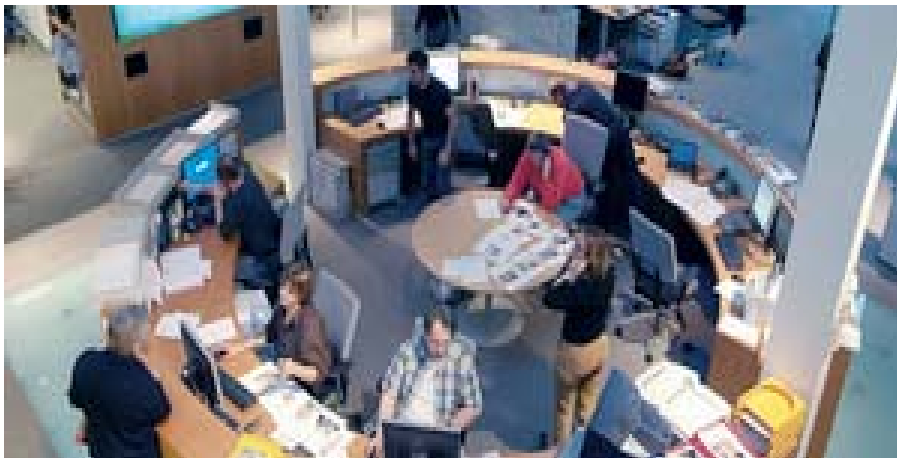


Does Cross Media really work? Some international Experiences

Prof. Dr. Christoph Moss

Does Cross Media really work?

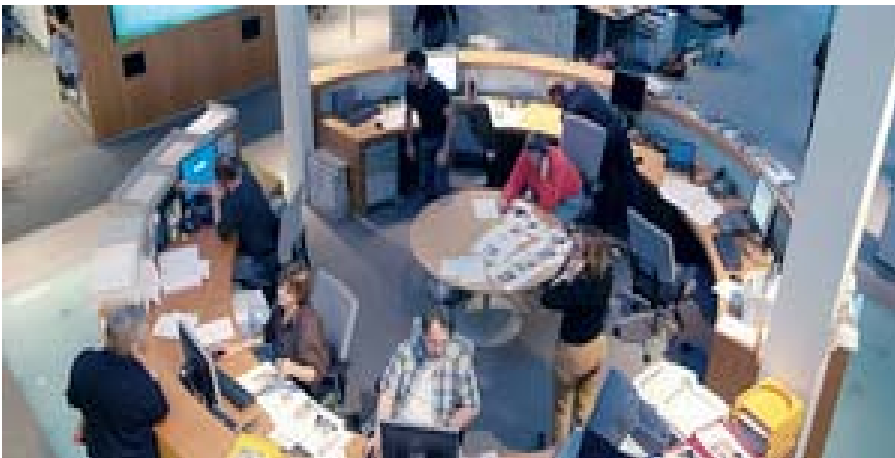
Yes,
but . . .



Does Cross Media really work?

Yes

“The Internet does not have to be solely a threatening competitor for newspapers.”



The Biving`s Group

Prof. Dr. Christoph Moss

The international media market

- **Readership**
- **How to earn money**
- **Advertising**
- **Evolution of newspapers**
- **Internet**



Source: Piero Macri: Newspapers and the Web towards a sustainable Model, EJO 2008
http://www.ejo.ch/index.php?option=com_content&task=view&id=1239&Itemid=169

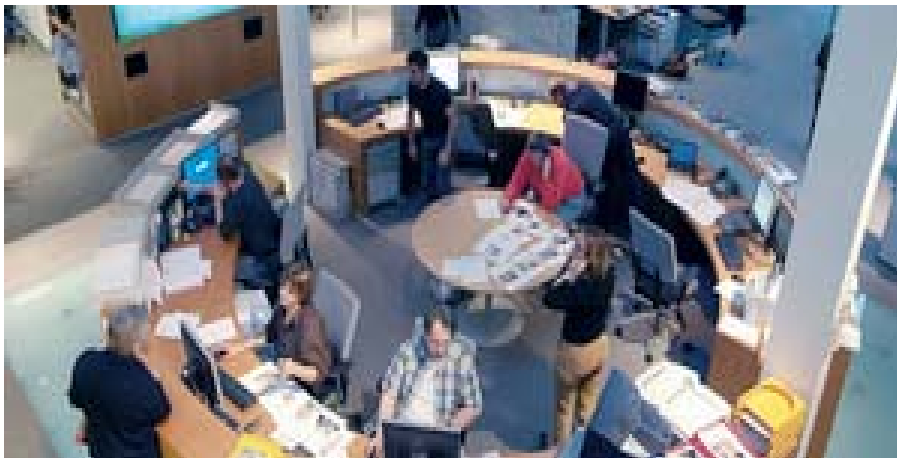
The American newspaper market

- **Circulation**
- **Advertising**
- **Stocks**
- **Staff and Space**

Source: The Project for Excellence in Journalism and Rick Edmonds of the Poynter Institute, 2008
http://www.stateofthenewsmedia.org/2008/narrative_newspapers_intro.php?media=4

Newspaper versus Online media

“The Internet does not have to be solely a threatening competitor for newspapers.”



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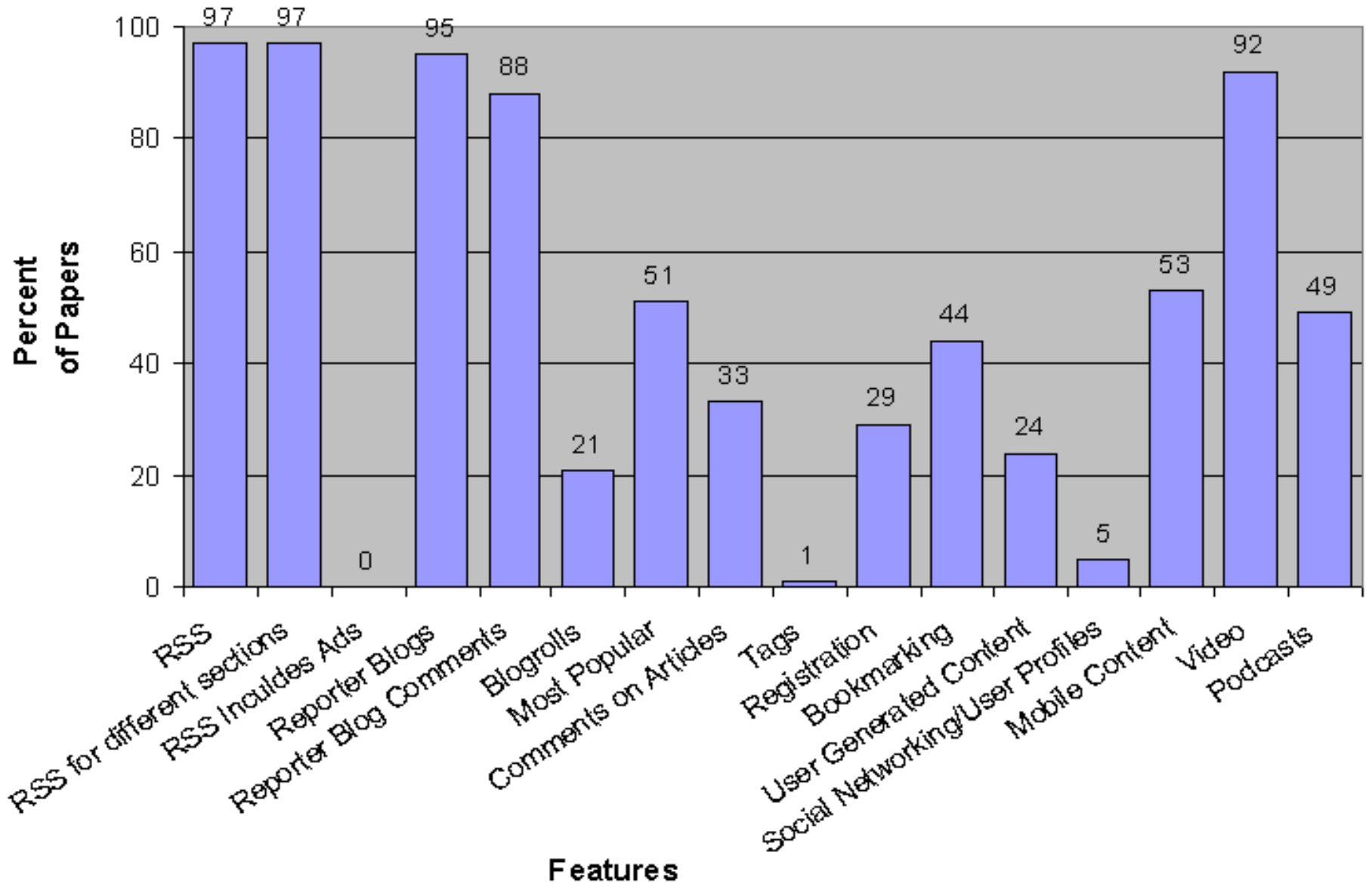
America's Top 100 Newspapers, 2007

Newspaper	Circulation
USA Today	2,549,252
The Wall Street Journal	2,047,127
New York Times	1,623,697
Los Angeles Times	1,172,005
Denver Post	1,039,340
Chicago Tribune	937,907
The Washington Post	930,619
New York Daily News	780,196
New York Post	708,561
Houston Chronicle	692,586
Philadelphia Inquirer	682,214
Minneapolis Star Tribune	596,333
Boston Globe	587,292
The Newark Star-Ledger	580,640
Atlanta Journal Constitution	523,968
The Arizona Republic	503,953
Long Island Newsday	474,750
The Plain Dealer	446,487



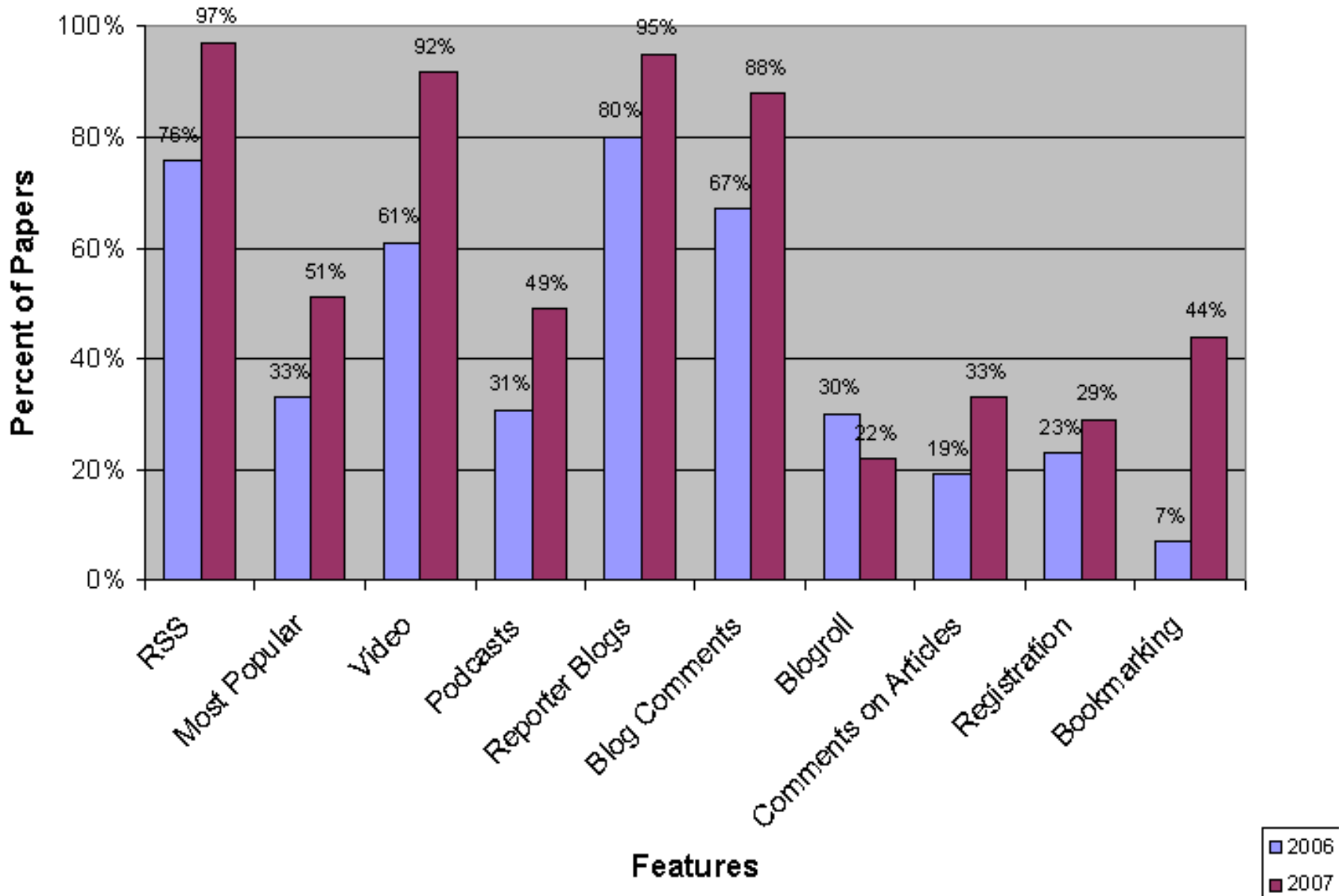
Source: Biving's Report: American Newspapers and the Internet: Threat or opportunity?, 2007

Online Features of America's Top 100 Newspapers



Source: Biving's Report: American Newspapers and the Internet: Threat or opportunity?, 2007

Features of America's Top 100 Newspaper Websites



Source: Biving's Report: American Newspapers and the Internet: Threat or opportunity?, 2007

Newspaper versus Online media

“It seems that today's newspapers are making a significant effort to reach Web-focused audiences with mediums that are relevant to today's virtual society.”

The Biving`s Group



eMarketer: Key Predictions for 2008

1. **Online ads remain resilient.**
2. **Video surge slows.**
3. **Social-network advertising hits \$1.6 billion.**
4. **Networking goes beyond MySpace and Facebook.**
5. **YouTube decides the election.**
6. **Beijing Olympics pumps up ad spending.**
7. **Buy online, pick up in-store becomes expected feature.**
8. **Movie downloading hits the mainstream.**
9. **Music marketers roll out new business models.**
10. **Dynamic ads heighten gaming revenue potential.**

Investment in Online newsrooms

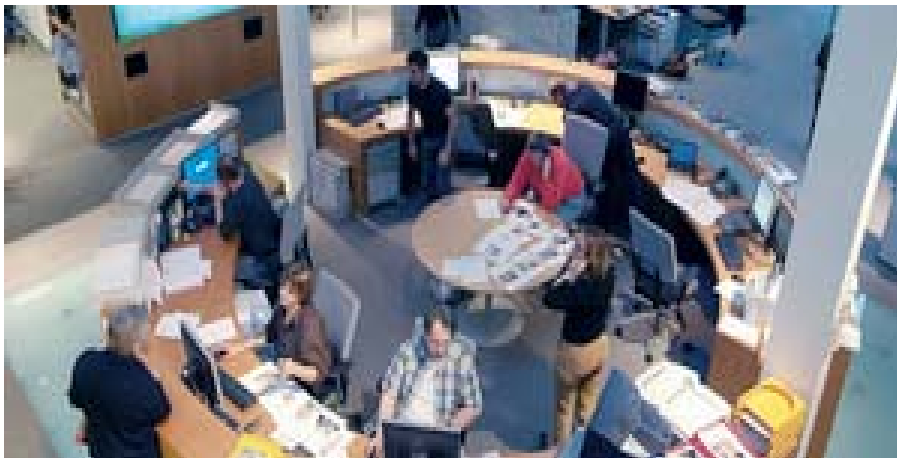
- **Partnering with Online Giants**
- **Training**
- **New Role**

Source: The Project for Excellence in Journalism, 2008

http://www.stateofthenewsmedia.org/2008/narrative_online_newsinvestment.php?cat=5&media=5

Does Cross Media really work?

Yes,
but . . .



Water into the wine

- **Integrated newsrooms**
- **Journalists keep their traditional way of organizing work**
- **Reporters do not spend more than ten percent of their time for the Online Edition**
- **Videoclips are often produced by photographers**
- **The number of audio and video podcasts is rather small**

Source: Stephan Russ-Mohl: EJO 2008, quoting a study by John Russial (not yet published)
http://www.ejo.ch/index.php?option=com_content&task=view&id=1225&Itemid=93

Conclusions

- **Total Quality Management**
- **Be aware of Efficiency**
- **Repeat and rethink traditional management rules**
- **Cross media is the strategy, but do not forget the operative level.**

Thank you very much.