WAN-IFRA World Printers Forum
January to September 2015

Report World Printers Forum, Jan to Sept 2015

Industry update
Website and Online Forum
Newsletter
Projects
  Optimised Paper Handling and Logistics
Report on print standardisation, ISO 12647-3
New business models for newspaper printers
New newspaper color profile
International Newspaper Color Quality Club
World Printers Forum Conference, 7 October 2015
World Publishing Expo 2015
**Daily paid & free print circulation**

million copies

<table>
<thead>
<tr>
<th>Year</th>
<th>Daily Circulation</th>
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<tbody>
<tr>
<td>2010</td>
<td>589 million copies</td>
</tr>
<tr>
<td>2011</td>
<td>592 million copies</td>
</tr>
<tr>
<td>2012</td>
<td>616 million copies</td>
</tr>
<tr>
<td>2013</td>
<td>645 million copies</td>
</tr>
<tr>
<td>2014</td>
<td>686 million copies</td>
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**Daily print circulation change**

<table>
<thead>
<tr>
<th>Region</th>
<th>5 years</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>32.7%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Africa &amp; MENA</td>
<td>3.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Latin America</td>
<td>2.9%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>North America</td>
<td>-8.7%</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Europe</td>
<td>-21.3%</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Australia &amp; Oceania</td>
<td>-22.3%</td>
<td>-5.3%</td>
</tr>
</tbody>
</table>

Source: World Press Trends 2015 analysis
Daily print circulation change

Source: World Press Trends 2015 analysis

Print circulation revenues
US$ million at current prices

Newspaper advertising revenues
US$ million at current prices


Print advertising revenue change

Global newspaper revenue generation 2014

Print & digital **circulation** revenue $92bn

Print & digital **advertising** revenue $87bn


“There is an argument going-on about the effectiveness of newspapers and magazines, even in their traditional form, and maybe they are more effective than people give them credit (for).”

– Sir Martin Sorrell, CEO of WPP

Image Source: get-36m-bonus-this-year-from-wpp/
The world’s largest communications services group, 179,000 people, 3,000 offices, 111 countries

Published on 26 August 2015

The Application of Technology, Big Data and Digital

Quality Time = Increased Advertising Response

- Ebiquity Payback 3¹ shows that print is 2.5 times more effective per impact than online display - and delivers a return of £1.40 for every £1 spent

- For some categories, such as retail, this return is even higher

- A Brand Science study for Microsoft shows that print delivers £6.41 revenue for every £1 spent, compared with just £2.84 for online

¹ Payback 3 is an econometric analysis of 3,000 ad campaigns across nine advertising sectors between 2006 and 2011
- Ebiquity Payback 3¹ shows that print is 2.5 times more effective per impact than online display - and delivers a return of £1.40 for every £1 spent

- For some categories, such as retail, this return is even higher

- A Brand Science study for Microsoft shows that print delivers £6.41 revenue for every £1 spent, compared with just £2.84 for online

“We are seduced by digital media and it’s not necessarily because it’s more effective. I feel it’s because it’s new. (…) Print is still powerful.”

– Pablo Del Campo, Creative Director Saatchi & Saatchi
Published by online accommodation service “Airbnb”
Four times per year
Only a limited number of copies, sold at €11 per copy


Uber with Momentum

Publisher: Digital mobile taxi company Uber
Quarterly community magazine for 150,000 drivers
“Carousel!” with different topics, link to Online Forum

Important Links

Color Quality Club

Blog, daily updates

WPF Board

About World Printers Forum

WPF Membership

Newspaper Color Profile

Materials Lab

Advisory Service
World Printers Online Forum

The World Printers Online Forum is the exchange platform for all those who are interested in questions of newspaper printing.

<table>
<thead>
<tr>
<th>ICON</th>
<th>FORUM</th>
<th>TOPICS</th>
<th>POSTS</th>
<th>LAST POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>🎨</td>
<td>Graphic &amp; Type Design</td>
<td>1</td>
<td>1</td>
<td>Zum Tode von... by Manfred</td>
</tr>
</tbody>
</table>

Forum open for everyone, different topics
- Business Model of Print
- Graphic & Type Design
- Prepress & Color Management
- Printing, Mailroom
- Innovations, Quality, Efficiency
- General Business

300 registered users
Not enough traffic yet
Great Events and useful Tutorials

- **World Printers Forum Conference**
  
  **7 Oct, Hamburg**

- **WAN-IFRA India** – **2 Sept, Mumbai**

- **Tutorials Color Quality Club**
  
  29–30 July, Kuala Lumpur, Malaysia
  5–6 August, Rio de Janeiro, Brazil
  29 September, Mortsel, Belgium
  6 October, Hamburg, Germany

▼ ENGLISH

UK: World first as Sunday paper prints comic unique to each copy (by holdthefrontpage)

UK: Print decline outpaced digital growth in the third quarter for DMGT’s Mail titles and Metro (by Press Gazette)

USA: Print advertising slump bites digitally oriented Advance too (by poynter)

ProImage continues success with cloud ink optimization (Industry Update)

PMS: Mundschenk Druck- und Vertriebsgesellschaft plans for the long term (Industry Update)

GKS now offers first class After Sales Service in the US for flexo and offset customers (Industry Update)

UPM pulp and paper mills’ environmental performance reported in EMAS 2014 statements (Industry Update)

Print2Finish is the new agent for EAE in America (Industry Update)

UPM Interim Report Q2/2015 (Industry Update)

New Case Study: Printing Service Provider, ACSMI, puts its trust in ppi Media (Industry Update)

International Newspaper Color Quality Club 2016-2018

Register HERE

Supported by X-rite and MakroSolutions

About the WPF Newsletter

The World Printers Forum is the print community within the World Association of Newspapers and News Publishers. It works on all aspects of the printed newspaper. This includes production planning, prepress data handling and processing, press and mailroom operations and connected topics in terms of management and technical implementation. The World Printers Forum Newsletter is published fortnightly by WAN-IFRA.
Decided

- Project “Optimized Paper Handling and Logistics”
- Update of Report on print standardization, ISO 12647-3
- New newspaper color profile ("ISOnewspaper26v4")
- New business models for newspaper printers
- Procedure of Color Quality Club evaluation
- Standardising production with lower grammage newsprint
- Developing print quality standards for digital (inkjet) newspaper printing

Optimized Paper Handling & Logistics

This unique cross-industry collaborative project brings together expertise from across the entire paper supply chain from the mill, through transport, storage, handling and printing. Its goal is to establish a common best practice tool and global reference for suppliers, transporters, converters and printers to improve their efficiency.

Participating associations: ABP, AXEL SPRINGER, BOLZONI AURAMO, EARTHPAC, GOSS INTERNATIONAL, IF, KBA, LHG, SONOCO-ALCORE, STORA ENSO, TESA SE, TIMES OF INDIA, UPM

Sponsor companies: INTERNATION CROSS INDUSTRY
Optimized Paper Handling & Logistics

This unique cross-industry collaborative project brings together expertise from across the entire paper supply chain from the mill, through transport, storage, handling and printing. Its goal is to establish a common best practice tool and global reference for suppliers, transporters, converters and printers to improve their efficiency.

Participating associations

Sponsor companies
ABP, AXEL SPRINGER, BOLZONI AURAMO, EARTHPAC, GOSS INTERNATIONAL, IF, KBA, LHG, SONOCO-ALCORE, STORA ENSO, TESA SE, TIMES OF INDIA, UPM

Optimised Paper Handling & Logistics

Update of the “Orange Book”

5 associations and 14 industry partners

Project site
https://basecamp.com/2296667/projects/6414522

Guide to be presented at World Publishing Expo 2015

Image Source:
Structure of Guide, 130+ pages

Title, Credits, Introduction, Contents-Summary
1 Substrate overview
2 Inspection, diagnosis & reporting
3 Warehouse/Paper store
4 Handling equipment
5 Best practice roll & pallet handling
6 Transportation
   6.1 — Rail
   6.2 — Sea
   6.3 — Road
   6.4 — Containers
7 Paper handling to press
Glossary & Index

ISO 12647-3:2013
Quality standard for newspaper production
CONTENTS:

CHAPTER 1: WHY STANDARDISE? 7
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CHAPTER 3: PRINT PRODUCTION 19
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CHAPTER 5: INTRODUCING THE NEW STANDARD 29
CHAPTER 6: QUALITY CONTROL MECHANISM 33
New newspaper color profile

In line with actual ISO 12647-3, TIC 220%
Technically up to date: data format and quality
Visually compatible with ISOnewspaper26v4
Future oriented, for the next 10 years
New name: WAN-IFRAnewspaper26v5
Cooperation with the Swedish Graphic Companies’ Federation

Developed and tested in first half year 2015
Released end June 2015, PR, newsletter, download

Martin Elofsson
Project Manager Business Development
Grafiska Företagen, The Swedish Graphic Companies’ Federation
Näringslivets hus
Storgatan 19, Box 555 25
102 04 Stockholm, Sweden

Magnus Brolin
Graphic Consultant
Altamont Media Vasteras AB
Lyckebogatan 5
724 61 Vasteras, Sweden

Profile specification

Software: X-rite i1Profiler, Version 1.5.6
ICC Profile Version 2, to avoid compatibility conflicts with older RIP versions
Maximum total ink coverage CMYK: 220%
Long black (K) with early start at 1%
Maximum black (K) at CMYK: 100%
Profile specification

- Größe: 1.351.496 Byte
- Bevorzugte CMM: 
- Spezifikationsversion: 2.1.0
- Klasse: Ausgabe
- Raum: CMYK
- PCS: Lab
- Erstellt: 2015-05-06 23:16
- Plattform: Apple
- Markierungen: Beste Qualität
- Gerätehersteller: 
- Gerätemodell: 
- Geräteattribute: 00000000 00000000
- Anpassungsart: Fotografisch
- PCS-Lichtart: 0,96420, 1,00000, 0,82491
- Erstellt von: „XRCM“
- MD5-Signatur: 

2005

2015
Open to all types of newspaper production
Coldset, heatset, inkjet, flexo, tinted paper
Registration now, test prints January–March 2016
One-day tutorials in many countries

Four technical categories

Category 1: Coldset-Offset on standard newsprint
Category 2: Heatset or UV Offset on std. newsprint
Category 3: Heatset or UV Offset on SC or LWC paper
Category 4: For non-standardised processes
Examples: tinted paper, flexo printing, inkjet printing, processes that are not covered by ISO 12647-3 for any reasons
Conditions of participation

Titles can be registered by publishers and printers
Participant = a title printed at a specific plant
Publisher/Printer may register multiple titles
Publisher/Printer may register titles of multiple plants
WAN-IFRA handles participation confidentially, only names of successful participants will be published
Participation fee per participant (each title per plant)

Procedure and schedule

Participants to test print daily during competition week
At the end of each week WAN-IFRA will disclose the day of the week, from which samples have to be submitted

<table>
<thead>
<tr>
<th>Competition weeks</th>
<th>WAN-IFRA informs, from which day to submit samples for evaluation</th>
<th>Samples have to be available for evaluation</th>
<th>Evaluation reports sent by WAN-IFRA</th>
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<tr>
<td>21–25 March 2016</td>
<td>28 March 2016</td>
<td>08 April 2016</td>
<td>05 June 2016</td>
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</table>
Cuboid Version for 2016–2018

42 x 28 mm, integrated color register element
Position: horizontal or vertical

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</table>
The World Printers Forum will have its 2015 Conference on Wednesday, 7 October, during the World Publishing Expo 2015, the largest trade exhibition for the news publishing and media industry, in Hamburg (5 to 7 October 2015).

Keynote speaker will be Hermann Petz, the CEO of the Austrian regional newspaper Tiroler Tageszeitung, who is on a bold mission these days: to put an end to today’s endless bashing of newspapers. “The newspaper is dead? Long live the newspaper!” is the not-so subtle title of Petz’s recently published book, written on the occasion of the Tiroler Tageszeitung’s 70th anniversary.

Petz, who serves as the Chairman of the Board of Moser Holding, will no doubt declare his views on the power of print when he delivers the keynote address of the World Printers Forum in Hamburg.

The Conference will reflect the work of the World Printers Forum. It will feature the presentation of new research projects, innovations in newspaper print business, product development and technology. Emerging business models will be presented and discussed as well as new approaches in offset and digital inkjet printing, paper and ink, newspaper print sizes and production control.

The World Printers Forum Conference on 7 October will feature:

- New business models of newspaper printing
- Innovations in technology and product development
- Optimising materials: paper and ink
Hermann Pitz
Chairman of the Board, Moser Holding, Austria
Hermann Pitz serves as the Chief Executive Officer at Moser Holding Abkautenverwaltung and Chairman of Supervisory Board at Regional Media Austria AG. He started his career at the Troker Sparkasse...
Read more ...

Thomas Drensek
General Manager Axel Springer Print Management GmbH, Germany
Thomas Drensek was born 1980 in Germany. After having finished grammar school he did an apprenticeship in business management. Afterwards he studied mechanical engineering at the University of Aachen...
Read more ...

Beat Lauter
Strategy and Communication, VR Delegate, Mengis Druck, Wiler Bicks, CH
Beat Lauter is a delegate of the Board of Directors at Mengis Druck und Verlag AG. He is also president of the Board in the Zürcher Medien Axi. Lauter will present a case study on the the...
Read more ...

Kasturi Balaji
Director, Kasturi & Sons Ltd., India
Kasturi Balaji was appointed Director of Kasturi & Sons Ltd., publishers of The Hindu, in 2000. He is responsible for technology, production, and ink manufacturing. He is also a member of the...
Read more ...

Kurt Kribitz
Managing Director, Styria Print Group, Austria
Kurt Kribitz has a background as a printing engineer and a master degree for international marketing and sales. From 1986-1998 he was sales- and marketing director of the international packaging...
Read more ...

Matthias Tietz
CEO, Rheinisch Bergische Druckerei, Germany
Since 2001, Matthias Tietz has been working for Rheinisch Bergische Druckerei GmbH & Co. KG as CEO and Rheinische Post Verlagsgesellschaft mbH; jury, with special tasks within the range of...
Read more ...

Hugo Jacqmain
Director, Aboriginal Affairs Ministère des Forêts, de la Faune et des Pâces du Québec
Hugo Jacqmain, ing., Ph.D is a professional forester with graduate studies in integrated and sustainable forest resource management. He is currently the Director of Aboriginal Affairs for Québec's...
Read more ...

Krishnendu Bose
VP Manufacturing Excellence for Supply Chain of HF Media Ltd., India
Krishnendu Bose is Vice President Manufacturing Excellence for the Supply Chain of Hindustan Times Media Ltd. and driving the innovations and total cost productivity projects across the pants...
Read more ...

Nigel Wills
Joint Managing Director and Editor, Print Princess Champions best practice group
He entered the industry in 1965 with a five-year apprenticeship in the UK, followed by 25 years in Australia working in print production, sales, marketing and management. In 1998, he returned to...
Read more ...

Yogesh Terani
Managing Director, Books-on-Demand GmbH, Norderstedt, Germany
Yogesh Terani has been working for Dell since October 2009. During his first years as chief operating officer he was responsible for the implementation of various projects. His achievements ranged...
Read more ...
Hans Peter Janisch
Newspaper Designer & Consultant, Germany
Hans Peter Janisch has been working as a newspaper designer and consultant for the past 20 years. During this time, he has redesigned numerous papers in various countries. He was one of the founders...
Read more...

Martin Schwarz
Editor-in-Chief, 4c, Vienna, Austria
Schwarz is the editor in chief of 4c, a trade magazine for print, design & digital media. 4c is being published in an edition for Austria and since 2013 also in an edition for Germany. The...
Read more...

Manfred Wertel
Deputy CEO, WAN-IFRA, Germany
Manfred Wertel is Deputy CEO and Executive Director, Global Events, based in Frankfurt am Main, Germany. He is responsible for the World News Media Congress and the World Publishing Expo, etc...
Read more...

Sabine Sirsch
Founder, Sirsch Consulting, Germany
Sabine Sirsch consults the newspaper industry on strategy, trends and innovations in newspaper production and cross-media. She was formerly Head of Product Marketing Newspaper at mannixlauf web...
Read more...

Anand Srinivasan
Research Engineer, WAN-IFRA, India
Education: Bachelor of Engineering. Specialisation: Printing Technology Role at WAN-IFRA. Anand is responsible for the activities at WAN-IFRA Research and Material Testing Centre, Chennai which...
Read more...
Learn. Lead. Launch.
Public seminars, case studies, technology briefs, workshops, innovation tours, three conferences

- Programmatic Advertising
- Native Advertising or Branded Content?
- Monetizing Mobile
- Online Video Technology for newsrooms
- Choosing a CRM system
- Beyond Paid Content
- Big Data In the Newsroom
- Social Media Optimisation
- Reader Metrics and Measurement
- Workshop on Wearables
- Innovation Tours to Companies & Projects
- Guided Tours through the exhibition
- BootCamp, Digital Deseret Media & Local Media Association (USA)
- Boosting Productivity in Production
- Business Innovations for Printers
- Printing More than the Daily Paper
- Retrofitting Production Systems
- Inkjet printing – new revenue opportunities
- Tutorial: Color Quality Club

Conferences

International Newsroom Summit
Monday, 5 October 2015, 9.30 to 17.30 h

Mobile News Summit
Tuesday, 6 October 2015, 9.30 to 17.30 h

World Printers Forum Conference
Wednesday, 7 October 2015, 9.30 to 17.30 h

€690 WAN-IFRA members / €990 non-members
Media Executive Pass, including all conferences
€1290 WAN-IFRA members / €1890 non-members
Media Innovation Day
How will you get your news tomorrow?

Joint initiative of WAN-IFRA, Hamburg Media Institutes and the City of Hamburg
International innovative media projects at Media Port on 7 October 2015
Media Innovation Day free for visitors

media innovation day
HAMBURG MESSE · 7 OCTOBER 2015

#MID15
An initiative of WAN-IFRA’s Global Alliance for Media innovation, nextMedia.Hamburg and the City of Hamburg as part of the World Publishing Expo 2015

Free Registration

SPEAKERS

Prof. Dr. Stephan Weichert
Hamburg Media School (HMS) / Digital Journalism
Germany

Andreas Wrede
HMS, Medienmanagement/ InnoLab
Germany

Katharina Borchert
CEO, Spiegel Online
Germany

Prof. Jeremy Caplan
Director of Education, Tow-Knight Center Entrepreneurial Journalism
USA
Why attending Expo?

Need to grow revenue?
How will your newsroom change?
What are potentials of new technology?
How are publishers & printers transforming business?
Do you prepare a new project?

Messe Hamburg

Fernsehturm TV Tower
Eingang Mitte Central Entrance
TAXI
Parkhaus Mitte Central Multi-Storey Car Park

Lagerstr.
Flora-Neumann-Str.
Thank you!