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8-10 June 2011, Lisbon
3rd European Summit on Measurement

Don't write off the printed newspaper yet

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THE INDEPENDENT

THE INDEPENDENT
ON SUNDAY

i



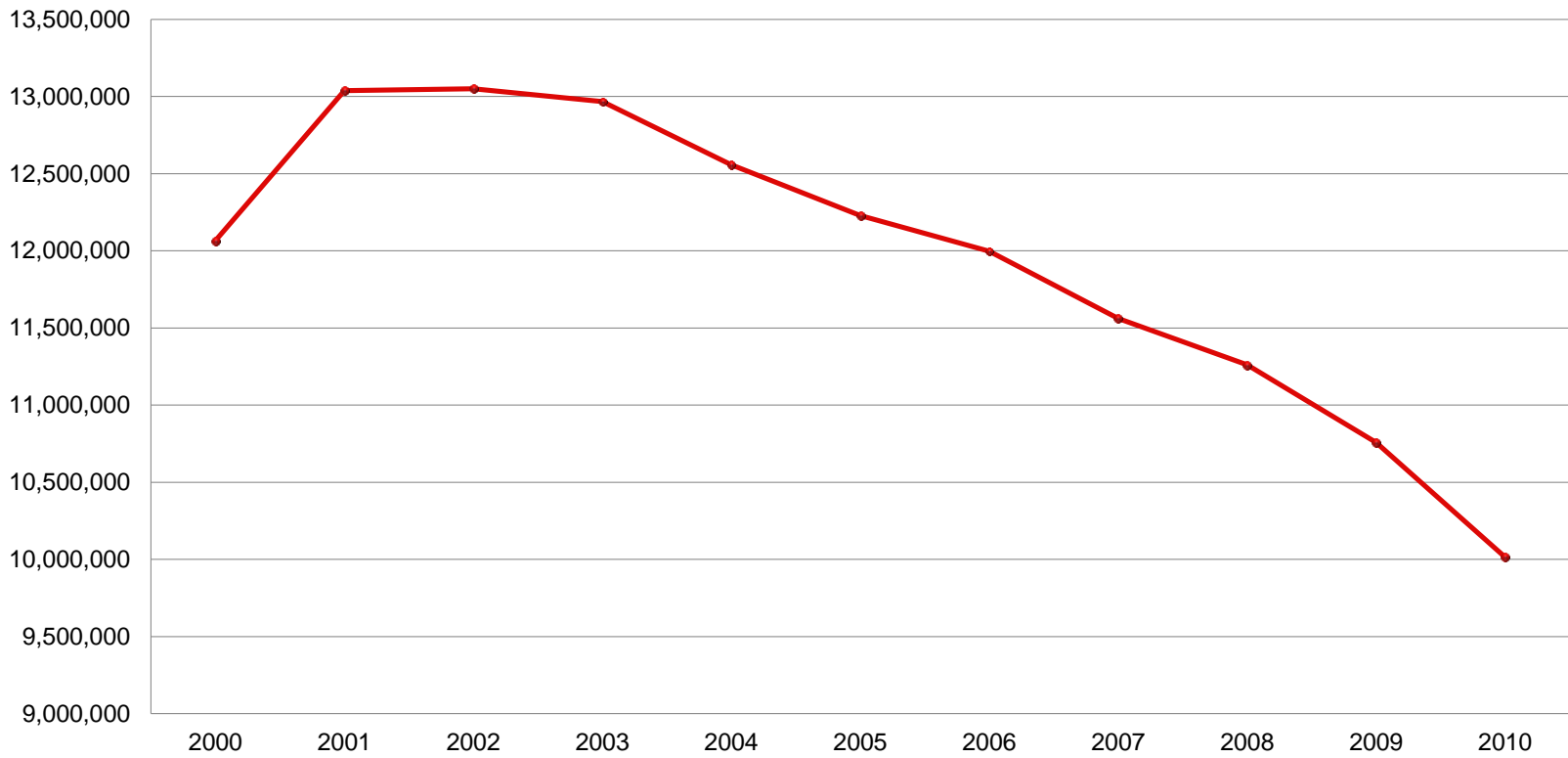
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Printed Media Trends – Global/National

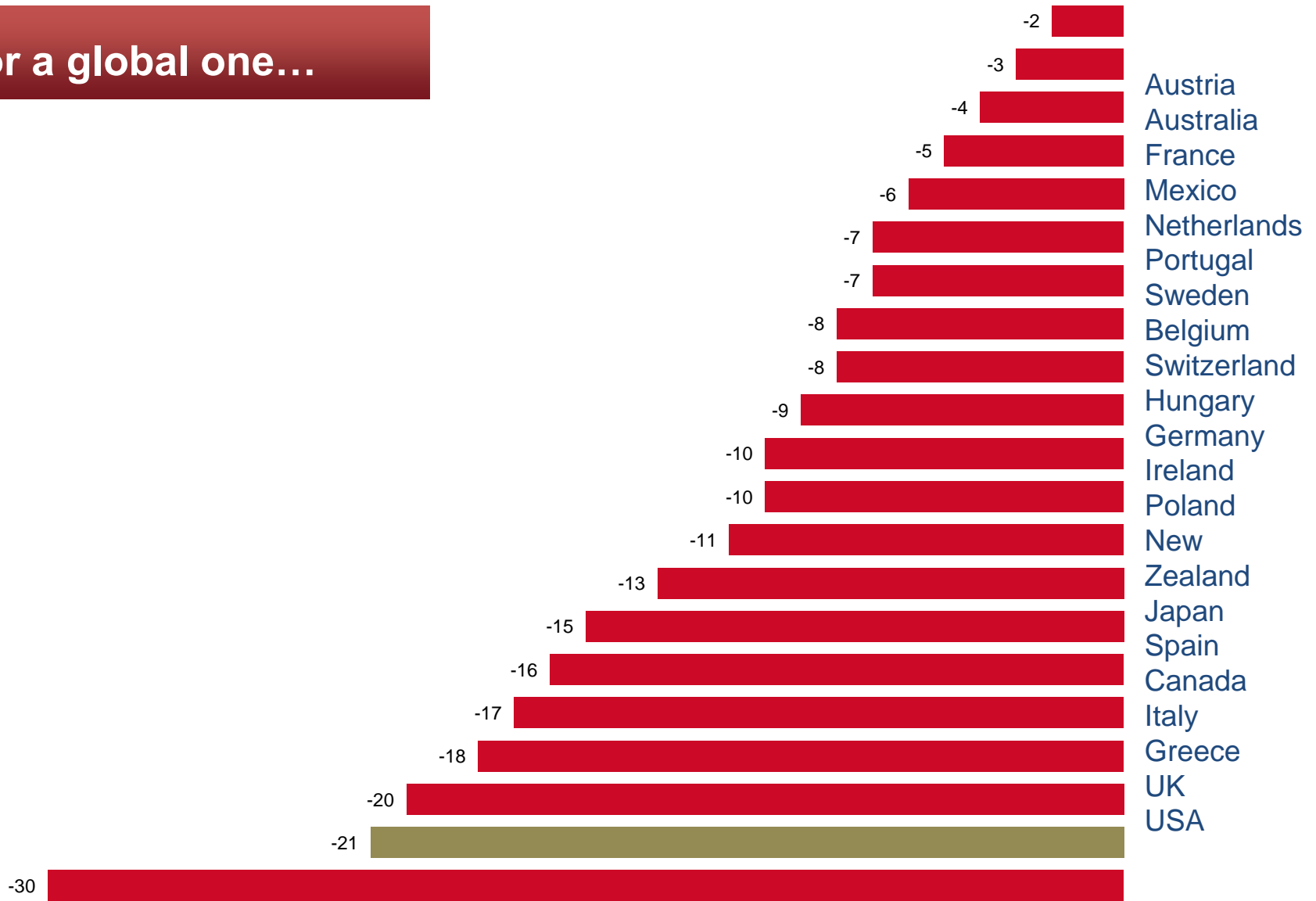
Challenges facing the newspaper industry

- Alternative sources of news (websites, mobile phones, i-pad, digital papers)
- Increases in newsprint and print production costs
- Decline in advertising spend and allocation
- Decline in consumer spend (recession, demographics, consumer behaviours)

Whether on a National scale...



...or a global one...



Estimated % newspaper market decline 2007-2009

Source: PwC 2009

... The newspaper market has so far failed to adapt to the change in news consumption

Adapt to Consumption Habits

What did the readers want ?

- Need to adapt to the change in news consumptions habits (as in past with tabloid format in 2003)
- Desire for quality/trusted information
- £1 too much to spend for time-poor readers
- Convenience – still wanted a printed newspaper (as shown by success of free newspapers)

Why i?

The strategy behind launching a new printed national newspaper

- Gap in the market between free newspapers and quality newspapers in current market
- i provided: strong design; high quality content; manageable size; at the right price (20p)
- i targeted: lapsed readers of qualities; people 'upgrading'; new readers; commuters

The current offering

Pops/Free



Got money's worth



Quality Content



Balanced Editorial



Celebrity / Sensationalist



- Ideal size for journey
- Right price for product
- Too simplistic
- Too celebrity focussed

Mids



Got money's worth



Quality Content



Balanced Editorial



Celebrity / Sensationalist



- Good size for journey
- Too opinionated/ biased

Quals



Got money's worth



Quality Content



Balanced Editorial



Celebrity / Sensationalist



- Great content
- Too much for journey
- Not cost efficient
- Too much wastage

Success of i

‘Content is King’ – the platform adaptable

- Business model – leveraging existing Independent resources and brand across different platforms of The Independent, i and the website
- 2 Phase launch
- Sales of i – exceeded expectation at 170,000 a day and have not affected sales of The Independent or the rest of the market
- Launch of Saturday i on May 7, 2011

Website /social media v printed newspaper?

To pay or not to pay?

- Paywalls - strategy going forward for The Independent
- Use of social media to promote both i and The Independent
- i-pad

Is there a future for printed newspapers?

What next?

- Success of i shows you cannot write off the printed newspaper just yet
- Import aspects of digital to printed product, i.e. interactive/concise
- Make audience feel part of an exclusive community
- Brand is key and content is king