

Challenges for News Publishers in a multi-platform world

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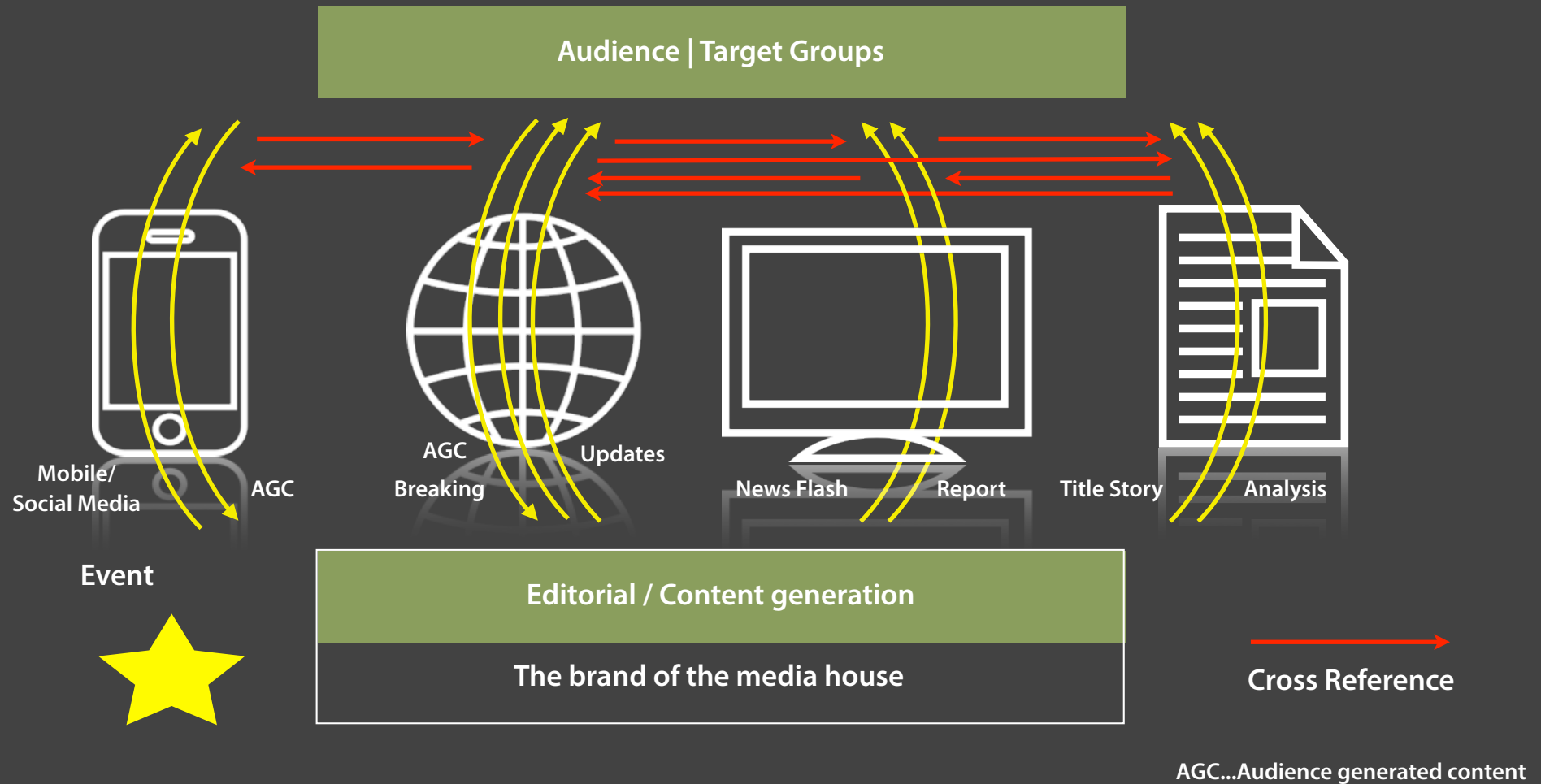
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Today's audience behaviour and expectations have changed

- Easy access to relevant content
- Access to content at all times, in any place, on any device
- “Best-of-breed” experience
- actively engaging in the communication flow



Principle: Integrated communication



New fields of expertise in a modern media company required (selection)

Customer / Audience insight

Multimedia Story Telling / Rich Media content creation

Multi-Platform / Multi-Device Publishing

Social Media / Distributed Content

Data management and analytics

User Experience / Customer Journey

Digital sales / digital distribution

Main challenge on the technology side (selection)

- Multi-Channel and Multi-Format Content Management Systems
- eCommerce platforms
- (Digital) Performance measurement, user journey tracking and optimisation tools
- Data management and business intelligence systems

What do (some) news publisher do?

- Investment in tech start-ups / M&A
- Hiring people from other industries
- Outsourcing what is not part of the core business

Thank you!

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