

# Mi, az olvasók és a vevők, az újság és a blogosok

Hogyan készülnek fel az újságok, napilapok és magazinok a megrövidülő értékesítési láncok okozta kihívásokra?



**ActiveMedia**

Our Business is Growing Your Business Online™

Media Hungary – Siófok - May 11, 2016

Thank you for the privilege of speaking today

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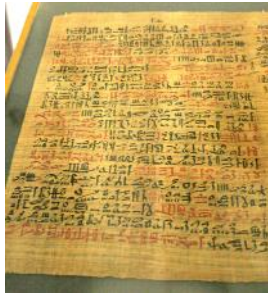
Ki fogja jobban presszionálni az új interaktivitást is kihasználó, hagyományos média elterjedését?



**A fogyasztók, a hirdetőik,  
vagy a szórakoztatóiparban  
mind nagyobb teret nyerő  
integrátorok?**

# You are not in the print media business: you are “branded content”

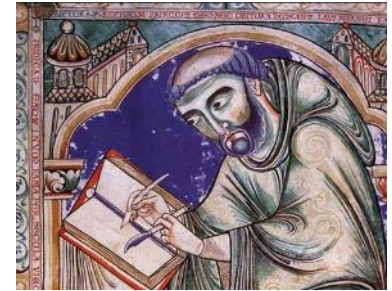
## You need content, distribution, and \$\$\$.



Egyptian papyrus



Chinese rice paper



Hand-writing a  
chronicle



Printing press  
(Gutenberg)



Typewriter



Digital Media



# From Babylon: 5,000 years – when is newspaper printing going to end?

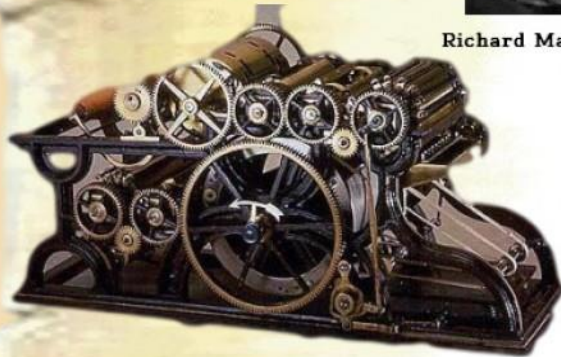
Lightning speed: from AOL (email) in 1995 to Snapchat in 20 years...

**1843-1900 -**

## Rotary Printing Press



Richard March Hoe



Rotary drum printing was invented by Richard March Hoe in 1843 and patented in 1847

This printing press impressions curved around a cylinder to print on long continuous rolls of paper or other substrates

**1904-2000 -**

## Offset Printing



Offset printing is a widely used printing technology since the 19th century

In the offset printing, the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface.

**2000-Today -**

## Digital Colour Printing



Digital Colour Printing is the latest technology in colour Printing that offer multiple colour printing of thousands of pages in minutes

Winners: News Aggregators 2016: selling others' content (production costs=0)

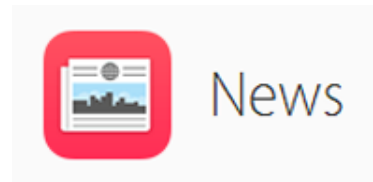
Snapshot with its Olympic coverage? Clear winners today.

A **news aggregator aggregates** syndicated **web** content such as online newspapers, blogs, podcasts, and video blogs (**vlogs**) in one location for easy viewing.

Google News



Apple News



Buzzfeed



Mashable



Source: [https://en.wikipedia.org/wiki/News\\_aggregator](https://en.wikipedia.org/wiki/News_aggregator)

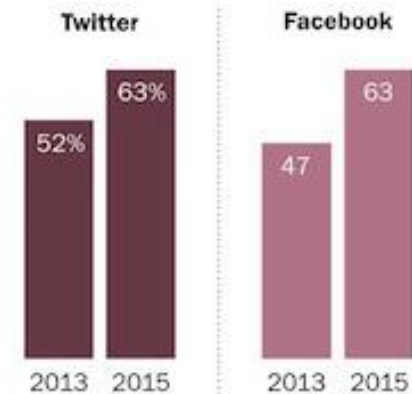
# Facebook and Twitter – User created content

Social as news source – The NYTimes is experimenting with it

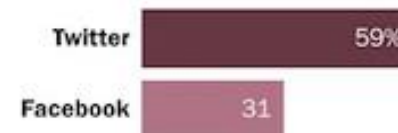
- Users across all demographics
- Has virtually unlimited eyeballs
- Unlimited inventory
- FB: Charges to build, charges to communicate

## Facebook and Twitter News Use is on the Rise

% of \_\_\_ users who get news there



Of those who get news from \_\_\_ in 2015, percent who have kept up with a news event as it was happening



Social Media and News Survey, March 13-15 & 20-22, 2015. Q2, Q4, Q7, Q11.

PEW RESEARCH CENTER

Source: <http://www.niemanlab.org/2015/07/new-pew-data-more-americans-are-getting-news-on-facebook-and-twitter/>

# Linda Holcman's Presentation:

Where the online money is going today?

## Online Advertising



\$0.85

gan Stanley



# Silicon Valley Celebrates 50 Years of Moore's Law

The creation of a New World: disrupting and changing the media landscape

Gordon Moore: integrated circuits doubling in complexity



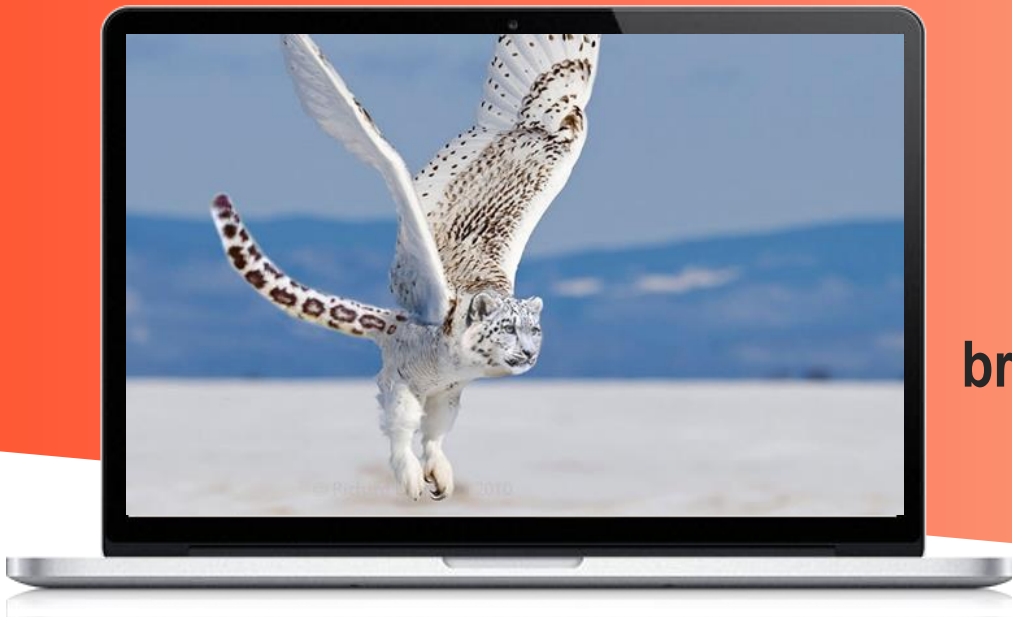
# Time **Shifted TV Viewing** Is The New Default: why are we looking at this?

Everything is on demand, on consumers' terms: TV viewing is disrupted

- Disruption in the Broadcast TV industry:
  - **53% of all viewing among consumers 16-74 is time shifted, vs. live.**
  - Among **Millennials**, **61%** of viewing is time shifted.
  - 42% prefer watching episodes of a current season via time-shifting, vs. 28% who prefer watching live.

Source: Center for Media Research, Research Brief, April 16, 2015.

Remember, it's all about the money! Become a Hybrid, shifting with your audience / Revenues



**To keep up with changing content consumption preferences, companies have had to transform from print brands to media brands, and then from media brands to event brands.**

# Follow Google's model: Zero Revenue to Internet Powerhouse

Google wasn't always pulling in massive profits — they had to adapt.

- **A copy of the internet.** No revenues... Until they looked for ways to monetize
- **DoubleClick:** in 2007:
  - Google was then able to expand into **display ads**, which had a huge impact on the company's profits and overall reach.



Source: Friedman, April 15, 2015, Media Daily News

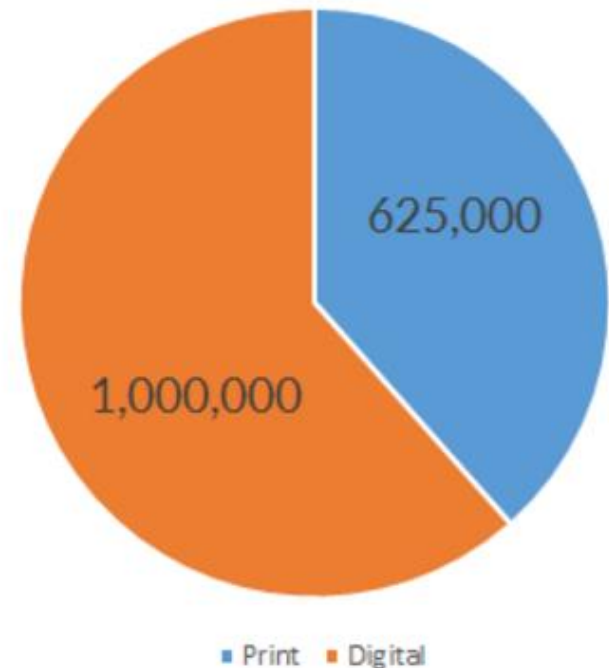


The future of media is visual

## The New York Times

- The Times can count about the same number of paying *daily* readers today as it could in 1995.
- Trying to capture the online audience: blogs.

New York Times: Print vs. Digital Subscribers



Source: <http://www.niemanlab.org/2015/08/newsonomics-10-numbers-on-the-new-york-times-1-million-digital-subscriber-milestone/>

# All The News That's Fit to Print -- On Video

## The future of media is visual

- “The future of media is visual,” Mark Thompson, **CEO**.
- **Series focused on fashion, travel, sports and the arts.** Some of the notables in the slate included “The Fine Line—Olympics: Rio de Janeiro 2016.”



Source: <http://www.mediapost.com/publications/article/272835/netflix-proves-people-dont-notice-mobile-video-sl.html>

# San Jose Mercury News: Gaining Readership with Digital Hybrids

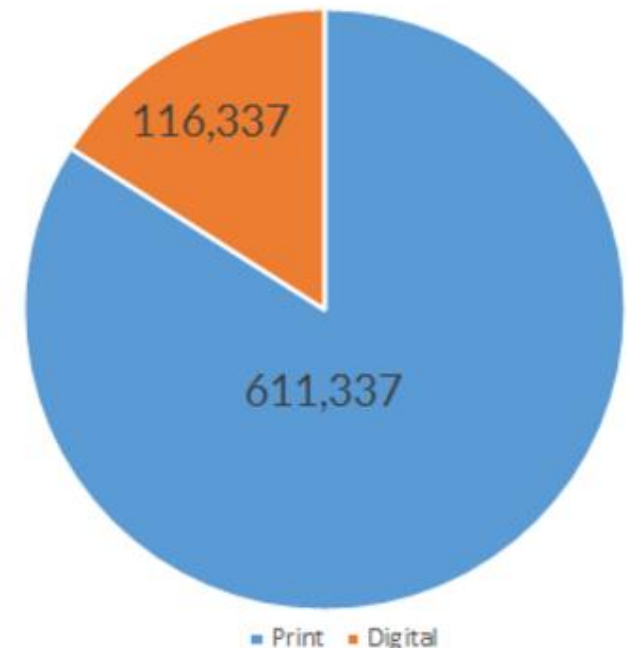
Using online to grow the iPad app and print circulation

## San Jose Mercury News

“Digital has grown our audience. Print is fairly steady, but the aggressive growth has come from our digital releases.”

- Mac Tully, president and publisher of the Mercury News

San Jose Mercury News: Print vs. Digital



Source: [http://www.mercurynews.com/ci\\_23142326/mercury-news-scores-circulation-gain](http://www.mercurynews.com/ci_23142326/mercury-news-scores-circulation-gain)

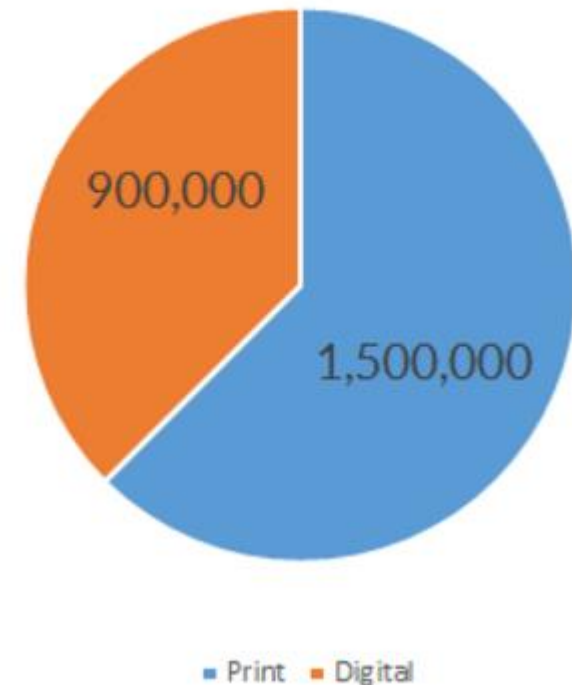
# The Wall Street Journal: Largest U.S. Paper in Circulation

A unique category: immediate relevance for business readers

## THE WALL STREET JOURNAL.

- In 2015, the WSJ redesigned it's digital experience: a multi-platform experience.
- TV shows on Fox, video reporting on tablet.

The Wall Street Journal: Print vs. Digital



Source: [https://en.wikipedia.org/wiki/The\\_Wall\\_Street\\_Journal](https://en.wikipedia.org/wiki/The_Wall_Street_Journal)



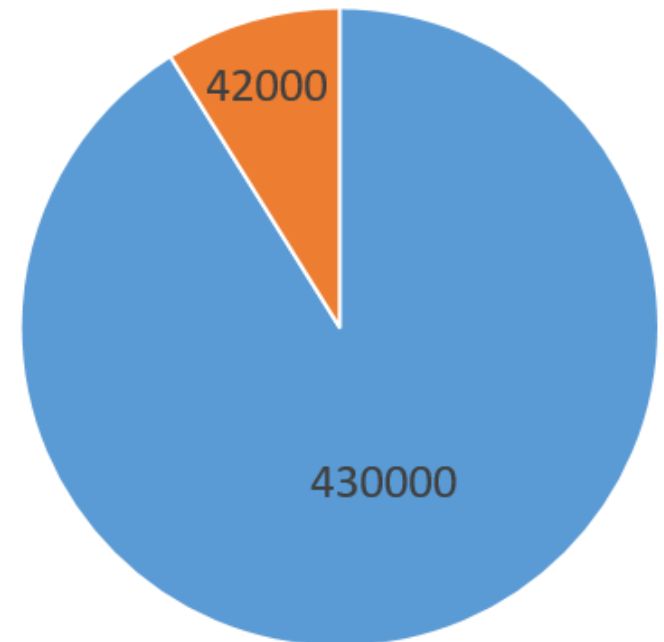
# Washington Post: the most widely circulated newspaper

## A Journey from leggard to leader

# The Washington Post

- The Washington Post is generally regarded as one of the leading daily American newspapers along with The New York Times and The Wall Street Journal.

Washington Post: Print vs Digital



■ Print ■ Digital

Year: 2013

Source: <http://auditedmedia.com/news/blog/top-25-us-newspapers-for-march-2013.aspx>

# Print Media Conversion: Physical versus Email Addresses

Symbolic and of an era: Changing the guard in the media industry + \$\$\$

- **Daily papers and magazines have subscribers' physical addresses, but they don't use them.** Email addresses are more relevant.
- Jeff Bezos lifted the paywall for The Dallas Morning News, the Honolulu Star-Advertiser, and the Minneapolis Star-Tribune.



News delivered to your doorsteps.

Source: [https://en.wikipedia.org/wiki/Jeff\\_Bezos](https://en.wikipedia.org/wiki/Jeff_Bezos)

# Print Brands Transformed Themselves into Media Brands

Hybrid cars. Hybrid brands. Hybrid animals. We, bionicals:)

- Every brand is a **hybrid**.  
Adapt.
- **Radio on TV: MTV** (Music Television)  
"video jockey".
- Netflix, Hulu, Xfinity,  
DirecTV: Mobile app  
business



Radio on the internet, satellite radio, live broadcast on snapchat

Hungry for diversified revenue streams to capitalize on their brand

- Media brands have transformed themselves into event brands.
- Event brands became think tanks, research companies, and marketing/advertising arms.



Source:



## How to do this transformation?



**Disrupt your own  
business – act like  
your own competitor,  
otherwise...**

# How to do this? Millennials and GenXers Catch Up With VOD

Cell phones are the new TVs? How a media brand should adapt?

- Act like a startup or as an in house incubator for the different digital lines of business.
- Make your brand ubiquitous on all channels: Web, mobile, social video – including Snapchat.
- Appeal to the Millennials otherwise your readers will die out.



Source: <http://www.mediapost.com/publications/article/272614/millennials-love-their-phone-like-a-tv.html>

# Hubert Burda Media Turns 52 Million Anonymous Users into Known Customers

A huge advantage compared to startups: you have an installed base

- **Digital advertising growing from 20-30% : Digital first**
- Created their own distribution model.
  - Generate revenue through sponsorships, affiliates and product sales.
  - Personalization of offers.



Source: <https://www.acquia.com/resources/case-study/hubert-burda-media>

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