<table>
<thead>
<tr>
<th>Participants World Printers Forum Board Meeting, February 2017</th>
<th>Dinner, 20</th>
<th>Meeting, 21</th>
<th>Plant, 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anu Ahola, Senior Vice President, Newspaper Publishing, UPM Paper ENA, Helsinki, Finland</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Kasturi Balaji, Director, Kasturi &amp; Sons Ltd. (The Hindu Group), Chennai, India, <strong>Chair</strong></td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Dieter Betzmeier, Member of the Board of Directors of manroland web systems, Augsburg, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Andreas Gierth, Director of Production, Frankfurter Allgemeine Zeitung (FAZ), Frankfurt/Main, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Sanat Hazra, Technical Director, Bennett, Coleman &amp; Co (The Times of India Group), Mumbai, India</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Dr. Michael Hirthammer, GM, Director Global Paste Technologies Screen &amp; Industrial, DIC and Sun Chemical, Eurolab, Karlstein, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Thomas Isaksen, CEO, DDPFF Den Danske Presses, Fællesindkøbs-Forening, København, Denmark</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Menno Jansen, Chairman Q.I. Press Controls, EAE, Oosterhout, Netherlands</td>
<td>☀</td>
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<td>☀</td>
</tr>
<tr>
<td>Herbert Kaiser, Senior Mgr., Product &amp; Project Mgmt., KBA-Digital &amp; Web Solutions, Würzburg, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Jan Kasten, Managing Director, ppi Media GmbH, Hamburg, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Mohamed Hassan Mohamed Ali, Senior GM, Star Publications, Menara Star, Petaling Jaya, Malaysia</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Winfried Schaur, Senior Vice President, Newspaper Publishing, UPM, Augsburg, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Josef Konrad Schießl, Managing Director, Süddeutscher Verlag Zeitungsdruck GmbH, Munich, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Peder Schumacher, CEO, V-TAB AB, Gothenburg, Sweden</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Mujo Selimović, Publisher “Oslobodjenje” newspaper, Sarajevo, Bosnia and Herzegovina</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Dr. Rick Stunt, Group Paper Director, dmg-media, London, UK, <strong>Vice Chair</strong></td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td><strong>Guest for this meeting</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carl Conrad Mäder, Manager of Research and Development, Ferag, Hinwil, Switzerland</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td><strong>WAN-IFRA Representatives</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vincent Peyrège, CEO, WAN-IFRA, Paris, France</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Thomas Jacob, COO, WAN-IFRA, Frankfurt/Main, Germany</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Manfred Werfel, Deputy CEO, WAN-IFRA, Frankfurt/Main, Germany, <strong>Secretary</strong></td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>12</td>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>
First meeting of the IFRA Rotary Press Committee
29 November 1971, London
Chair: Tom Garrud, Associated Newspapers
### 1) Agenda, WPF Board Meeting, TUE, 21 Feb 2017

<table>
<thead>
<tr>
<th>No.</th>
<th>What?</th>
<th>Who?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome</td>
<td>Chair</td>
</tr>
<tr>
<td>2</td>
<td>Introduction of participants</td>
<td>Round-table</td>
</tr>
<tr>
<td>3</td>
<td>Approval of the minutes of the last meeting</td>
<td>all</td>
</tr>
<tr>
<td>4</td>
<td>Results of the WPF board election</td>
<td>M. Werfel, all</td>
</tr>
<tr>
<td></td>
<td><strong>Tea Break</strong></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Term and re-election of board members</td>
<td>all</td>
</tr>
<tr>
<td>6</td>
<td>Election of new chair and vice-chair</td>
<td>all</td>
</tr>
<tr>
<td></td>
<td><strong>Lunch Break</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Report about the work of the World Printers Forum</td>
<td>M. Werfel, all</td>
</tr>
<tr>
<td>8</td>
<td>Developments in markets and technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Specifics of South-East European newspaper markets</td>
<td>M. Selimović</td>
</tr>
<tr>
<td></td>
<td>Developments of the Indian newspaper market</td>
<td>S. Hazra</td>
</tr>
<tr>
<td></td>
<td>The PRIME network</td>
<td>M. Jansen</td>
</tr>
<tr>
<td></td>
<td><strong>Tea Break</strong></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>New projects</td>
<td>M. Werfel, all</td>
</tr>
<tr>
<td>10</td>
<td>Next meetings: Board, General Assembly</td>
<td>all</td>
</tr>
<tr>
<td>11</td>
<td>Concluding remarks</td>
<td>Chair</td>
</tr>
</tbody>
</table>
3) Minutes of last meeting

Minutes of the meeting of the WAN-IFRA World Printers Forum Board

Wednesday, 2016-10-12, Meeting at Courtyard Marriott hotel in Vienna, Austria

Participants of the World Printers Forum Board Meeting

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Company / Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>[...]</td>
<td>[...]</td>
<td>[...]</td>
</tr>
</tbody>
</table>

The meeting was attended by [...].

The following items were discussed:

1. [Item 1 discussion]
2. [Item 2 discussion]
3. [Item 3 discussion]

The next meeting will be held on [date].

World Printers Forum Board Meeting, Minutes, 2016-10-12
No. of Votes: 647

<table>
<thead>
<tr>
<th>Representatives from newspaper publishing and printing companies</th>
<th>Votes</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andreas Gierth, Director of Production, Frankfurter Allgemeine Zeitung (FAZ), Germany</td>
<td>184</td>
<td>51,0 %</td>
</tr>
<tr>
<td>Josef Konrad Schießl, Managing Director, Süddeutscher Verlag Zeitungsdruk, Munich, Germany</td>
<td>153</td>
<td>42,4 %</td>
</tr>
<tr>
<td>Mujo Selimović, Publisher “Oslobodjenje” newspaper, Sarajevo, Bosnia and Herzegovina</td>
<td>126</td>
<td>34,9 %</td>
</tr>
<tr>
<td>Sanat Hazra, Technical Director, Bennett, Coleman &amp; Co, Mumbai, India</td>
<td>120</td>
<td>33,2 %</td>
</tr>
<tr>
<td>Peder Schumacher, CEO, V-TAB AB, Gothenburg, Sweden</td>
<td>109</td>
<td>30,2 %</td>
</tr>
<tr>
<td>Dr. Rick Stunt, Group Paper Director, dmg-media, London, UK</td>
<td>102</td>
<td>28,3 %</td>
</tr>
<tr>
<td>Thomas Isaksen, CEO, Procurement Association of the Danish Press, Copenhagen, Denmark</td>
<td>100</td>
<td>27,7 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Representatives from supplier companies</th>
<th>Votes</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herbert Kaiser, Senior Mgr., Product &amp; Project Mgmt., KBA-Digital &amp; Web Solutions, Würzburg, Germany</td>
<td>381</td>
<td>65,6 %</td>
</tr>
<tr>
<td>Menno Jansen, Chairman Q.I. Press Controls BV, EAE, Oosterhout, Netherlands</td>
<td>184</td>
<td>31,7 %</td>
</tr>
<tr>
<td>Anu Ahola, Senior Vice President, Newspaper Publishing, UPM Paper ENA</td>
<td>128</td>
<td>22,0 %</td>
</tr>
<tr>
<td>Dieter Betzmeier, Member of the Board of Directors, manroland web systems, Augsburg, Germany</td>
<td>119</td>
<td>20,5 %</td>
</tr>
<tr>
<td>Jan Kasten, Managing Director, ppi Media GmbH, Hamburg, Germany</td>
<td>112</td>
<td>19,3 %</td>
</tr>
<tr>
<td>Dr. Michael Hirthammer, General Manager, DIC and Sun Chemical, Eurolab Karlstein, Germany</td>
<td>109</td>
<td>18,8 %</td>
</tr>
<tr>
<td>Heiko Schröder, Managing Director, TMI Services, Ahrensburg, Germany</td>
<td>83</td>
<td>14,3 %</td>
</tr>
</tbody>
</table>
Andreas Gierth 51,0%
Josef Konrad Schießl 42,4%
Mujo Selimović 34,9%
Sanat Hazra 33,2%
Peder Schumacher 30,2%
Dr. Rick Stunt 28,3%
Thomas Isaksen 27,7%
<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herbert Kaiser</td>
<td>65.6%</td>
</tr>
<tr>
<td>Menno Jansen</td>
<td>31.7%</td>
</tr>
<tr>
<td>Anu Ahola</td>
<td>22%</td>
</tr>
<tr>
<td>Dieter Betzmeier</td>
<td>20.5%</td>
</tr>
<tr>
<td>Jan Kasten</td>
<td>19.3%</td>
</tr>
<tr>
<td>Dr. Michael Hirthammer</td>
<td>18.8%</td>
</tr>
<tr>
<td>Heiko Schröder</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
5) Term and re-election of board members

Last meeting: “As per the initial agreement, six board members would step down after the first term, six members would continue in the board for continuity and six new members would be added every two years. This has to be implemented.”
Proposal

- Election of six additional board members end 2017
  - Three from publishers/printers
  - Three from suppliers
- 12 + 6 board members for one year (2018)
- Election of six board members (instead of 12) end 2018
- Then election of six board members every year
- Election of Chair & Vice-Chair every two years by the Board
6) Election of Chair & Vice-Chair

Rick Stunt
Chair

Herbert Kaiser
Vice-Chair
7) Report about the work of the World Printers Forum
Revamped Expo Concept 2016

- Integration of conferences and expo
- Guided Tours between conference sessions
- Tech Nite evening event
- Matchmaking
- Bar code tracking system
Expo 2016 Numbers

More than 4,000 visits by people from 69 countries
115 companies exhibiting, ranging from start-ups to major manufacturers of heavy equipment, plus many systems suppliers
Digital Advertising Pavilion housed 10 exhibitors
Visitors by Regions

- Central Europe: 59%
- East Europe: 11%
- Asia: 9%
- North Europe: 7%
- South Europe: 4%
- Middle East: 4%
- Africa: 2%
- America: 3%
Visitors by Job Titles

- MD / CEO / Chair / President: 27.44%
- Sales, Marketing Mgr.: 13.96%
- Technical, Production Dir.: 9.91%
- Editor in Chief / Mg. Editor / Editor: 8.09%
- Buss Development Mgr.: 5.95%
- ICT Mgr.: 5%
- Operations, Production Mgr.: 2%
10–12 Oct 2017, Messe Berlin

IFRA World Publishing Expo

DCX Digital Content Expo
Two expositions under one roof

IFRA World Publishing Expo
For newspaper publishers and production experts
Presents materials and technologies for news publishing
Topics: business development, cost effectiveness, sustainability

DCX Digital Content Expo
For all publishers of digital content, focus on newspaper, magazine, and corporate publishers
Presents technologies and tools for creation, distribution and monetisation of digital content
Topics: digital video, content marketing, social platforms
Digital Advertising Pavillon

Ifra DCX

Stage 1

Bauhöhe unter Galerie 4,50m

Bauhöhe unter Galerie 4,50m

Manroland

Krause Biographics

protecmedia

DCX
Abweichungen von diesen Regeln bedürfen in jedem Falle einer Sondergenehmigung und sind bis 6 Wochan vor der Messe zur Prüfung einzurichten.

Ca. 30% jeder offenen Seite dürfen mit geschlossenen Wänden bebaut werden. Es ist sicherzustellen, dass die Attraktivität der gegenüberliegenden und benachbarten Stände nicht beeinträchtigt wird.
“Print World” and “Digital Media World”, interleaved sessions, interpretation English/German

IFRA stage: print and cross media publishing, exhibitors presentations and case studies

DCX stage: digital content publishing, exhibitors presentations and case studies
Joint Venture: Publishing Exhibition

Contact information

Alena Kluge
Project Manager
IFRA World Publishing Expo / DCX Digital Content Expo
Publishing Exhibition GmbH, 68159 Mannheim, Germany

Phone: ++49.621.40166-121

E-Mail: a.kluge@publishing-exhibition.org
Global Newspaper Reach 2015

2.7 bn
40% of adult population reads printed newspaper

1.3 bn
more than 40% of Internet users read newspaper in digital form

Source: WPT Analysis, Ipsos, comScore
Global newspaper revenue 2015

$168 bn

$85 bn
Global revenue movie industry

$44 bn
Global revenue music industry

$100 bn
Global revenue book publishing

Source: WPT Analysis, E&Y, Zenith Optimedia, PwC Global Entertainment and Media Outlook: 2016-2020
The largest newspaper markets

USA
Japan
Germany
China
UK
India
Brasilia

... generate half of global revenue,
and 80% of global circulation
Global Newspaper Print Circulation
Million Copies

Regional Circulation Development

Source: World Press Trends 2016 analysis
Japan paid-for dailies, total average daily circulation
(circulation in 000 units)

<table>
<thead>
<tr>
<th>Year</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>48345</td>
</tr>
<tr>
<td>2012</td>
<td>47778</td>
</tr>
<tr>
<td>2013</td>
<td>46999</td>
</tr>
<tr>
<td>2014</td>
<td>45363</td>
</tr>
<tr>
<td>2015</td>
<td>44247</td>
</tr>
</tbody>
</table>

Source:
The Japan Newspaper Publishers and Editors Association (NSK) data
India paid-for dailies, total average circulation (circulation in 000 units)

<table>
<thead>
<tr>
<th>Year</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>175,665</td>
</tr>
<tr>
<td>2012</td>
<td>196,951</td>
</tr>
<tr>
<td>2013</td>
<td>224,338</td>
</tr>
<tr>
<td>2014</td>
<td>264,290</td>
</tr>
<tr>
<td>2015</td>
<td>296,303</td>
</tr>
</tbody>
</table>

**Source:**
Indian Newspaper Society, Ministry of Information & Broadcasting, Govt. of India
Global Newspaper Revenue

Million US$

Global Newspaper Revenue

Print 92%

Global Newspaper Revenue 2011–2015

Source: WPT Analysis, E&Y, Zenith Optimedia, PwC Global Entertainment and Media Outlook: 2016-2020
Why a tipping point?

- Agencies re-evaluate print
- Concerns about metrics digital media
- Questioning effectiveness digital media
- Lack of transparency digital media and agencies
Agencies re-evaluate print

“We are in a transition period, in a vacuum. Our most important goal is to offer a better advise to our clients”. With an average age staff of 32-33 years, most of the Group M staff has not been brought up with print. Training and informing staff about print is therefore a key task of the agency and of the Print Summit.”

Mathias Brüll, CEO Group M Germany
Credibility metrics?

Facebook Overestimated Key Video Metric for Two Years
Social network miscalculated the average time users spent watching videos on its platform

“Due to the miscalculated data, marketers may have misjudged the performance of video advertising they have purchased from Facebook over the past two years. It also may have impacted their decisions about how much to spend on Facebook video versus other video ad sellers such as Google’s YouTube, Twitter, and even TV networks”.

The Wall Street Journal
"Views attracted by each video in the series varied widely. One, which introduced Hayes as the new presenter, clocked up more than 750,000, while several more reached 6 figures. But many others received far less attention, with none of the nine films posted in 2016 managing 1,000 views."
We simply put too much money into digital. The development is dramatic, and therefore we will correct it.

Facebook video is completely overrated. Nearly 85 percent of users break off after a maximum of three seconds. Less than three percent watch a spot in full length. (January 2017)

Hans-Christian Schwingen
Chief Brand Officer, German Telecom
The three phases of digital channels adoption

Basis: advertising expenditures in digital media UK (source ZenithOptimedia)
Print Advertising in Germany

Press Release, German Print & Media Association, 7 February 2017

Grafik: bvdm
Newspaper Print Advertising Germany

Data: German Print & Media Association, 8 Feb 2017, m €
Of the time spent with newspaper brands by their British audiences, 88.5 per cent is still in print with just 11.5 per cent online.

If we exclude The Mail and The Guardian ..., the other nine newspaper brands ... rely on the print channel for over 95 per cent of the attention they receive.

Newspaper brands engage each of their online visitors for an average of less than 30 seconds a day, but their print readers for an average of 40 minutes.
FIGURE 1
Estimated total minutes spent reading by the aggregated British print, PC, and mobile readerships of each of 11 British national newspaper brands, April 2015–March 2016 (inclusive)

Sources: National Readership Survey, comScore.
DIGITAL STRONG, BUT AUSSIES STILL PREFER PRINT

JANUARY 16, 2017

Print remains the preferred medium for the majority of Australians who read news media, the latest emma statistics show.

November figures have nine out of ten consumers - or 16.7 million Australians - reading news media, with 80 per cent of them (13.5 million) preferring to read a printed newspaper.

Some 12.8 million readers accessed news media via smartphone, tablet, laptop or PC.

The report says 11.2 million people, or 61 per cent of consumers, read a metro newspaper in the period, while 7.5 million people (41 per cent of consumers) read a regional or community newspaper.
Who wants today’s newspapers? FT chief John Ridding on why print still has a future

Canadian gym group Fit4Less appoints DAC Group to support its 2017 growth through digital marketing

The top 10 most complained about ads in 2016 including Moneysupermarket, Paddy Power and Maltesers
New Sports Daily

6 days a week
32 pages
€1 copy price
300,000 circulation
Community Impact Newspaper Opens New $10 Million Printing Facility

By: Nu Yang

Like & Share E&P: 📥️ 📡 🕵️‍♂️ 🕵️‍♀️ 🩸 🦅 🐦

While many newspaper publishers are announcing new digital initiatives, Community Impact Newspaper chief executive officer John Garrett did the opposite. Last October, his company opened a state-of-the-art printing and mailing facility in Pflugerville, Texas. The new $10 million facility now prints the company’s 23 newspapers for the Austin, Dallas and Houston metro areas. The 36,000 square-foot printing facility also houses a new printing press: a Goss Magnum Compact (only four exist in the world—In Mexico; Sri Lanka; Staten Island, New York; and now Pflugerville, Texas).

New Print Plant in USA

23 regional newspapers
Goss Magnum Compact
25 employees
Targeting, versioning

CEO John Garrett: “Digital is part of our future but doesn’t pay the bills.”
PRINT BOOK CONSUMPTION BOUNCES BACK

BookScan’s total print book sales of 653 million units were up 2.8% in units from 2014. On the flip side, traditionally published e-books were down 13% in units according to PubTrack Digital, which tracks POS data through publishers for approximately 85% of the traditionally published e-book market.

Source: BookScan/PubTrack Digital

Source: nielsen.com
Flash forward to 2015. Fueled by that unique sound quality and a nostalgia wave, sales of vinyl records were up 32% to $416 million, their highest level since 1988, according to the RIAA. (CD sales, while much higher in total income, were down 17%.)

Put another way: Revenues from vinyl sales last year were higher than those of on-demand ad supported streaming services, such as YouTube, Vevo and Spotify’s free service, which only accounted for $385 million, according to the RIAA. (To be clear, though, paid subscription services and Internet radio services, like Pandora, greatly exceeded LP and EP sales.)
Cascade of Digital Disappointment

- Content Piracy, Data Security
- Trolls, “Hate Speech” Comments
- Fake News
- Credibility Problems, Questionable Metrics
- Questionable Effectiveness
- Social Bots
- Hacking, Electoral Corruption
- Intrusive Advertising, Ad Blocking
- “The Facebook Challenge”
- Ranking Algorithms, Censorship, Customer Data Piracy
The press has become so dishonest that if we don’t talk about, we are doing a tremendous disservice to the American people. Tremendous disservice. We have to talk to find out what’s going on, because the press honestly is out of control. The level of dishonesty is out of control.

— Donald J. Trump, 16 February 2017
Kontinuität und Qualität


2016
128 participants from 29 countries

Argentina, Austria, Belgium, Brazil, Chile, Colombia, Croatia, Ecuador, Finland, Germany, Guatemala, Hong Kong, India, Japan, Kuwait, Malaysia, New Zealand, Panama, Peru, Singapore, Slovenia, South Africa, Sweden, Switzerland, Taiwan, Turkey, UAE, USA, Kenya
Color Quality Club open for all newspapers

Different categories cover all technologies

1. Coldset offset
2. Semi-commercial on newsprint
3. Semi-commercial on SC/LWC
4. Extraordinary conditions
International Newspaper Color Quality Club 2018–2020

Registration opens June 2017

Pre-Check, 6 to 10 November 2017

1st competition week, 22 to 26 January 2018

2nd competition week, 26 February to 2 March 2018

3rd competition week, 19 to 23 March 2018

Results to be published 8 June 2018

Awarding at IFRA Expo, October 2018, Berlin
World Printers Forum Conference 2017
WPF Conference 2016 was part of WAN-IFRA India conference in Kolkata. Sold out with 400 delegates. WPF Conference attracted 250+ delegates.

The event featured Asia Best in Print awards, INCQC winners felicitation and a print plant visit to ABP Pvt. Ltd.
Value addition with UV inks. Opportunities and key considerations. Nandini Choudhury, Chief Technical Manager, DIC India Ltd., India.
(1) Inkjet Applications in Newspaper Production
(2) Optimised Paper Handling and Logistics
(3) Trends in Newsprint: Low Grammage, Improved NP
Inkjet Applications in Newspaper Production

Experts WG

Microsite since July 2016

PDF-Report launched on 21 Nov 2016

Promotion: E-Mail blast, WPF Newsletter

Printed Report March 2017: ME Conf, Publish Asia, WAN-IFRA Italia, WAN-IFRA India, IFRA Expo

Content Syndication: French UNIC, Hubert Pédurand
Optimised Paper Handling and Logistics

Experts WG (30+ organisations)
Website OPHAL.info, since Aug 2016
Launch of Free Digital Guide on 24 Jan 2017
Promotion: PR, Newsletter, Flyer
Trends in Newsprint: Low Grammage, Improved NP

40 Newsprint Samples Tested at RMTC
Report to be finalised in Feb 2017: Technical & Business
Project Mgr. Anand, International Group of Experts
Launch of PDF Report in March 2017
8) Developments in markets and technology

Mujo Selimović
Specifics of South-East European newspaper markets

Sanat Hazra
Developments of the Indian newspaper market

Menno Jansen
The PRIME network
9) New Projects
U.S. Metropolitan Newspapers
Between Print and Digital

Study by Hsiang Iris Chyi, Ori Tenenboim
(University of Texas, Austin)

Report: Summary of Study & Experts Interviews

Launch Planned for March 2017

Iris Chyi to Speak at IFRA Expo Conf 2017
Figure 1

*U.S. Newspaper Advertising Revenue: Print and Digital, annual revenue in billion U.S. dollars*¹
Figure 2
In-market Print and Online Reach by Age, 2015

<table>
<thead>
<tr>
<th>Age</th>
<th>Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>19.9%</td>
<td>7.8%</td>
</tr>
<tr>
<td>25-34</td>
<td>21.2%</td>
<td>12.7%</td>
</tr>
<tr>
<td>35-44</td>
<td>24.1%</td>
<td>13.7%</td>
</tr>
<tr>
<td>45-54</td>
<td>29.1%</td>
<td>12.0%</td>
</tr>
<tr>
<td>55+</td>
<td>37.2%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>
Figure 3
Composition of In-market Combined Readership, 2007-2015

2007: 35.4%
2011: 29.4%
2015: 23.3%
Adding Value in Production

Release planned for June 2017
WG of Users & Suppliers
Focus: Achieving Commercial Quality Level
(Materials, Printing, Processing)
Website, Report, Conference Presentations
How to widen the product range beyond newspapers?

- **Materials**: Special Paper, Special Ink
- **Printing**: Drying, Curing, Varnishing, Stitching, Folding
- **Finishing**: Collating, Stitching, Trimming
- **New Technologies**: QR-Codes, Augmented Reality
Approach

- Working group of printers and suppliers
- Interviews with WG members
  - Business targets
  - Technical implementations
  - Business achievements
  - Pros & Cons
Update WAN-IFRA Reel Bar Code

Björn Jonsson Dannetun,
Supply Chain Manager, Holmen

Define unique ID for packages and for reels

Package IDs to be used throughout supply chain

Reel IDs to be used in different production processes
Package and reel IDs are the link between digitally transferred information between business partners in the informational supply chain and the physical goods in the physical supply chain.

Task would be to revise the current WAN-IFRA code and suggest 2 new IDs for package and for reel.
News in print for children

A renaissance in a digital world
PARTNERSHIP OPPORTUNITY FOR A NEW REPORT

News in Print for Children

A 21st CENTURY RENAISSANCE
The phenomenon of a new style of youth editions all over the world is very recent and quite varied.
NOW –
AN APPROACH THAT IS WORKING AROUND THE WORLD

- A business plan that often calls for a separate subscription (profitable)
- Marketing that targets parents and grandparents (for editions targeting primary schools), in addition to targeting of educators.
• Some content from outside sources but also a serious approach to making the journalistic content relevant.

• Survey by Austrian researcher planned.
Needs funding that also supports our pro bono work to help young people better engage with news: news literacy, reading, etc.
For example, The American Press Institute donated 12,000 USD for a report, which allowed them have help to do the report plus do pro bono work in Colombia. (That report will be released in stages in 2017)

Contact:
Aralynn McMane, WAN-IFRA executive director for youth engagement and news literacy, aralynn.mcmane@wan-ifra.org
New business models of newspaper printing (update)

Business Cases in 2015 Report

- Profit Centre
- External Operation
- Joint Venture
- Publisher Independent Print Centre
- Outsourcing
- Online Printer
Update: New Case Studies

- Targeting: Hyper Local
- Targeting: Content-wise (e.g. Sport, Travel etc.)
- Personalisation
- Co-operation with other printers
- Adding market segments (e.g. Direct Mail)
- Adding value in production (up-market extension)
10) Next Meetings

**WPF Board Meeting**
Monday, 9 October 2017, afternoon, Berlin

**WPF General Assembly**
Tuesday, 10 October 2017, afternoon
Berlin, VIP room at Expo