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24 YEARS REPORTING THE NEWSPAPER BUSINESS FOR ASIA



Interview with
Shailesh Gupta, Director
of Jagran Prakashan Ltd.,
pages 2 and 3

WAN-IFRA INDIA 2019, 18-19 SEPTEMBER, DELHI

Page 11

DRIVING REVENUE AND EXCELLENCE IN CHALLENGING TIMES

HOW JAGRAN PRAKASHAN ACED INDIA'S REMARKABLE PRINT GAME

By Neha Gupta

Jagran Prakashan Ltd., India's leading publishing house, has enjoyed a rich history in print since 1975. The brand publishes 12 print titles in five languages, across 15 states. The company's print and digital properties boast ownership of Dainik Jagran, Mid Day, Jagran Josh, Jagran New Media and HerZindagi.

According to the 2019 Indian Readership Survey (IRS), Dainik Jagran emerged as India's most read newspaper with more than 73 million readers.

In this interview, the group's director, Shailesh Gupta, tells us how the brand has managed to hold the top spot in Indian print media through the years, its plans for experimenting with subscription models and unconventional revenue sources.

WAN-IFRA: Please describe the specificity of advertising in India. Recent quarters have seen stagnant advertising revenue in the declared results of media companies. Is it a cause for worry? How is Jagran Prakashan combating the challenges that Indian advertising has been facing?

SHAILESH GUPTA: Advertising downturns and upswings are cyclical patterns that are dependent on several variables. Difficult times push you to think innovatively, focus on improving efficiencies and strive harder.

At Jagran, we have always believed in the power of great journalism and our core connect with our readers remains strong.

As a result, we continue to be a compelling choice for our readers. Business cycles notwithstanding, we continue to go stronger and work harder, and set new benchmarks of excellence.

Could you tell us Jagran Prakashan's digital and print ad revenues for 2018 and Q1 of 2019? How is this growth compared to contemporary rivals?

Digital revenues have grown by about 14.5% in Q1 2019 vs Q1 2018. Print has had a marginal degrowth of about 2-3%.

How do you manage to hit the sweet spot between newspaper circulation and ad revenue to avoid losses?

On the circulation front, we've increased cover prices whenever prudent and have been able to reduce unsold copies efficiently. Therefore, the circulation numbers have been maintained at competitive levels.

Once circulation numbers are at optimum competitive levels, advertising tends to follow through.

Going forward, as an industry, we need to be more prudent on cover prices.

Please share with us Dainik Jagran's circulation figures of the past three years.

Shailesh Gupta,
Director of Jagran
Prakashan Ltd.



We have maintained our numbers around the 3.5-4 million copies mark over the last couple of years.

The IRS 2019 results show the consistent growth and dominance of print over digital in India. Dainik Jagran continues to be India's leading Hindi newspaper with an increase in readership from 70 million (7,03,77,000, in 2018) to 73 million (7,36,73,000). How have you managed to retain the top spot?

A relentless focus on great journalism has made Dainik Jagran a compelling choice for its readers.

We consistently engage deeply with our readers and create a superlative experience for them and make a difference to their lives.

The reader is at the core of what we do, and it's this reader-first approach that works.

How do you see the share of revenue change from traditional channels such as advertising and print subscription to new revenue possibilities?

While traditional revenue streams of advertising and subscriptions will continue, there are several new innovative ideas that are opening newer revenue opportunities.

For example, brand solutions, activations, integrated advertising solutions are opening and will continue to strongly support the other traditional channels of revenue.

What is your take on the different forms of advertising – native advertising, event marketing, email marketing, social media ads, programmatic advertising? Which one(s) works best for Jagran, print and digitally?

We are exploring several new initiatives. We are creating integrated solutions through unique partnership programmes with advertisers. We are also working on brand solutions.

We have also been working at creating some unique IPs that will help generate alternate revenues. We continue to explore newer ways to generate revenues both for print and digital.

Tell us about your digital journey so far. How many monthly visitors do you register across your digital channels and do they come increasingly from mobile devices?

The digital journey has been exciting. It's a given that languages will be powering the growth of digital in India – and amongst languages, Hindi is the largest.

We have a great connect with Hindi language readers and our flagship brand Jagran.com remains amongst the leaders in the category with about 25 million unique users.

Other group sites like Onlymyhealth.com is the top Indian website in the healthcare information industry



with 8.6 million unique users, while jagranjosh.com is one of the fastest growing Indian education sites with over 8 million unique visitors.

HerZindagi.com kept growing its user base to reach 1.5 million users within 14 months of its launch (2017). Keeping in line with the overall trends of internet consumption in India, mobile devices are the leading point of access.

How is an online reader different from a print one?

There are different kinds of readers for both print and online – each defined by its core information needs.

Some readers are driven by the need to access information, some need opinion, some are different interest groups and so on. Both the online site and the print newspaper serve different needs for different readers.

Having said that, we believe that digital complements print. Additionally, digital news dissemination has just added another dimension to news consumption. More people are consuming more news and spending more time on news.

Digital news consumption is filling in the gaps during the daytime with updates and news as it happens. The mornings are heavily dominated by print.

Digital reader revenue is catching up with South Asian media. Do you see Jagran Prakashan charging for content in the foreseeable future?

As of now we are focused on creating deeper engagement with our reader base and in growing the overall reader base. In the immediate short term, we don't see any of the large players charging for content in India though.

Please elaborate on Jagran's social media strategy in generating revenue and driving page views?

Our brand's content credibility drives our digital presence. We have launched another portal, vishwas.news, to promote credible journalism. The fact-checking news portal has been created with an intent to reduce the dissemination of misinformation and is certified by International Fact-Checking Network (IFCN).

We have a strong social outreach through Facebook and Twitter, and our strong technology ecosystem provides seamless experience to users. With a relentless focus on good journalism, we have 26 million Facebook fans, and we're the first newspaper brand to reach this milestone on social media.

Please share with us your thoughts on the future of the media business in India.

The future holds exciting prospects from a news and information consumption standpoint. The good news is that more people will consume more media.

At the same time, there will be more content producers than ever. This will be aided by more platforms for dispersion of news.

Regarding print media, the fundamental strength of language press lies in its deep grassroots connect. Print's unique ability to localise and customise along with a mass reach is what makes it an important part of the media mix.

This strength is unique and difficult to replicate by any media. It is on the back of this strength that language press has grown and will continue to do so in the near foreseeable future.

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Vikram Chandra's Editorji wants to create citizen news editors with help from AI

Have internet and technology killed journalism? Not if you ask broadcast news veteran, Vikram Chandra. These days the former NDTV Group CEO is busy learning the ins and outs of artificial intelligence, machine learning and decision trees. With his new venture Editorji, Chandra says he decided to go into the direction of digital video because of the problems with how people consume video news currently.

"Where you get video news (these days) therefore is you stumble upon it, and you stumble upon it on WhatsApp, and you stumble upon it on Facebook or social media. Or somebody has sent you something and you find it. A lot of it proves to be fake. And even if it's not fake, it's only coming to you from an ideological echo chamber," Chandra told Inc42.

According to Chandra, this also affects news or content creators, because they don't get the right distribution, they need to get that stamp of trust or authority. Editorji is looking to solve this with its AI-driven video news feed, that is curated based on user interests as well as the significance of the story.

Once a user sets their interests and the duration of the daily video feed, the Editorji app automatically creates what it calls a 'playlist' of videos from the Editorji

editorial team and the company's many news partners from around India and the world.

Editorji's team of 70 content creators and journalists publish original videos, besides curating from news wires such as ANI, AP, and AFP and 15 other news partners such as Newsminute, BoomLive, Hindustan Times, East Mojo from the North-East states, Kashmir Monitor from Jammu and Kashmir, Minnambalam in Tamil Nadu. Each partner is tasked with providing original content, edited and shared with the Editorji team, which then adds it to the app.

By inc42



India: Another year, another state-of-the-art print centre opens

Even allowing for the delays caused by last August's devastating floods, this month's commissioning of a new plant in Kozhikode is just one more milestone for Kerala giant Mathrubhumi.

Work on a three-hectare site in the Kozhikode district of Ramanttukura, started a couple of years back, a new 12,000 m² building now accommodating heatset and offset presses plus the latest prepress and postpress kit.

The 4x1 TKS Color Top 5000UDI newspaper press and HB-5000ED

heatset web are the proceeds of a relationship with the Japanese manufacturer which dates to 2011, when TKS was looking for a foothold in India and Mathrubhumi had committed to a re-equipment programme.

It started with three presses - one each for Trivandrum, Kochi and Kannur - and then another for Palakkad installed mid last year, and then another.

The shaftless Color Top 5000UDI presses, each of four full colour towers with a web width of 1400 mm and twin 2:3:3 jaw folders are capable of producing 3 2page

broadsheets at 75,000cph, and design features to suit local conditions, while the double-wide, one-around format and 546mm cutoff deliver flexibility and economy for the big print orders.

Mathrubhumi also stunned the vendor industry by the size of its orders with Swiss mailroom specialist Ferag and CTP systems vendor Krause. The 2011 order for 12 lines based on Ferag's Multisert drum technology, and that for 20 Krause platesetters and associated equipment were among the largest the European makers had accepted.

By gxpess

India: Fourth Cromoman underscores success of tailored design

The second 4x1 Cromoman press in Kolkata is now fully operational, delivering top quality in less-than-ideal local conditions.

Announcing the commissioning manroland India managing director Sudeep Bhattacharjee says the press at Bartaman Patrika is the fourth of its unique double-width, one-around design in India and the second in the country's east. Others are at Times of India sites in Mumbai and Kolkata and at the Namasthe Telangana Press in Hyderabad.

"Once again Cromoman has proven that it can give excellent results in tough Indian conditions with fea-

tures to print 75,000 copies per hour with no air conditioning, tolerating power fluctuations and running on Indian newsprint without the need for special equipment or severers," he says.

The press has the added advantage of fitting into existing buildings with variable stand placement, and offers web width variability with ease of use and operation. The three-tower Bartaman press has automation systems including manroland's PECOM-X control system, and is capable of various product options including 24-pages or a combined 16-pages plus eight pages.

By gxpess



Indian dailies gained growth in the past one year

According to the figures released by ABC, Dainik Bhaskar topped the list as the highest circulated daily among the bureau's member publications. The average sales growth for the Hindi daily in the period January-June 2018 was 4,251,236—a considerable jump compared to 3,758,949 during the same period in the previous year.

Dainik Jagran which was at the first position in 2017 has dropped to the second rank with an average sales growth of 4,144,706 compared to 3,964,064. In the ranking, the English daily The Times of India clinched the third spot at 2,826,164, while Hindustan Times, yet another English newspaper, has come 16th with 1,004,110. The Hindu has climbed one spot, claiming the 9th position with 1,397,944 as compared to 1,216,118 during the same period in 2017.

Hindi daily Hindustan came fourth with 2,625,343. Amar Ujala has been ranked 5th with 2,610,784.

Telugu daily Eenadu came 7th with 1,807,998 and Tamil newspaper Daily Thanthi clinched the 8th spot with 1,525,526. With an average sales growth of 2,368,672 in this period, Malayalam daily Malayala Manorama has ranked 6th, while the other Malayalam daily Mathrubhumi has stood 10th at 1,363,931.

Tamil daily Dinamalar came 17th with 848,287 and Telugu daily Sakshi which was at the 15th spot in 2017 has now claimed the 13th rank with 1,091,079. Kannada daily Vijayavani claimed the 20th spot with an average sales growth of 760,738. Bengali daily Anand Bazar Patrika, which was at the 16th spot last year, has risen to the 14 spot with an average sales growth of 1,080,478. Marathi daily Sakal with 1,204,640 claimed the 11th spot and Gujarati daily Divya Bhaskar which was at the 20th spot climbed one rank to claim the 19th position with an average sales growth of 822,513 against 714,036 in the previous year.

Hindi daily Punjab Kesari came 12th with 1,165,506, while another Hindi daily Patrika, which was at the 17th spot last year, now stands at the 15th with 1,005,485 against 988,470 in 2017. Hindi daily Prabhat Khabar has come 18th with 829,982.

By allaboutnewspapers

Asia's oldest newspaper turns 198; Mid-day celebrates 40th anniversary

While the print media across the world has been showing signs of fatigue, two Mumbai-based newspapers are celebrating their decades of success in the field of printing; a testimonial to the power of print.

Asia's oldest newspaper Mumbai Samachar (previously known as The Bombay Samachar) celebrated its 198th anniversary on 1 July 2019 by hosting a series of events and programmes in Mumbai to mark their astonishing achievement. Established in 1822 by Fardunjee Marzban and currently owned by the Cama family, the Gujarati newspaper is one of the oldest newspapers in India in circulation today. With a circulation of 1,50,000,

Mumbai Samachar is one of the leading vernacular newspapers in India read by a large section of Gujarati-speaking community.

"It is a matter of immense pride for all of us at Mumbai Samachar to reach this milestone," said Nilesh Dave, editor of the paper. "There are very few publications across the world that have managed to survive for 200 years and continued to stay relevant."

Meanwhile, Mid-day, an English tabloid based in Mumbai and a part of Jagran Prakash, celebrated its 40th anniversary with a 152-page 'Milestones Mumbai' special edition delivered in an exclusive paper bag.



By printweek Mumbai Samachar April 03, 1937 edition

Spot the differences – Deccan Herald announces rebranding efforts

After 71 years in the newspaper business, Deccan Herald has announced rebranding efforts in order to appeal to a younger audience.

The newspaper extensively used social media to announce the results of the rebranding exercise. "It's an exciting time at DH. We may be giving a bright new face to our newspaper and introducing new elements, but we are conscious of the legacy of seven decades of solid journalism upon which we build," says Sitaraman Shankar, Editor, Deccan Herald.

The newspaper is also adding a new business section that the paper will carry

on Mondays. On Sundays, there will be a new opinion page that is named 'The Prism.' On the supplement front, the newspaper has announced a new enter-



Deccan Herald masthead through the years. Credit: Deccan Herald

tainment offering called 'Showtime' which will be delivered on Saturdays. The paper is also merging Travel and Living into a new supplement – 'Travel & Living' – on Tuesdays that will present a combination of both. The newspaper now also has a formal tagline – 'The Power of Good' which can be seen below the masthead.

"This 'refresh' reflects our intent to enhance the value we offer our readers. We are confident that the new design and revamped content (which includes a new supplement and several hard-hitting features) will offer readers a more immersive and satisfying reading experience," says Karthik Balakrishnan, CEO, The Printers Mysore.

By afaqs

Publishers plead relief from Indian newsprint duty

A new duty on imported newsprint has brought an immediate response from publishers.

President of the Association of Indian Magazines R Rajmohan - who is also CMO North of Malayala Manorama - has asked for a meeting with finance minister

Nirmala Sitharaman, who included the ten per cent duty in her maiden budget last Friday, AFAQS has reported.

Rajmohan described the customs duty on paper used by newspapers and magazines as "highly unfortunate".

"This is a double whammy for print media which is going through unprecedented crises due to declining revenues, caused by the prevailing macro economic conditions," he said. "At this point of time it is a massive cost impact.

"Paper being a major element in the cost, any rise in cost will have huge negative implications. There was no duty and now there is a ten per cent duty."

He said there were reasons why the industry enjoyed some benefits, "being in the space of knowledge and information dissemination.

"Increase in cover prices is already an issue and the prices have gone up for newspapers and magazines."

He said Malaya Manorama had a price of Rs 7.50 for weekdays and Rs 8 for Sunday. "We have almost reached a point where passing the burden on to the readers has become unviable and not advisable."

By gxpess.net



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During the Indian election, news audiences consumed a wide and diverse range of sources

How do Indian news audiences navigate the online news domain? Can one find patterns of audience fragmentation in the Indian media ecosystem?

The Reuters Institute for the Study of Journalism recently analyzed the behavior of online news audiences in India during the 2019 general elections to understand news consumption in a unique market in the Global South that is characterized by rapid growth in internet penetration, and that has witnessed a surge in the number of digital-born outlets that compete with legacy media for attention and engagement. The evidence suggests that the online Indian audience widely navigates the news environment

without showing signs of specialization and selectivity, ideological or otherwise. It also proved that Indian-language vernacular media dominate news provision on Facebook and that digital-born outlets are more effective at engaging audiences on social media platforms than legacy outlets, despite their smaller overall reach.

The research used the Indian general election as a case study and collected and analyzed cross-platform audience data from social media — Facebook and Twitter — as well as the open web. We used three unique datasets that tracked Indian audience behavior across multiple online platforms. We started with a strategic sample of 101 news media outlets. We found significant differences between the kinds of news outlets that dominated the provision of political content on Facebook and on Twitter. As men-

tioned earlier, regional media outlets — most notably vernacular newspapers — were by far the most prolific on Facebook in posting political news, with national television outlets at a distant second.

On Twitter, however, digital-born outlets and nationally circulated English dailies were the most active. This was perhaps owing to Twitter's more urban, elite, and English-speaking user base compared to Facebook's.

It serves as a reminder that online political debates are often coordinated and mobilized by politically invested, agenda-driven minorities, and amplified by attention-seeking media outlets. We find that such an impression of an ideologically fragmented political environment may not accurately reflect the ground reality in the country.

By Reuters

ABP Group opts for comprehensive publishing solutions from ppi Media

Kolkata-based ABP Group has opted to use the editorial system Content-X by ppi Media and Digital Collections, the self-service classifieds portal AdSelf, and planning and production solutions by ppi Media.

This move makes ABP Group the latest major Indian media company to use ppi Media's publishing solutions. The ppi Media software is now being used by ten of India's largest newspaper publishers.

ABP publishes the English-language daily newspaper "The Telegraph", and "Anandabazar Patrika", the most popular Bengali daily newspaper with a circulation of 1.2 million. Anandabazar Patrika currently has 25 local editions. The ABP Group learned about the practical applications of these solutions by visiting

many of ppi Media's international customers, including the SÜDKURIER in Konstanz, Axel Springer in Berlin, and The Hindu and The Printers Mysore in India.

The editorial solution Content-X, self-service classifieds portal AdSelf and the integrated alfa Stylo Editor, all support the Bengali script and language.

"We chose ppi Media, because we were looking for future-oriented solutions", said DD Purkayastha, Managing Director and CEO of the ABP Group.

"Over the past 20 years, we've become the market-leading technology partner for Indian media companies. We're delighted to work with ABP as a strategic partner in this growing market," said Hauke Berndt, Managing Director and CEO of ppi Media.

Shaping the future with ppi Media

The multi-channel editorial system Content-X will allow the ABP Group to use its print and media channels equally effectively. The media-neutral content recorded in the digital asset management system DC-X, which is already in use at ABP, can now be exploited through various channels with a range of alternative stories. The self-service portal AdSelf lets agencies and users book classified ads and manage them online. Billing and other transactions are handled by the BackOffice in the company's SAP system, which works perfectly with AdSelf thanks to its integrated interface.



Screenshot from nationmultimedia.com

Thai English daily The Nation ceases print edition, focuses on digital market

The Nation newspaper stopped its print editions and went fully online from July 1, when the independent English-language daily turned 48, to focus more on its core online readers, including those based abroad, said the top executive of the company that owns the paper.

Somchai Meesen, chief executive officer of Nation Multimedia Group (NMG), said the decision by the management was aimed at halting The Nation's financial losses, in addition to expanding its market.

"Over the past five years, The Nation has lost 30 million baht (\$1.3 million) a year on average," he said.

The CEO, citing a survey, pointed out that only 36 per cent of The Nation's readers are based in Thailand while the remaining 64 per cent live overseas, including 25 per cent in the United States.

He said that this meant most of the newspaper's readers did not buy its paper editions, and they read its reports and articles from the website and through different digital platforms.

Typical readers of The Nation are aged between 25 and 40, and mostly prefer to read news from smartphones rather than a printed newspaper, he said.

Somchai said that as the market for new media was growing, old media businesses like newspapers were fast declining. This could be seen in the continuing decrease in the advertising budgets for publications - down 20 per cent a year on average, compared to an annual 20 per cent growth for new media.

"The new management has considered this matter carefully and decided that The Nation newspaper has to change its platform from print media to online, in order to better cater to the target group," he said.

He said that The Nation's online edition would also provide an audible version. He also unveiled plans for a Chinese-language version from October "because at present, more than 10 million Chinese visit and invest in Thailand".

He assured that there would be no retrenchments due to the change in platform.

By Straitstimes



Bot-journalism's baby steps in India



By Elizabeth Shilpa

It's a normal day and on the way to your office you open your news app and start reading a story.

Rarely do you give much thought as to who wrote it.

But it might not be long before you start wondering if the story was written by a human or a robot, because robot-journalism is right at your doorstep.

Across the globe, leading media organisations have been adopting bot-assisted journalism.

While Bloomberg has been using its bot 'Cyborg' to generate stories on financial results of companies, the Washington Post's 'Heliograf' has been assisting its journalists to produce stories during elections.

At Forbes, the main mandate of the bot 'Bertie' is to help reporters with templates for new stories.

The ripples of this seem to have reached India, too.

Neerav Parekh, founder and CEO of artificial intelligence start-up Vphrase, points out that his company is in discussion with two top business media channels to deploy the technology.

"While in India it is not picking up as fast abroad, there is great interest from business news media. We are talking with the top two business media channels, and they are planning to do the live market commentary and financial statement analysis through robot," Parekh says.

To put it in perspective, there are about 4,000 listed companies in India that publish their financial results every quarter, he says.

It is humanly impossible to analyse the results of all the companies and write stories on them.

This is where the bot chips in.

With the results in hand, the robot can generate stories on all the companies in about 30 minutes.

The application of automated journalism also extends to stories on elections, sports matches, weather, periodical government data on inflation rates, crime data and so on.

"Wherever you have numbers underlying the story, you can use a robot to write the story. Those data sets can be automatically summarised and explained using robot-journalism," Parekh explains.

All it requires is some initial training where data and business scenarios are fed in to the bot.

Magdoom Mohamed, Managing Director - WAN-IFRA South Asia, is confident that in India too the time when a story is written by a bot and edited by a human is not far away.

"Using bots also throws open new discussion in the context of menace of fake news. Should news media companies declare that the story is written by a bot is a moot question," he adds.

Across the world news automation has been picking up. In Sweden United Robots which is partly owned by media company Mitt Media developed its own NLG system for news generation, Rosalinda.

In UK, RADAR (Reporters and Data and Robots), a local news agency formed by a partnership between Urbs Media and the British news agency Press Association and funded by Google through its Digital News Initiative, uses human-authored journalism and automation to produce data driven local news stories for publishers across UK.

In Finland, the news bot Valtteri, developed by Immersive Automation, produced election news stories in April 2017 in Finnish, Swedish and English.

In China news automation is picking up bigging time - Tencent has a news writer called Dreamwriter, Alibaba has a news automation system called Writing Master, and Toutia and Xinhua news agency produce automated news.

Nevertheless, in neighbouring India it could be a while before robot-journalism becomes mainstream.

The price points being very low, the international players still haven't shown much interest in selling their technology here. Vernacular languages also pose a challenge for them.

Other factors that could prevent robot-journalism from taking off in India are cheap labour and growing readership base.

"Here people don't come at a very high price. Typically, people in India don't value automation so much. Right now, readership is growing even in print compared to the West where print media is substantially losing readership every year. The moment when it flattens or starts going down is when the rush will begin for automation," Parekh says.

Nevertheless, experiments are underway.

"We are beginning to test robots on a few data centric stories and would be in a position to deploy them to post a few cycles of test and feedback," says Satyan Gajwani, Vice Chairman, Times Internet.

Now the question is whether robots would replace human journalists and lead to large scale layoffs.

Gajwani doesn't think so.

"We don't anticipate such bots to cause layoffs in the industry. Rather, we believe that it will allow journalists to focus more on producing less commoditised content, which is a critical need for most publications today," he says.

Fake news and misinformation that pose strong challenges to trust have been pushing publishers to create stories that offer deeper analysis, with the human touch that only journalists can deliver, he says.

Gajwani is hopeful that we are moving out of an era where content was built for discovery on platforms that used to reward speed of publishing or headline management.

If he is right, there would be more of focus on high quality, in-depth journalism that provides a 360-degree view of the subject.

Bots might be able to provide significant support to journalists in such a future.

"Bots will coexist in the newsroom as an aid to the editorial team - the way tools for heatmapping, analytics, A/B headline testing, personalisation and prioritisation exist today - helping optimise their bandwidth so journalists can focus on what's important," Gajwani says.

Report: State of Newsrooms in South Asia

By Elizabeth Shilpa and Magdoom Mohamed

WAN-IFRA South Asia took up its first ever study on the 'State of Newsrooms across South Asia' early this year to bring out a comprehensive picture about the issues grappling the industry.

The study was done across South Asia and the respondents come from both print and digital newsrooms.

With print industry undergoing an overhaul, digital surging ahead and newsrooms struggling to cope with the change, it didn't come as a surprise that lack of editors, including multimedia editors, topped the list of pressing issues in newsrooms.

The study found the following as the most pressing issues, in this order:

- Shortage of editors (including multimedia editors)
- Need for upgrading editing skills
- Shortage of reporters and reporting resources
- Lack of technology in the newsroom
- Breaking news 24x7

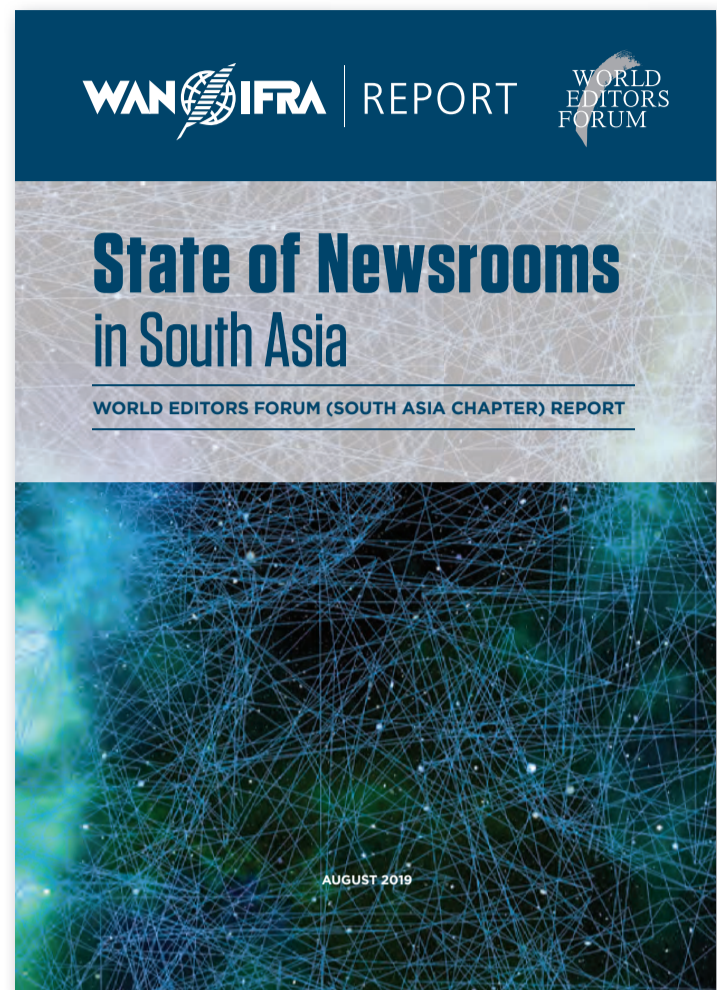
Though most preferred breaking the news on web or digital portals as seen in the study, there was also strong preference for some stories – rare interviews, features, investigative stories, analyses – to be reserved for the print media.

Platforms such as Facebook, Instagram and Google Accelerated Mobile Pages (AMP) have become an important part of the news ecosystem and more than 80% of the publishers who participated in the study use them as tools to disseminate news to a wider audience. While most participants agreed such platforms were required to improve the reach of content, newsrooms pushed their content through them with a certain amount of discomfort arising from the conflict between ownership of content and reach of content.

Fake news

The study showed that almost all publishers took some effort to control fake news. Many newsrooms have formed separate Desks for verifying news, some have tied up with external fact checkers like Altnews and some used the tools offered by Google to check fake news. If the news published was found to be fake, most publishers issued a

Chart 1: Pressing issues in newsrooms



corrigendum or an apology the next day, which is a rarity in the digital world. Some newsrooms have 'Readers Editors' to address such issues.

Reporting

Most newsrooms which participated in the study lay great emphasis on ground reporting. More than 70% of the stories published are reported from the ground and very little is taken from wire sources.

Gender parity in newsrooms

While about 40% of newsroom staff are women, the number of women in senior executive roles is very low, according to the study. However, newsrooms claim that they have plans to add more women over the coming years.

Productivity in newsrooms

Some interesting ideas were put forward during the study on what newsrooms can do to improve productivity. They included:

- Segmenting the newsroom according to functions
- Training journalists
- Recruiting highly-skilled people
- Using technology in the newsroom
- Having a flexible shift system
- Organising feedback, review and recognition
- Arranging for daily productivity meetings

Almost all the respondents mentioned that they provide training to their journalists in some way or the other, every year. Many send their journalists to external training programmes and some newsrooms have their own internal training programmes. But only one-third mentioned that they train their journalist in multimedia skills indicating that one of the pressing issues was not being addressed adequately.

More than 75% of the respondents mentioned that they use a content management system, while almost half of the respondents said they planned to have a new content management system in the coming year.

To conclude, newsrooms are changing, but very cautiously. Technology has made great inroads into newsrooms and reader habits are changing.

The report calls for readers and reader requirements, not technology, to be the drivers of change and for skilling the newsroom to address these changes. Journalists should show the right attitude to adapt to the changing needs and to technology. That would help quality journalism thrive in the years to come.

Download this report here:

www.wan-ifra.org/reports/2019/08/09/state-of-newsrooms-in-south-asia

A fresh flavor in the International Color Quality 2020-2022 contest



By Prabhu Natrajan

The International Color Quality Club (ICQC) is the only worldwide printing quality competition for newspapers and magazine. Its goal is to improve the quality of reproduction and printing, increase competitiveness and, train and motivate employees in an organisation. The competition has been held every two years since 1994.

Newspapers that make the cut in the list of the world's best printers can draw on this distinction to impress demanding advertising customers.

Participation in the contest will ensure standardization in many phases of production, such as optimizing work process and standardizing material and procedures. It also improves their standing among readers. Participating publications are awarded membership in the exclusive top-quality title club. Winning the membership puts one on the international map. Winners will be awarded during the "World Printers Forum conference 2019" at Germany.

The upcoming edition of the International Color Quality Contest will open registration from August 12, 2019 until February 15, 2020. This edition will launch with significant changes and be a huge improvement from the previous ones. Here is a look at a few changes that would be seen in the ICQC 2020-2022 edition.

What's fresh in this edition of the ICQC 2020-2022?

A brand-new feel in the software:

WAN-IFRA redesigned the software interface of the ICQC contest in the latter half of 2018. Over months, the organisation developed a new software and user interface for the participants that simplified user access.

To name a few changes, an interactive 3D color gamut model was added to the web report, which could be rotated 360 degree to view the outlier portions of the printed color gamut against the ISO color gamut. This eased the visualisation overlap of the two color spaces and proved helpful in a visual comparison.

Calendar re-defined:

The World Printers Forum conducted a survey among its members and concluded that the three-month long contest was tedious for them to keep track of. Intending to

reduce participant effort, WAN-IFRA turned the three-month evaluation period to one-month for the upcoming edition. As a result, the ICQC 2020-2022 will also sport a one-month print schedule.

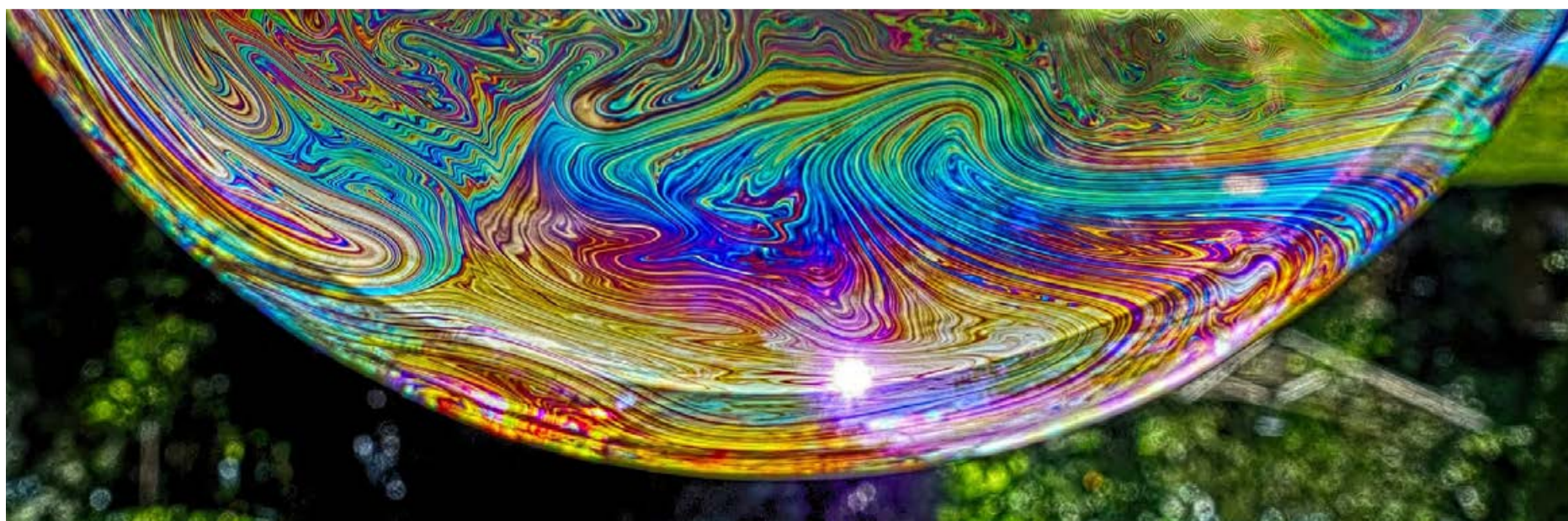
Less effort, more competitive

The survey also found that handling a package and tracking it for a period of three consecutive months was cumbersome. Therefore, the upcoming edition contest will be aligned to a one-month period with single shipments to reduce participant effort. This move will also help increase the competitiveness in the contest, by increasing the evaluation samples to five days from the earlier three days.

Flexibility meets comfort

Another major migration added from the earlier edition of the contest is a flexible print schedule that can be chosen by the participant within the stipulated print schedule slot. This would put the participants at ease and bring into considering various factors such as print schedule, workload and holidays for their countries.

For online registration, dates and more details about the contest, visit www.colorqualityclub.com or write to prabhu.n@wan-ifra.org.



Publish Asia: Using data to drive editorial decisions

By Vrinda Sood

The multifaceted ability of data to not only make stories engaging and personalised but also credible, drove discussion at a session during WAN-IFRA's recent Publish Asia 2019 conference.

The discussion featured three speakers in charge of vastly different audiences, each facing unique problems that are becoming far more commonplace in today's changing media landscape.

Stig Jakobsen, Editor-in-Chief and CEO of iTromsø, the first media website in Europe to implement large-scale personalisation of content on both its website and mobile application, spoke about the challenges of striking the perfect balance between giving readers news towards which they have historically shown an inclination, while still making sure that their ability to develop new areas of interest is not lost.

"The technology, all of the data, was pretty much there. We just had to use it to give the people what they want,"

Stig Jakobsen, iTromsø

Jakobsen also took the time to put to rest the rising sentiment that often accompanies technological change: the feared replacement of editors and journalists in the room.

He mentioned the problem of "filter bubbles" that many data-driven news websites face, and showed how algorithmic personalisation of news would run



On stage in Singapore: Stig Jakobsen, the Editor-in-Chief and CEO of Norway's iTromsø, the first newspaper in Europe to try personalisation of the mobile front.

Photo by WAN-IFRA

into this problem of repetitive data and lack of a "breaking news" segment quite often, if it is not for the essential task of the editors choosing which stories are vital for consumers to read, and where they should be placed.

"The work was only half done when the story was published," said Jakobsen, adding that it is up to the editors to use the tools they now have to increase engagement and readership.

When asked how responsive the newsroom has been to these changes in technology, both Jakobsen and Tamilavel – the session's second speaker who hails from the Singapore Press Holdings' Tamil Murasu news website – mentioned how it was really up to the management to introduce the changes in a way that involves everyone in a newsroom.

The nervous shift that accompanies any new idea can be softened by explaining how the editors and the journalists would not only have new roles but also will have tools to increase the impact their stories can have.

Tamilavel, who goes by one name, walked through the transformation that the newsroom had undergone in just over two years, expanding beyond a physical newspaper and radio segments to designing a website and a mobile app.

The words of positivity came with a warning for those who were just starting off on this venture of using data and technology in journalism.

Reception from audiences may vastly differ depending on the audiences the material is intended for, and it always takes a few months before the numbers begin to calibrate.

How data can be used in writing articles

The third and final speaker, Yan Naung Oak, Senior Advisor at the Phandeeyar Innovation Lab in Myanmar, brought a fresh perspective to the lively discussion – taking a few steps back from making the data work for the consumers and instead looking at using it to write credible stories.

The population of Myanmar has faced political unrest and widespread clamp-downs on free press, but through it all, there are organisations that have chosen to persist and continue providing people with the accurate information they deserve.

Yan's presentation was well timed on the second day of the conference, one day after two Reuters journalists were freed from Myanmar prisons after being held captive for 500 days; further testa-

ment to the difficulties some journalists face in doing their jobs.

Yan felt that now, more than ever, it is important to operate on data-driven journalism, the kind of reporting "whose motives cannot be questioned," he said. The uptake of data techniques is very different in the newsrooms of Myanmar than in Singapore or Norway.

The dire lack of publicly available data makes it harder for Myanmar newsrooms to produce such labour and skills-intensive stories but through this process, Yan shared a positive message: "At least now we know what doesn't work," he said.

Responding to a question about how to get around the red tape and improve the quality of stories, he is confident that data will be more sustainably open once the newsrooms have built ecosystems that support their missions.

He believes mid-level civil servants can provide favourable support. Given their proximity to the top and their own need for independent, informed analysis of issues, providing official data to NGOs and grassroots media would be in their interest.

About the author: Vrinda Sood is a freelance journalist and a Politics, Philosophy and Economics major at Yale-NUS College, Singapore.

WAN-IFRA India 2019 Programme at a glance

Advertising Summit

Day One, 18 September 2019

Inauguration and welcome

Keynote address 1: Is the future of news media business sustainable for legacy media companies.

Lisa MacLeod, Head of Digital, Tiso Blackstar Group, South Africa and Vice President, WAN-IFRA

Keynote address 2: Extending the life of the printed product, while gearing up for a digital-first newsroom and the transformation.

Warren Fernandez, Editor-in-Chief, The Strait Times, Singapore and President, World Editors Forum

World Press Trends: What metrics are driving the strategies of the news publishers? What underlying trends are shaping the local news challenge?

Thomas Jacob, COO, WAN-IFRA

Session: Strategic shift in advertising

Advertising shift, how will the future of advertising go – challenges and opportunities.

Content, Communities, and Commerce, the 3Cs shape the new age advertising world. What to watch out for and how do we set sail.

Madan Mohan Mohapatra, Head – Customer Strategy, Future Group

Panel discussion: How do we manage the challenge of advertising in print and enhance the pie.

Panelists: Rajeev Beotra, CEO – HT English, HT Media Ltd., Sudha Natarajan, Director – Response, BCCL, Vipon Khatwani, Sr. Vice President, Jagran Prakashan Ltd., Varghese Chandy, Vice President – Advertising, Malayala Manorama. Chaired by Suresh Balakrishnan, Chief Revenue Officer, The Hindu

Session: Print power innovation

Power of print, the campaign in Europe encouraging innovation in print advertising. A look at the successful examples of European newspapers.

Ulbe Jelluma, Print Power Europe

Product based innovation at its best, what drives them and how to do monetisable innovation. A case study.

Anup Gupta, Head of Design, Hindustan Times

What it takes to innovate and the process behind it. What are some of the outstanding innovations from The Telegraph?

Pramod Dabke, Vice President – Ad Dailies, The Telegraph, India

Revenue 360: What are the opportunities that exist beyond pure print advertising for newspapers publishers to capitalize on. CEOs of India's leading advertising agencies discuss the topic.

Gala dinner

Day Two, 19 September 2019

Session: New revenue streams

Opening keynote: Accelerating new revenue streams – new revenue verticals, setting up cross-media sales teams, and the like. How to plan for big buck business.

Geoff Tan, Managing Director, SPH Luxury Magazines, Singapore

Integrated platform and 360° approach to advertisers needs. Junction K from Malayala Manorama.

Varghese Chandy, Vice President – Advertising, Malayala Manorama

Event based advertising business, and an exclusive TV channel to support it. A case study from Prothom Alo, Bangladesh.

Strategies of growing revenue in print and in digital. Transformation case study from ARA, Catalonia, Spain.

Georgina Ferri, Chief Innovation Officer, ARA

Using big data for driving advertising growth. How to do it.

Oshin Anand, Data Scientist, Ninestars

Session: Advertisers dilemma

How do advertising agencies plan the campaign for their clients? What are the ideas and strategies behind advertisement planning.

Manish Bhat, Director, Scarecrow Advertising, India

Supporting brand growth – what do advertisers look for in news media brands. How is the expectation changing in the new economy.

Session: Business transformation

Mapping invisible networks in organisation and driving innovation and change. How to create competitive context and effectively use it to drive the change.

Santhosh Babu, CEO & Founder, ODA Alternatives

Panel discussion: Challenges in print, extending its life and preparing for transformation.

Panelists: Jayant Mammen Mathew, Executive Editor, Malayala Manorama, Raj Jain, CEO, BCCL, Pawan Agarwal, Dy. Managing Director, DB Corp., Sanjay Gupta, CEO, Jagran Prakashan Ltd., D D Purkayastha, MD & CEO, ABP. Chaired by Thomas Jacob

Visit to The Times of India printing plant, Manesar.

Printing Summit

Day One, 18 September 2019

Inauguration and welcome

Keynote address 1: Is the future of news media business sustainable for legacy media companies.

Lisa MacLeod, Head of Digital, Tiso Blackstar Group, South Africa and Vice President, WAN-IFRA

Keynote address 2: Extending the life of the printed product, while gearing up for a digital-first newsroom and the transformation. SPH experience.

Warren Fernandez, Editor-in-Chief, The Strait Times, Singapore and President, World Editors Forum

World Press Trends: What metrics are driving the strategies of the news publishers? What underlying trends are shaping the local news challenge.

Thomas Jacob, COO, WAN-IFRA

Session: Pressing issues of business

Looking back to leap forward: Ground breaking print technology and lessons we could learn from them to change the course of newspapers business?

K Balaji, Former Director, THG Publications Ltd., & Gerhard Raab, Consultant, Germany

Newsprint demand-supply: What is the present scenario, future trends and possible price indexes in the pulp & paper industry?

Emmy D'Silva, Engineering & Newsprint Consultant

Business model: Optimising existing capacity, outsourcing print jobs, what is the ideal win-win model?

Shashi Ranjan, VP & SBU Head, Manipal Technologies Ltd.

Session: Efficiency and cost optimization

Efficiency and excellence: What does efficiency and excellence mean for a newspaper organisation. What are the available options.

R D Bhatnagar, Chief Technology Officer, DB Corp. Ltd.

Global trends and case studies of printing efficiencies. How different environment/ cultures prepare themselves for making the processes future proof.

Mathijs Baron, Sales Director International, QIPC – EAE

'Extend the life of your press' - Learn from the findings of WAN-IFRA Special Report.

Jaiganesh M, Research Engineer, WAN-IFRA South Asia

Reducing carbon foot Print by adopting green products, processes and services.

Amit Khurana, COO – Newspaper Group, TechNova Imaging Systems.

Parallel session: Improving the quality through process innovation. How does an in-house developed application help to manage and improve their print quality.

Mohanraj, Dy. General Manager, The Hindu, India Krishna Karthik, Manager IT prepress, The Hindu, India

ICQC project update and WAN-IFRA General Print Quality concept.

Prabhu Natrajan, Research Engineer, WAN-IFRA South Asia, India

Intelligent Density System (IDS) and soft proofing to optimise cost and improve efficiency in printing.

Anup Pal, AGM-Quality Assurance & Amit Gupta, Chief Manager – Electrical, BCCL.

Operational excellence in newspaper production by closing gaps and addressing the performance hiccups in the production unit.

Giridhar Rao, Dy. General Manager – Printing, TGH Publishing Pvt Ltd, India

IT in printing: How to harness IT to improve the efficiency of our printing operations.

Sagar Sharma, CIO, Rajasthan Patrika

Day Two, 19 September 2019

Maintenance of gears: Lessons in professional approach to maintaining them in printing machines.

M Mahendran, Head-NPD & Business Development, Shanthi Gears

Mounting and adjust different kind of bearings in printing machine – how to do it professionally and avoid costly damages to the machine.

Vijay Apte, General Manager – Engineering & Services, SKF Bearings

Press and folder maintenance. Precautionary measures to maintain life of the folders. Strategy adopted by Jagran to reduce the failures and breakdowns.

Sathish Chandra Mishra, Director-Production, Jagran Prakashan Ltd.

Parallel session:

Newsprint: Best practices to reduce waste, achieve better yield and efficiency.

Saptangshu Chaudhury, Corporate Manager – Production, ABP Pvt Ltd.

Achieving better ink mileage and blanket run length. Best practices.

Anup Pal, AGM-Quality Assurance and Sreejith PM, BCCL

Challenges and opportunities for newspaper printing inks.

Michael Hirthammer, MD & VP, Sun Chemicals, Germany

Elements of design thinking and user-centric approach. How the design-thinking ideas could be aligned with putting customers first in newspaper business.

Karthikayini Subbaraman, Chief Product Officer, Xperian

Round up of best examples from WAN-IFRA Print innovation awards 2018.

Prabhu Natrajan, Research Engineer, WAN-IFRA, Germany

Innovative approach in supply chain management.

Session: Newspaper distribution

On-time distribution of newspaper is still a challenge and complicated one for every newspaper company. European case study.

Frode Finnes Larsen, Chief Technology Officer, Distribution Innovation, Norway

High circulation numbers and door delivery every day. How do Japanese newspapers manage distribution? A case study.

Takashi Kanari, Deputy Manager, Asahi Shimbun

Efficiency of newspaper delivery: Optimising resources, routes, logistics to minimise overall distribution time. An Indian case study.

Oliver Lesly Velitinger, General Manager – Circulation, The Printers Mysore Pvt Ltd., India

Panel discussion: Challenges in print, extending its life and preparing for transformation.

Panelists: Jayant Mammen Mathew, Executive Editor, Malayala Manorama, Raj Jain, CEO, BCCL, Pawan Agarwal, Dy. Managing Director, DB Corp., Sanjay Gupta, CEO, Jagran Prakashan Ltd., D D Purkayastha, MD & CEO, ABP. Chaired by Thomas Jacob

Visit to The Times of India printing plant, Manesar.

Workshops

Cost savings through energy management system, 17 September
 Combatting misinformation and fake news, 17-18 September
 Women in News panel, 18 September

For updated programme, please see

www.wan-ifra.org/india2019

South Asian

DIGITAL MEDIA AWARDS

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CALL FOR ENTRIES

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Best in Lifestyle, Sports, Entertainment
Website or Mobile Services

Best Use of Online Video (including VR)

Best Data Visualisation

Best Paid Content Strategy
(incl. paywall, membership or crowd funding models)

Best Native Advertising / Branded Content Campaign

Best Digital News Start-up

Best in Social Media Engagement

Best Marketing Campaign for News Brand

Best Digital Project to Engage Younger and/or
Millennial Audiences



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