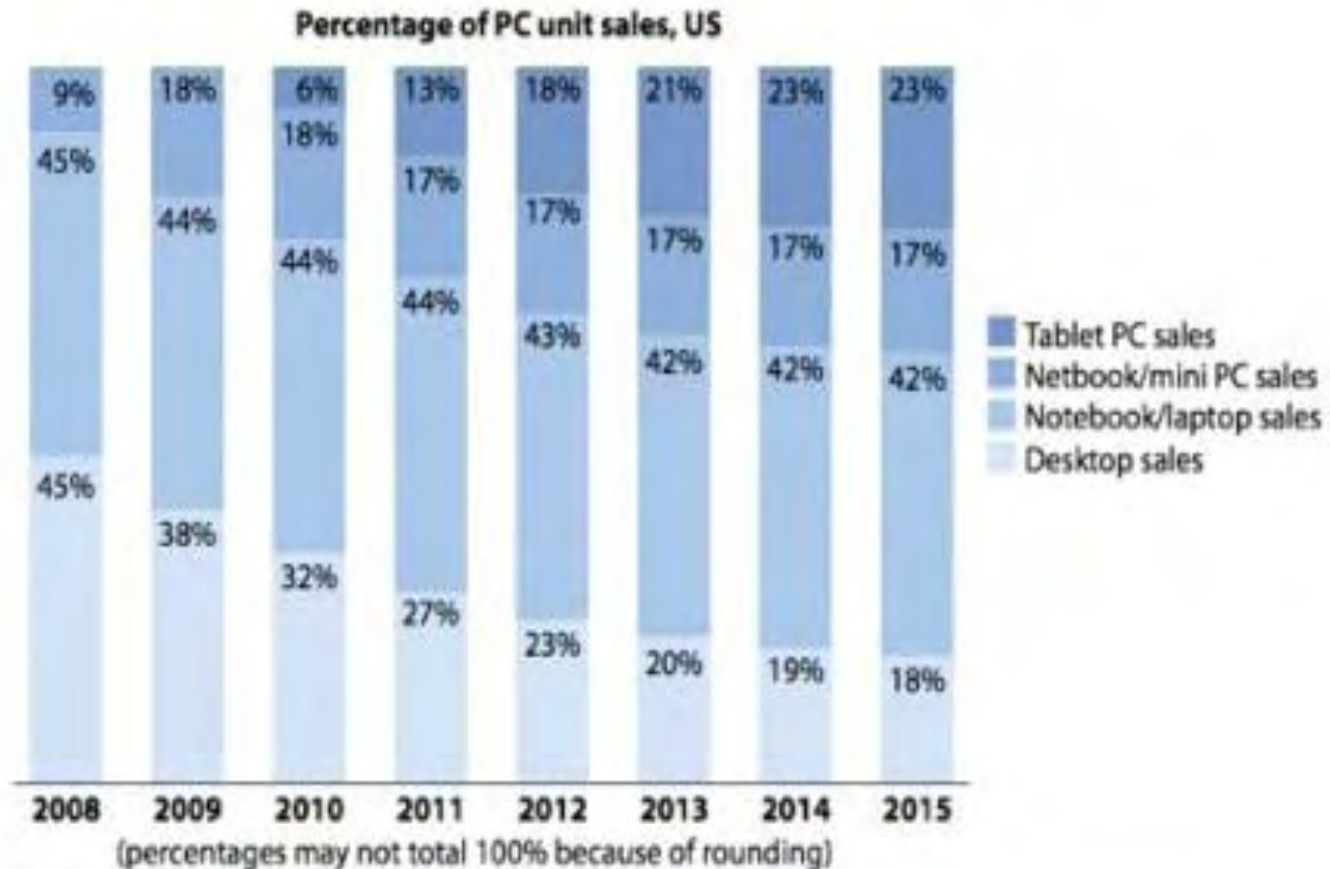
Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 - May, 2010. All surveys are of adults 18 and older.

# La guerra dei tablets



*Più tablet = Meno Pc*

**Figure 1** Forecast: Share Of US Consumer PC Sales By Form Factor, 2008 To 2015



Source: Forrester Research eReader Forecast, 2010 To 2015 (US)

# La guerra dei tablets



*Dati:  
Elaborazione D-Share  
su dati Gartner*

## *Apple domina...*

Share sistemi operativi 2011: tablet

Apple iOS

72%

Android

20%

Altri

8%

## *...ma non negli smartphone*

Share sistemi operativi 2011: smartphones

Symbian

30%

Android

31%

Rim BlackBerry

15%

Apple iOS

15%

Altri

8%

# La guerra dei tablets



*Dati:  
Elaborazione D-Share  
su dati Gartner*

## *Crescita esponenziale...*

Stima tablet attivi nel mondo

2010  
18 mln

2011  
> 65 mln

2012  
> 110 mln

## *...anche per gli smartphone*

Stima smartphone attivi nel mondo

2010  
> 350 mln

2011  
> 450 mln

2012  
> 600 mln

# La guerra dei tablets



*Dati:  
Elaborazione D-Share*

## *Crescita esponenziale...*

Stima tablet attivi in Italia

2010  
500 k

2011  
>0,9 mln

2012  
> 2 mln

## *...anche per gli smartphone*

Stima smartphone attivi in Italia

2010  
18 mln

2011  
>22 mln

2012  
>26 mln

# Digital Trends

ongo...

Washington Post  
New York Times  
Gannet



Littleabout.com



University of British Columbia



**NEWS.ME**



By NYT and Betaworks  
*Learnwhatyoulike*

F<sub>4</sub> U<sub>1</sub> T<sub>1</sub> U<sub>1</sub> R<sub>1</sub> E<sub>1</sub>

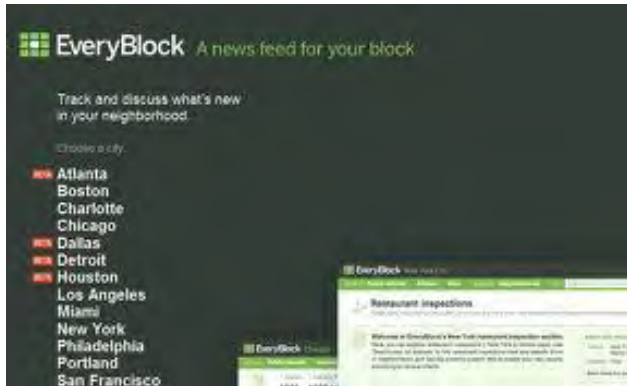
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Slate Group  
Washington Post

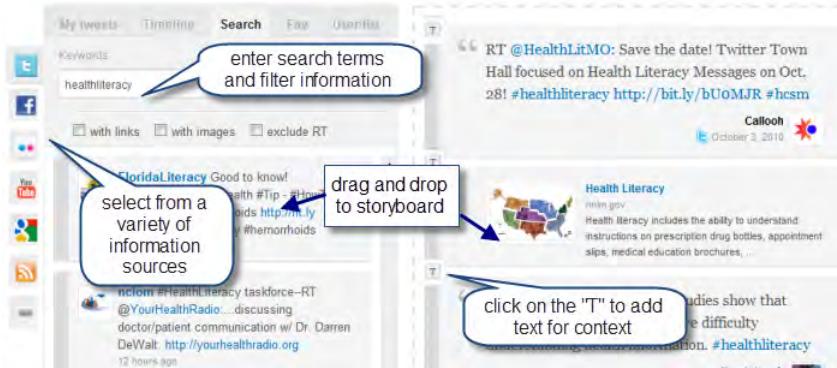
ga·mi·fi·ca·tion [gay-muh-fi-kay-shuhn]  
integrating game dynamics into your site,  
service, community, content or campaign,  
in order to drive participation.  
(see Bunchball)



Storify  
Curate and make stories.

Google News

GROUPON  
Collective Buying Power



Google News near you



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



**Wan Ifra Italia**

**Firenze**

**9-10 giugno 2011**

**Sergio Vitelli**