NEW STRAITS TIMES PRESS AIMS TO BE

VISION
“To be Malaysia’s leading digital publisher”

MISSION
“To be the preferred news & content platform that provides extensive reach & offerings to all our customers”
Digital Product / Mobile Application availability and launch date:

**BE BOLD TO EXPLORE NEW THINGS**
FAIL FAST, LEARN FAST AND IMPROVISE.
MALAYSIA POPULATION
31.8 million

INTERNET POPULATION
25.1 million

PENETRATION RATE
79%

Source: 2018 Digital Yearbook by We Are Social & Hootsuite
22.1 MILLION

NSTP TOTAL AUDIENCE REACH IN 2017

Source: ComScore, Socialbakers, App Annie & Google Analytics
WHERE MEDIA PRIMA STANDS NOW

LARGEST LOCAL MEDIA GROUP IN MALAYSIA

9.4 MILLION UNIQUE DIGITAL AUDIENCE MONTHLY

* comScore MMX Multipersonal Dec 2017
Committed to our transformation journey in growing digital revenue streams through *detailed planning & execution*…

59% of Media Prima’s total digital revenue comes from NSTP
SEGMENTAL REVENUE

BEFORE TRANSFORMATION

- NON-AD: 20%
- NON-TV & PRINT: 20%
- BEYOND MALAYSIA: 2%
- DIGITAL: 5%

AFTER 2020

- NON-AD: 40%
- NON-TV & PRINT: 40%
- BEYOND MALAYSIA: 10%
- DIGITAL: 20%
THE NEWSROOM OF THE FUTURE

1. OPEN SPACES, WALLS-DOWN
   Innovation Formula
   Creativity
   Open Newsroom = Communication = Better Content
   Collaboration

2. FULLY INTEGRATED ON/OFFLINE
   News first, content second. We tell the story as we know it on the best, most suitable platform. Each desk has one personal computer with 2 screens, one for input and the other for output.

3. ROLLING DEADLINES
   Content contacts with our audiences when they need information and in the platform they prefer.

4. RADAR
   We monitor the world via technology so we can focus on the why and what’s next as opposed to the who, where, and how.

5. RADIAL SYSTEM
   Sections and themes and products emanate from the superdesk which commands and controls the news workflow.

6. MACROEDITORS
   No more beats, no more skews. Team reporting, street reporting with macroeditors.

7. DIGITAL WALLS
   Where we see our online websites and community sites and they are updated with sound directly by the webmaster so everyone sees and feels the 24/7 energy of a multimedia operation.

8. MINI STUDIOS
   Integrated mini tv - radio studios.

9. VISUAL JOURNALISM
   Graphics and photo desks next to the superdesk. Journalism where show, don’t tell is the norm.

10. SUPERDESK
    The chiefs are at the forefront - not hiding in offices anymore - they are approachable, accessible and responsible.

Graphic: Pablo Del Rio/INNOVATION ©
Integrated Sports Desk
Moving forward, publishing process to be online-led, supported by real time data / analytics

**NEW Process content-/digital-centric**

- **Online decides - Print follows**
  - Day-1
  - Throughout the day

**Description**
- Process to facilitate story generation around trending topics **based on real-time data analytics**
- Immediate content planning for digital throughout the day, rather than day-before planning
- All editors **support online editors** – or become online editors themselves
- Print content selection based on success online
- Decisions based on data

**Current Process**
- Day-before assignments schedule
- Morning conference
- Print process

**Day-1**
- Allocation of shared resources
- Schedule driven by data

**Throughout the day**
- Decisions for daily coverage based on real-time data
- Data-driven coverage according to real-time data from Chartbeat, published digital-first

**Online**
- Decision for stories to be published based on success online

**Print**
- Decisions for daily coverage based on real-time data
- Data-driven coverage according to real-time data from Chartbeat, published digital-first

**Current Process**
- Day before assignments schedule
- Morning conference
- Print process
NSTP Newsroom Transformation initiative serves a more structured editorial management and higher asset monetization potential.
NEWSROOM TRANSFORMATION

4 vital elements towards successful Newsroom Transformation

TECHNOLOGY
- Chartbeat
- Cxense
- Scribble Live

PROCESS
- Digital first
- Shared assignment board

PEOPLE
- Digital-mindset
- Right skills

PLATFORM
- Various content distributors
ODYSSEY PLAN

CHANGES IN NSTP MANAGEMENT

Media Prima steps up transformation into major digital publisher

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The New Straits Times Press (M) Bhd (NSTP) has announced a new management line-up at the country's leading publisher as it steps up its transformation into a major digital publisher.

Heading the list is Datuk Yashahimi Musafuli Yahaya as NSTP editor-in-chief (EIC) effective Jan 1.

An EIC, he is responsible for the overall editorial operations and content enhancement of NSTP's three titles - New Straits Times, Berita Harian, and Harian Metro - and other digital titles.

Yashahimi, who has more than 27 years of experience in journalism, reports to NSTP chief executive Datuk Seri Abdul Jalil Harith.

"We will focus on integrating the editorial resources and strengthening NSTP's print and digital offerings.

"This is in line with the introduction of a new content convergence, with the main objective of redefining NSTP's position as the news and content provider of choice in the face of a challenging business environment," Jalil said in a statement yesterday.

Yashahimi has been NSTP group editor since March last year after joining NSTP as NSTP executive editor in 2012.

Prior to the appointment, he held several key positions, such as editor-in-chief of The Malay Mail and group editorial advisor of the Redberry Group.

Another key appointment was Farih Ezrin Mohd Rashidi as the head of education vertical.

Farih, who was the general manager of marketing prior to the new position, will look into the total offering of NSTP's educational products, including examination seminars, pupil's books and educational books, NSTP's School Times and Higher Ed, as well as the interactive education portal FullMark.

Other changes include Azni Othman appointed general manager, digital business and development, Sagai Hashim as head of production, Othman Marwan as executive editor, special projects; Fadlulnisa Jafar as head of content, education vertical.

Other appointments are Sadon Idri as senior executive editor for convergence, Tan Mohd Azri Tan Hussein as Harian Metro executive editor, Thilikdan Murunandy as executive editor of convergence, and David Christy as production executive editor.

Zuki oversees the title's special desk, features, Top of Mind, entertainment and literature, while Mohd Azi oversees the title's property, Life & Times, Top of Mind and supplement desks.

"We believe that digital transformation will provide us with the right infrastructure to be the leading digital-first content and commerce company.

"Our digital reach of more than 22 million throughout 2020 is a remarkable achievement and we are confident that this new wave of transformation will provide the impetus for the future," he said.

NSTP last year recorded over 800 per cent increase in digital advertising revenue and subscription of FullMark.

The restructuring will see the convergence concepts in the news gathering and production processes.

"This is seen as a major stop in the newsroom's transformation, with the integration of the editorial resources to change the traditional newsroom into a modern digital and dynamic news gathering engine.

"The move is part of Media Prima's Odyssey Transformation Plan to position NSTP as the leading digital publisher, shifting from print to the digital-first model.

"The other initiative is the creation of new content verticals, a merger of editorial, content, events with digital product development and brand management, with education and lifestyle verticals becoming the first to be established.

"These content verticals are introduced to meet the new business landscape, offering new value-added alternatives and customer-centric approach," said Jalil.
DIGITAL TRANSFORMATION

CHALLENGES

PEOPLE

SYSTEM / PROCESS

LEGACY ISSUES
Exploration into *more verticals* for *monetization*
THANK YOU..

QUESTIONS?