

Ifra Newsplex Workshop: Multimedia Storytelling

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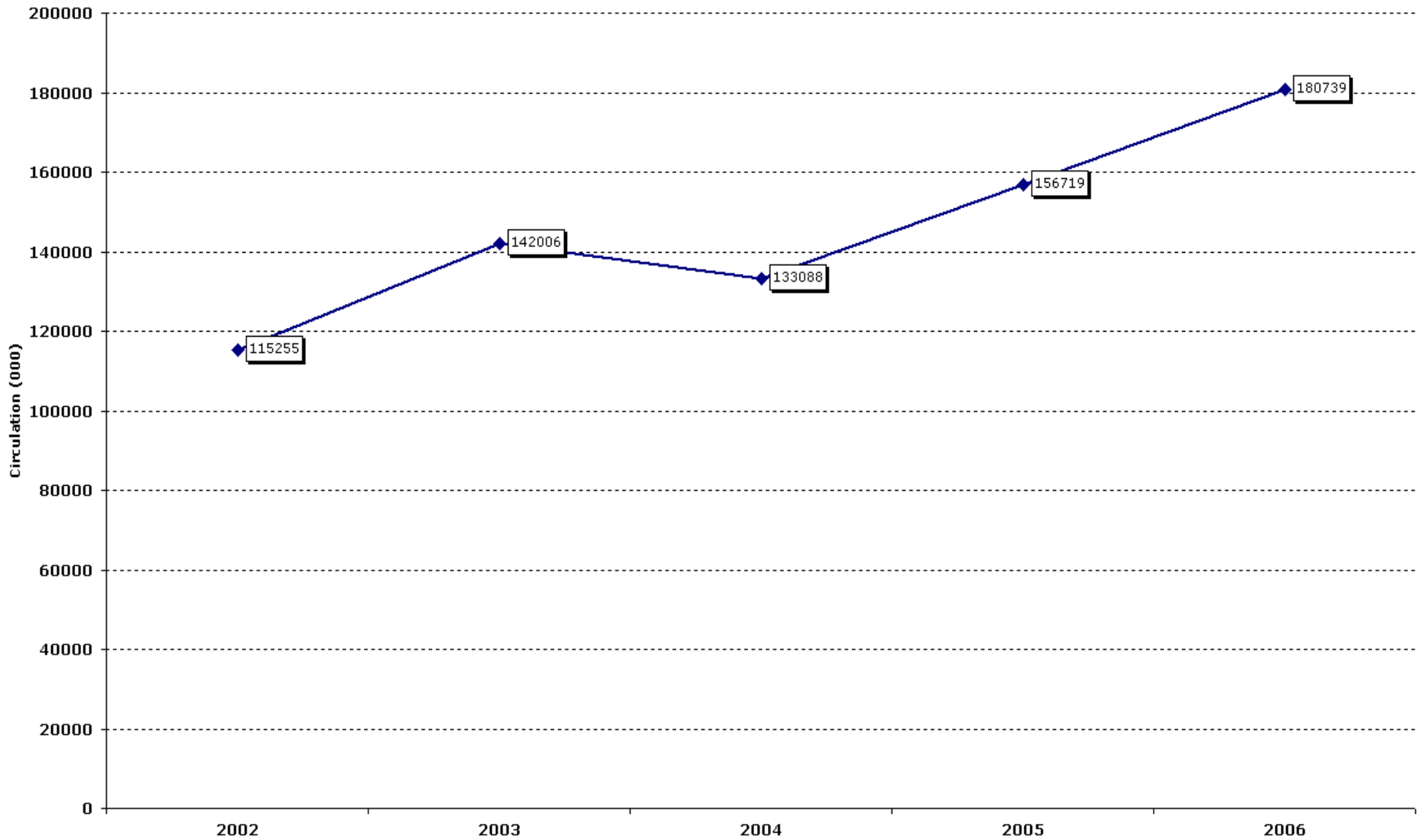
Email: halls@ifra.com

India today

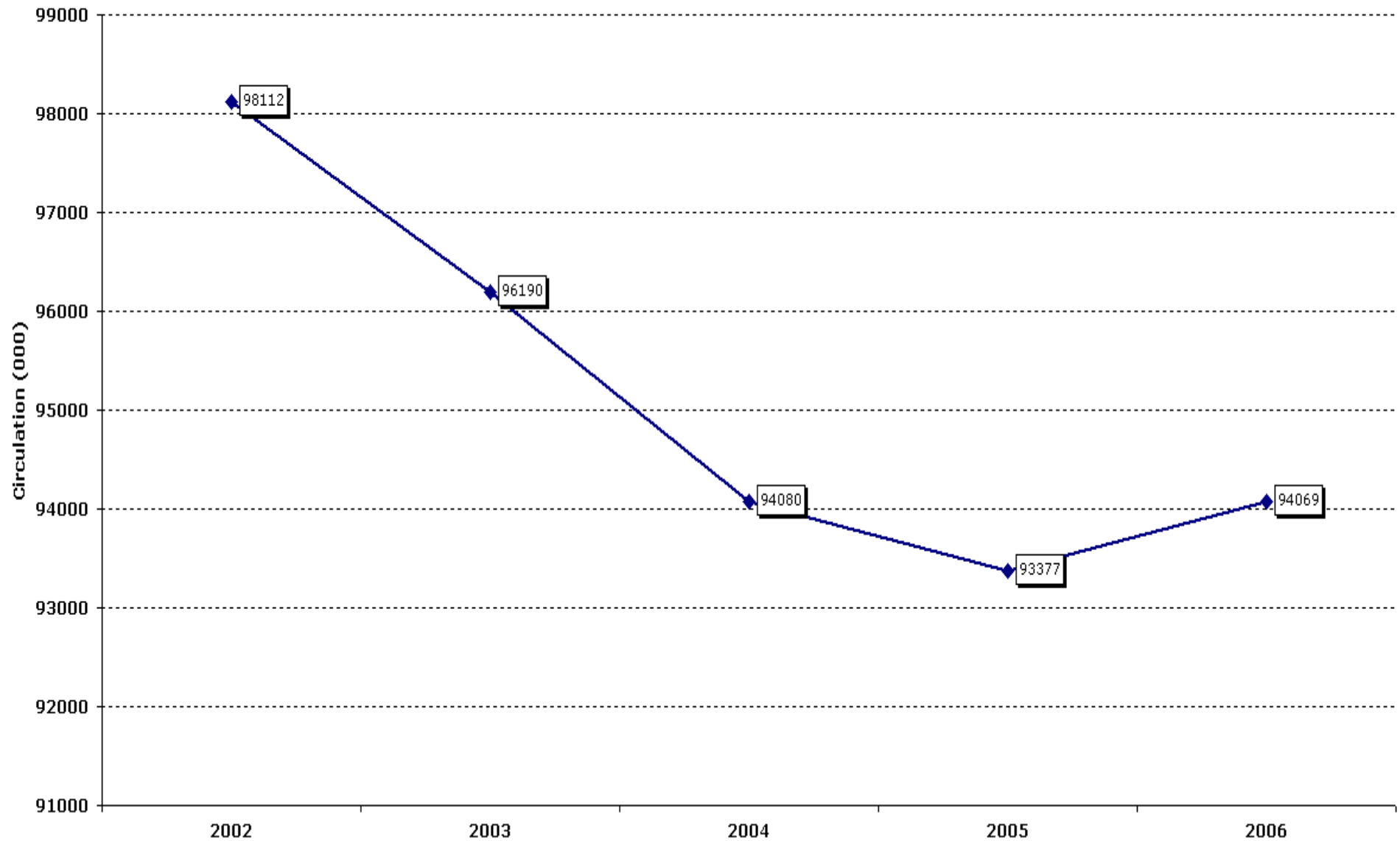


Allahabad University students read newspapers early morning around a newspaper vendor on a roadside, in the northern Indian city of Allahabad, Wednesday, May 23, 2007. Newspapers. (AP Photo/Rajesh Kumar Singh)

Total average circulation per issue in India*



European paid-for-dailies circulation



Source: world press trends 2007

Europe today

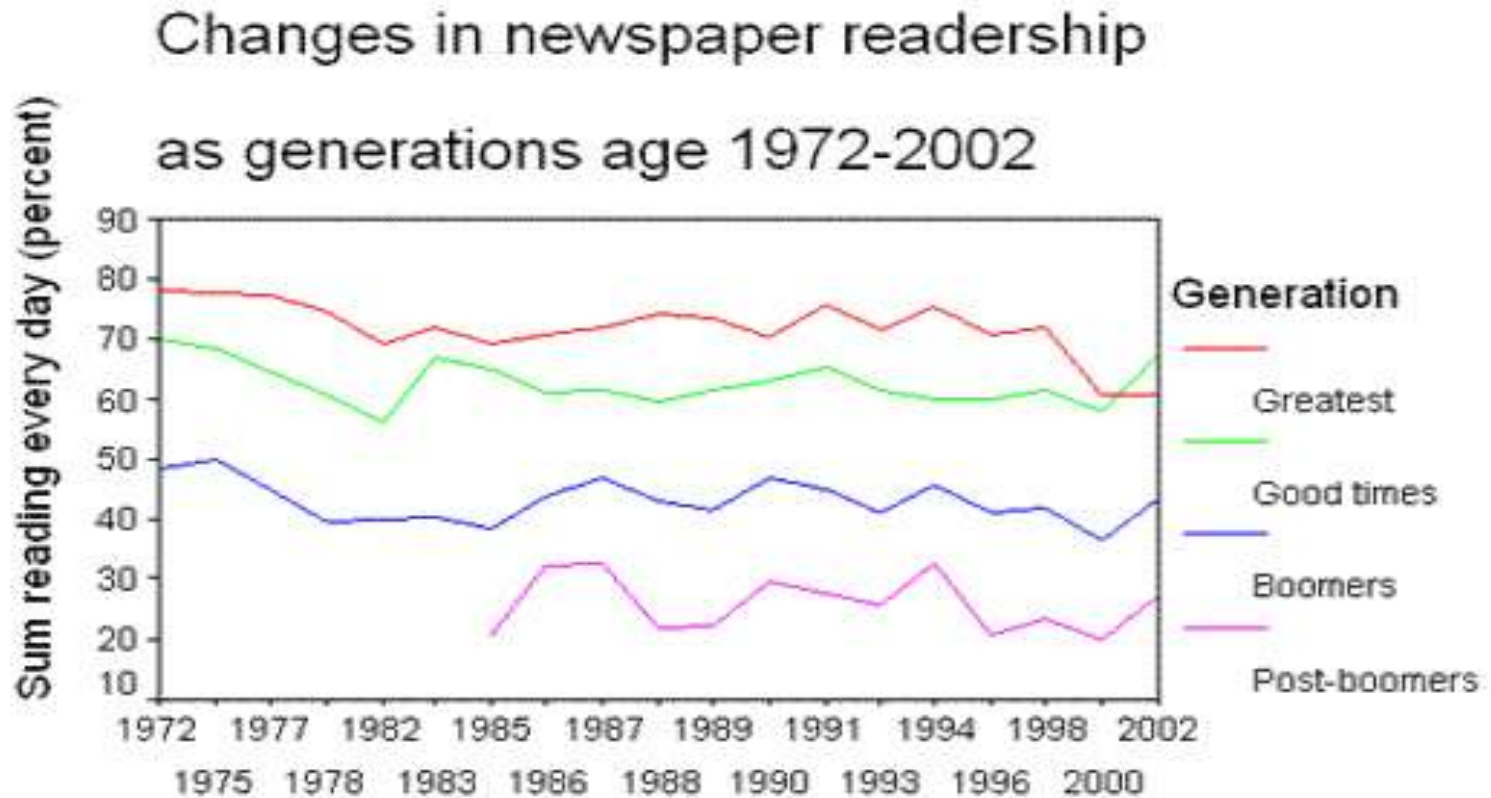


24th August 2006

Why are we facing declining readership in Europe and the USA?

- **Technology**
- **Relevancy- break down of mainstream media**
- **Hectic lives**
- **New players in the market- e.g Google**
- **Newspapers slow to react**

People's news habits are set for life around 18 years or so

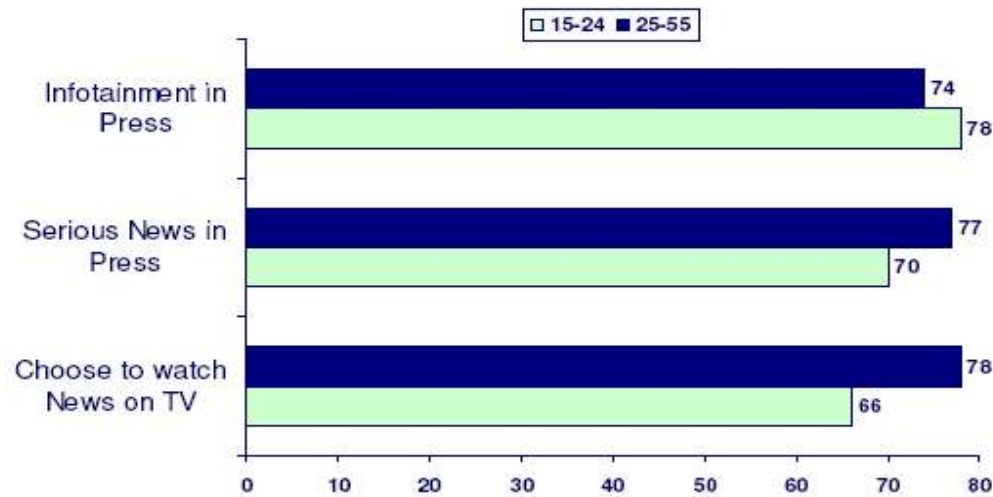


Definitions:

Greatest: born before 1929; Good times: 1929-1945

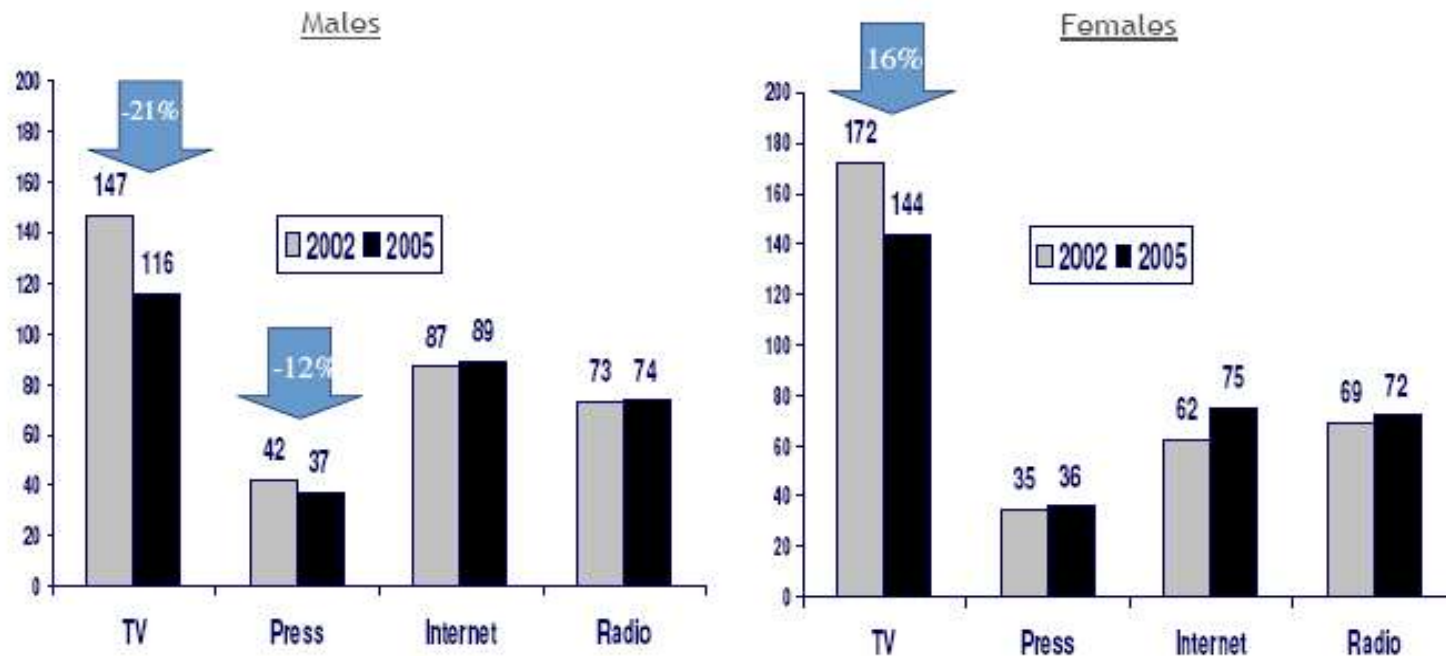
Boomers: 1946-1964; Post-boomers: after 1964

India: Young people and news orientation



Source: TGI 2005: SEC. AB Metro Males

India: Young people spend an average time per day on...



Source: IRS 20-29, SEC AB, 6 Metros

ASIA INTERNET USAGE AND POPULATION

ASIA	Population (2007 Est.)	Internet Users, (Year 2000)	Internet Users, Latest Data	Penetration (% Population)	(%) Users in Asia	Use Growth (2000-2007)
Afganistan	31,889,923	1,000	535,000	1.7 %	0.1 %	53,400.0 %
Armenia	2,971,660	30,000	172,800	5.8 %	0.0 %	476.0 %
Azerbaijan	8,120,247	12,000	1,000,000	12.3 %	0.2 %	8,233.3 %
Bangladesh	150,448,339	100,000	450,000	0.3 %	0.1 %	350.0 %
Bhutan	671,887	500	30,000	4.5 %	0.0 %	5,900.0 %
Brunei Darussalem	374,577	30,000	176,029	47.0 %	0.0 %	486.8 %
Cambodia	13,995,904	6,000	44,000	0.3 %	0.0 %	633.3 %
China *	1,321,851,888	22,500,000	210,000,000	15.9 %	41.1 %	833.3 %
East Timor	1,084,971	-	1,000	0.1 %	0.0 %	0.0 %
Georgia	4,646,003	20,000	332,000	7.1 %	0.1 %	1,560.0 %
Hong Kong *	6,980,412	2,283,000	4,878,713	69.9 %	1.1 %	113.7 %
India	1,129,866,154	5,000,000	60,000,000	5.3 %	13.0 %	1,100.0 %
Indonesia	234,693,997	2,000,000	20,000,000	8.5 %	4.3 %	900.0 %
Japan	127,433,494	47,080,000	87,540,000	68.7 %	19.0 %	85.9 %
Kazakhstan	15,284,929	70,000	1,247,000	8.2 %	0.3 %	1,681.4 %
Korea, North	23,301,725	--	--	--	--	0.0 %
Korea, South	49,044,790	19,040,000	34,910,000	71.2 %	6.8 %	83.4 %
Kyrgystan	5,284,149	51,600	298,100	5.6 %	0.1 %	477.7 %
Laos	6,521,998	6,000	25,000	0.4 %	0.0 %	316.7 %

Who is using broadband in India?

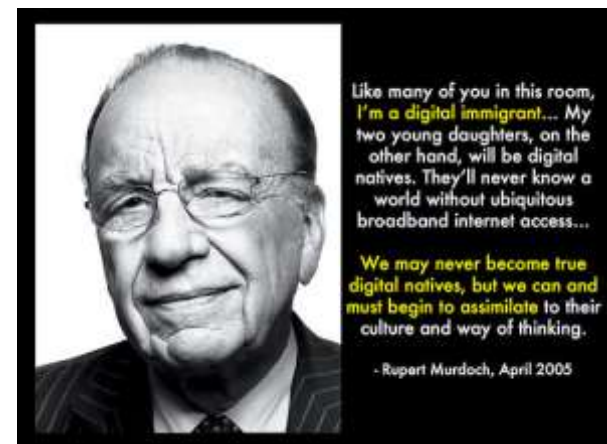
In 2007, there were 32 million active Internet users and 46 million claimed users. Break-up of active internet users in urban areas:

- Young Men 33%
- College Students 21%
- Older Men 15%
- School Kids 14%
- Working Women 11%
- Non-working Women 6%

(Source IMRB Market research)

We are digital immigrants

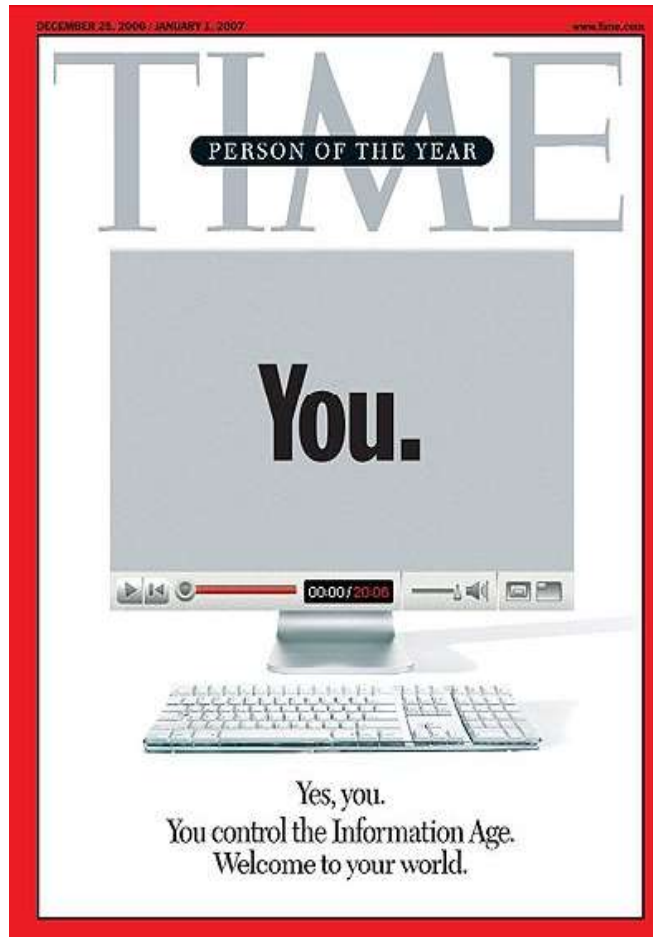
"We need to realize that the next generation of people accessing news and information, whether from newspapers or any other source, have a different set of expectations about the kind of news they will get, including when and how they will get it, where they will get it from, and who they will get it from.



**Rupert Murdoch, Keynote Speech,
American Society of Newspaper Editors, 2006**

**Time Magazine, person of the year,
2006**

And the winner is...



Multiple channels to choose from



Consumers have taken over control

THEN

Passively

Viewing

Listening

Reading

Passing

Absorbing

NOW

Actively

Using

Trialling

Experiencing

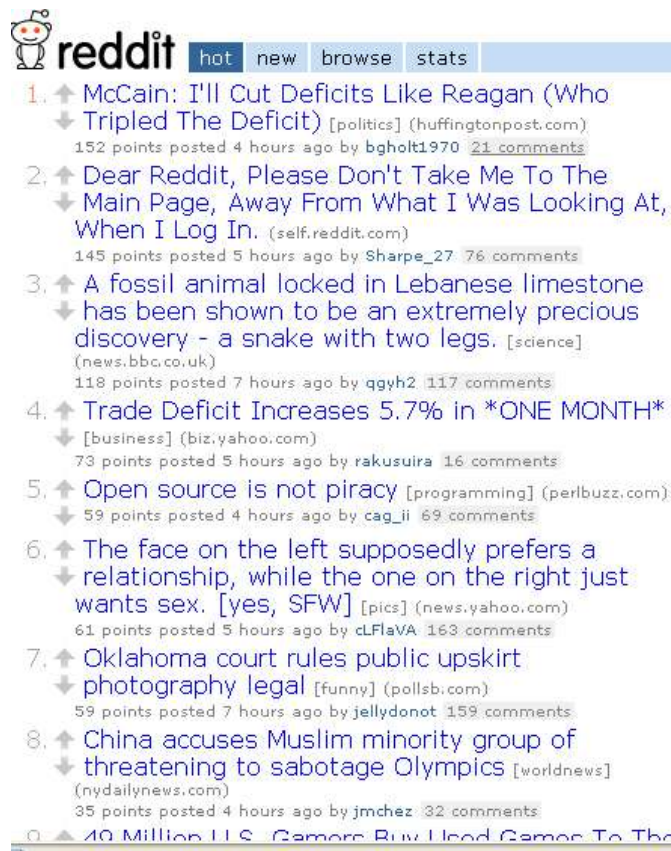
Playing

Engaging



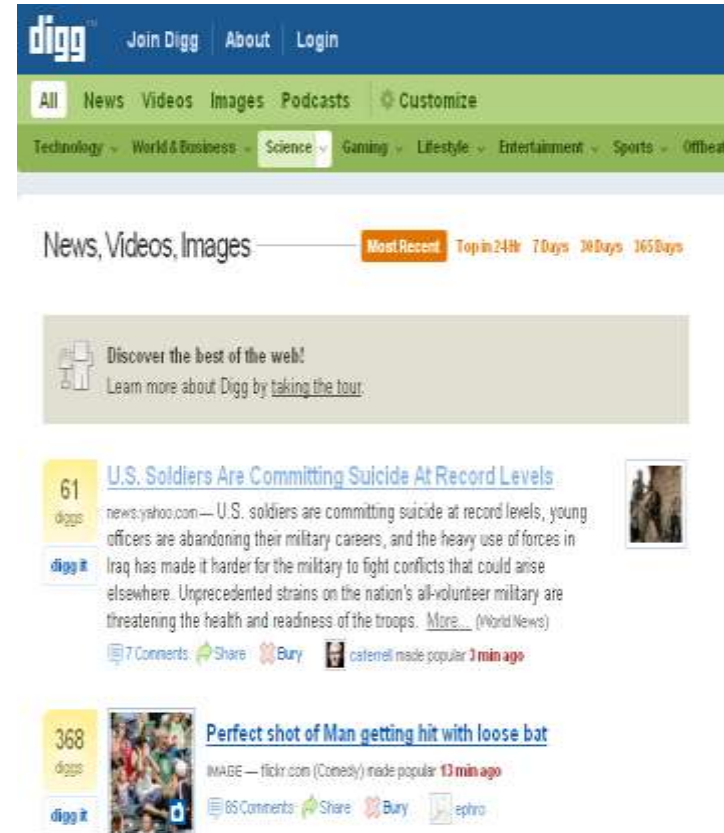
Empowering the community

- Give your audience the voice and tools



reddit hot new browse stats

1. ↑ McCain: I'll Cut Deficits Like Reagan (Who Tripled The Deficit) [politics] (huffingtonpost.com)
152 points posted 4 hours ago by bgholt1970 21 comments
2. ↑ Dear Reddit, Please Don't Take Me To The Main Page, Away From What I Was Looking At, When I Log In. (self.reddit.com)
145 points posted 5 hours ago by Sharpe_27 76 comments
3. ↑ A fossil animal locked in Lebanese limestone has been shown to be an extremely precious discovery - a snake with two legs. [science] (news.bbc.co.uk)
118 points posted 7 hours ago by qgyh2 117 comments
4. ↑ Trade Deficit Increases 5.7% in *ONE MONTH* [business] (biz.yahoo.com)
73 points posted 5 hours ago by rakusaira 16 comments
5. ↑ Open source is not piracy [programming] (perlbuzz.com)
59 points posted 4 hours ago by cag_ii 69 comments
6. ↑ The face on the left supposedly prefers a relationship, while the one on the right just wants sex. [yes, SFW] [pics] (news.yahoo.com)
61 points posted 5 hours ago by cLFaVA 163 comments
7. ↑ Oklahoma court rules public upskirt photography legal [funny] (pollsb.com)
59 points posted 7 hours ago by jellydonot 159 comments
8. ↑ China accuses Muslim minority group of threatening to sabotage Olympics [worldnews] (nydailynews.com)
35 points posted 4 hours ago by jmchcz 32 comments
9. ↑ 40 Million U.S. Gamers Buy Hood Game To The



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61 diggs U.S. Soldiers Are Committing Suicide At Record Levels
news.yahoo.com—U.S. soldiers are committing suicide at record levels, young officers are abandoning their military careers, and the heavy use of forces in Iraq has made it harder for the military to fight conflicts that could arise elsewhere. Unprecedented strains on the nation's all-volunteer military are threatening the health and readiness of the troops. More... (WorldNews)
7 Comments Share Bury castenell made popular 3 min ago

368 diggs Perfect shot of Man getting hit with loose bat
IMAGE — flickr.com (Comedy) made popular 13 min ago
65 Comments Share Bury ephro

Online behaviour in India

-top 100 websites-

- 1.  search, communication, news
- 2.  search, communication, news
- 3.  social networking
- 4  search, communication, news
- 5 **rediff.com** communication
- 6  Video, UGC
Broadcast Yourself
- 7  communication, UGC
- **15. Times of India**
- **36. Times jobs & careers**
- **49. Ebay**
- **67. Digg**
- **82. BBC**
- **90. Ibnlive**

Source: Alexa.com, 30th March 2008

Online behaviour USA/UK

-Top 100 websites-

USA

- 1. Google
- 2. Yahoo
- 3. MySpace
- 4. YouTube
- 5. Facebook

UK

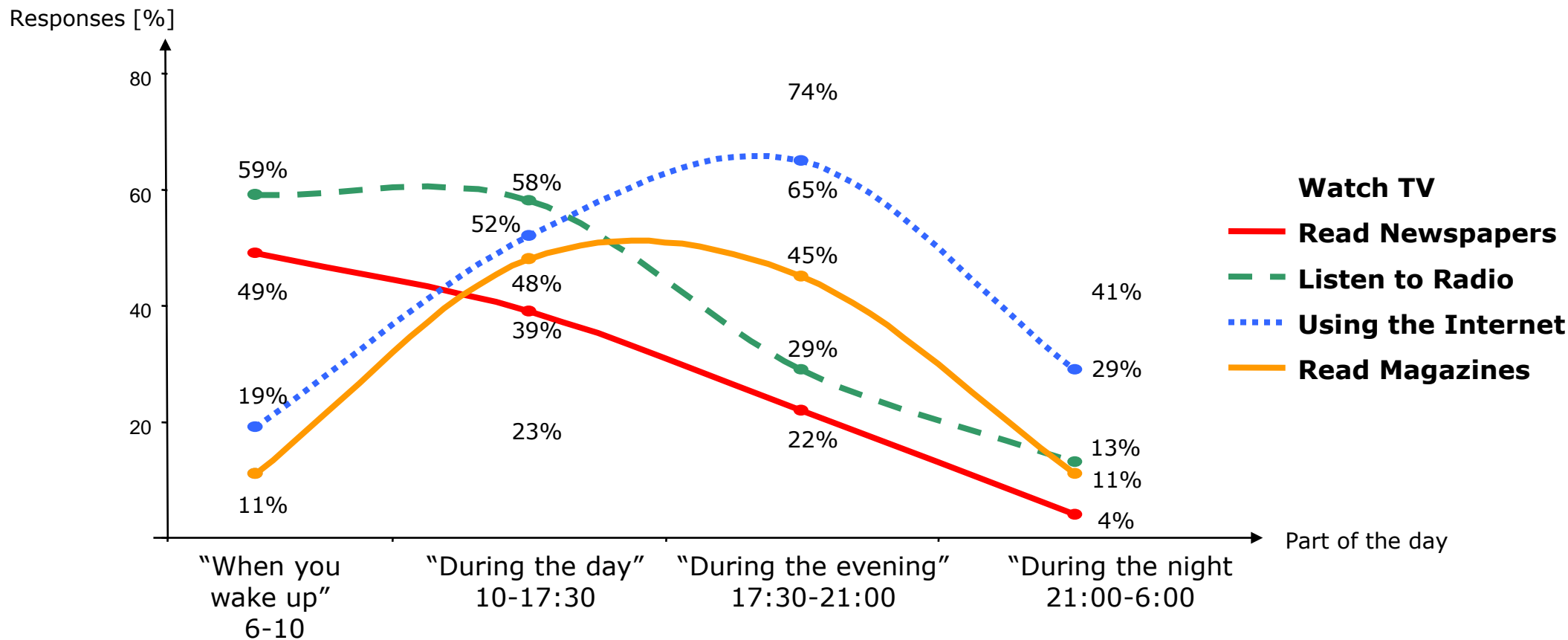
- 1. Google
- 2. Facebook
- 3. Yahoo
- 4. YouTube
- 5. Windows live.

-
- 7. eBay
 - 9. Craig's list
 - 31. New York Times
 - 33. DIGG
 - 39. About.com
 - 60. BBC
 - 99. Fox News Channel

- 7. Ebay
- 8. BBC
- 26. Gumtree
- 33. Orange
- 38. Guardian
- 55. Digg
- 60. The Sun
- 70. Timesonline
- 82. Telegraph.co.uk
- 94. Daily Mail

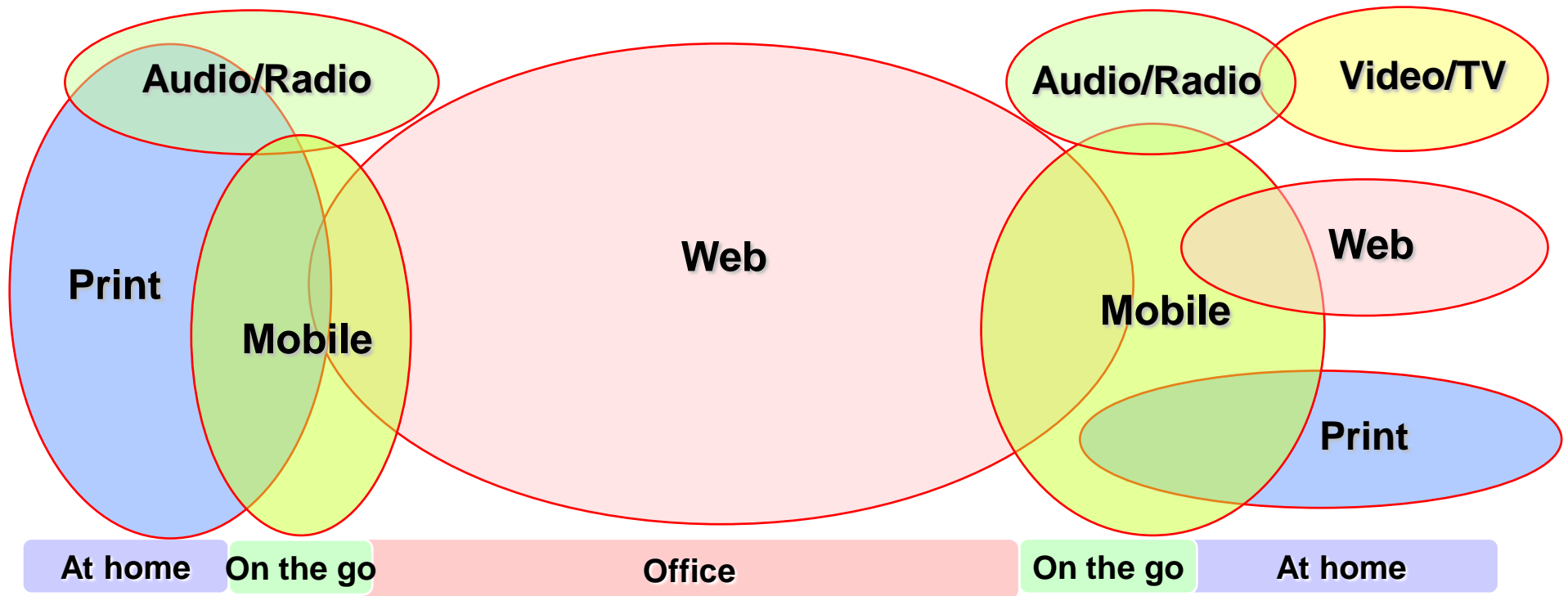
Media usage during the day changes

Question: What times of the day do you typically...during week?



Source: Mediacoop Europe 2006

Time and media to reach the audience



Audience behaviour has changed

Today's audience ...

- expects the comfortable access of relevant editorial and commercial content
- expects content at all time, at any place on any media and device
- follows the "best-of-breed" approach for media and services
- wants to be actively integrated into the communication flow