NEWSROOM OF THE FUTURE

HOW DIFFERENT IS IT?

By ESTHER NG
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Other products:

- **RADIO**: 988, SURIA
- **EVENTS**: perfect livin®
- **OTT**: dimsum™
- **FOOD**: kuali
- **PROPERTY**: propwall.my, starproperty.my, iBilik
THE STAR ONLINE (TSOL)

Â1995: Web version of print launched
- Malaysia's 1st mainstream news portal
- SMG's 1st step into digitalisation & convergence

ÂAverage monthly page view

![Graph showing page views from 2006 to 2018]

- 21.5 million page views in 2006
- 82.1 million page views in 2018
With the launch of TSOL:

**NEWSROOM**
(Main Desk)

- Print
- Online (TSOL)

Convergence

was necessary to enrich the Main Desk & streamline content for the various platforms
CONVERGENCE  Trial & error

2000 – 2013

Key Editors from all desks sat together in the newsroom daily

Day Editor role created

Challenges:

Key Editors were needed in their respective Sections

Different Desks, different deadlines

Editors not from News felt like outsiders
CONVERGENCE Trial & error

2016

Å Superdesk: Senior Editors from key Desks sat together at peak hours to contribute News ideas

Å Page 1 Editor: 4 Senior Editors take turns to plan the day’s main stories

Challenges:
Å News became ‘contained’ again as main stories were handled by the same editors
Newsroom

Day Editors work on main stories for News

Key Editors (go-to editors for the day) take turns handling the day's cover/main stories (from all Desks)

Print & Online clearers merged into one Clearing Desk

Beat journalists from all Desks develop exclusives for a content bank that feeds all platforms
CONVERGENCE: Trial & error

Mindset

Å Editorial → Content
Å Group Chief Editor → Chief Content Officer
Å Print-centric → Digital 1st

Then: Reporter + Copy Clearers → Print
Now: Reporter + Copy Clearers → Print + Visuals + Online + Engagement
CONVERGENCE Trial & error

Systems
Â New CMS
Â Voice assisted mobile app & digital products enhanced
Why 3rd time’s a charm:

- Content Dept restructured to work more efficiently
- The Beat System will result in richer content as Beats are headed by Senior Editors
- Content bank (comprising primarily of exclusives, opinions & analysis) ensures speed, quality, accuracy & originality — prerequisites to thrive in a digital environment
DIGITAL 1ST

WORKFLOW (newsroom)

ASSIGNMENT
CONTENT FOR ONLINE & PRINT (story, photo, graphics, video)

COPY TASTE
COPY CLEAR
UPLOAD ONLINE
CREATE SOCIAL MEDIA CONTENT

SLOT FOR PRINT
PLAN PAGE
CHECK
EDITORIAL FINISH

PRACTICE (field)

ASSIGNMENT
ONLINE
• Raw footage
• Press release
• Brief News

PRINT
• Analysis
• Reactions
• Opinions

SOCIAL MEDIA
TSOL
WEB
APP

Taking it a step further

Star MEDIA GROUP
Challenges:
• Monetisation
• Mindset
• Multitasking
• Increasing engagement time in an age of shorter attention spans, headline-readers, & information overload
• Instant analysis
A FULLY-CONVERGED NEWSROOM

Solutions:
Å New roles (social media team, data analysts, etc)
Å Upskilling
Å Paywall
Å Fast & dirty videos (Spielberg productions can wait)
LESSONS LEARNT

• Premium, quality content is still King

• Digital 1st is as much about tech as it is about having the right people
SO, ARE WE TRULY DIGITAL 1ST?

It’s a work in progress
... but we’ve started.
THE SILVER LINING

The digital environment is ever-evolving. New platforms are coming up as we speak.

But if the fundamentals are in place, we'll have the necessary flexibility to adapt & harness the benefits digital opportunities bring.
Digitalisation is not a destination.

It is a journey.

- THANK YOU -