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ADAPTING QUICKLY TO CHANGING TIMES

At the Fulda-based (Hesse, Germany) Druckerei Rindt, every job is treated differently and there is no such thing as 'technically too demanding'. The key performance parameters are all those that make production efficient and profitable. But whether it is producing sophisticated covers which are printed in up to five colours or implementing the latest technology solutions, the basics are not forgotten at the facility founded in the 1930s. Such as this picture, showing press operator Andreas Kaup supplementing inline quality control with more traditional means, suggests. The story (see page 41) also shows how old printing establishments can adapt to changing times, using technology wisely.

It's all happening: Welcome to the exciting world of Digital

Catherine Payne, content producer for the Newspaper Association of North America (NAA), describes how *The Charlotte Observer* is finding success with its digital offering called CharlotteFive, focused on the Millennial Generation (also referred to as Generation Y, those born after 1980). She quotes Jen Rothacker, the *Observer*'s innovations editor, as saying "It has a mix of news and lifestyle stories, but it is written in a voice that will appeal to millennials." According to Payne, CahrlotteFive does stories with style (easy-to-digest news, local news, news that matters), it has a "handcrafted email newsletter, it uses social media to connect, and is now looking at "deepening audience engagement in various ways".

So, what do mobile and social media trends mean for newspapers? Payne addresses the question in another piece for NAA. Mobile and social media trends make journalism and technology strange bedfellows, she says, adding, "But news organisations can figure out how to define their relationships with social media platforms." She refers to trends (expanding mobile audience, Facebook launching Instant Articles, etc) pointing to the growing impact of mobile and social media platforms on news circulation and consumption. She also refers to the "liminal press" which occupies the space between journalism and technology.

Writing for NiemanLab, Joseph Lichterman refers to the State of the News Media 2015 Report produced by the Pew Research Center to stress the "ongoing march of mobile". He says a remarkable 39 of the 50 most popular news sites had more mobile than desktop visitors. And as users migrate to mobile, advertisers are following them – $19 billion was spent on mobile advertising in 2014, a 78 per cent increase from the $10.7 billion spent in 2013, Lichterman quotes Pew as having reported. The outlook for newspapers is still gloomy, with newspaper print ad revenue dropping (according to the report) by 4 per cent in 2014.

An article by Dominic Ponsford for the Press-Gazette also attracted my attention. Calling it a "digital breakthrough", he reports that The Times' advertisers are to begin paying the same rate for display advertising in the title's tablet edition as they do in print. The agreement, reached with a number of key ad agencies, is being seen by insiders as a major breakthrough in terms of making money from digital journalism, he adds.

Ponsford says the move to increase the price charged for tablet ads follows neuroscience research by News UK last year (tracking eye-ball movement and brain activity), which the company said proved tablet edition ads are at least as effective as the print equivalent. This, he adds, has now been backed up by a further piece of research called Project Footprint which closely tracked the online and offline activities of 70 digital subscribers to The Times and Sunday Times. Quite remarkable indeed, considering that advertising online costs only a fraction of a print ad. It was on the NAA website that I read a forecast: One billion people will use a tablet at least monthly. This should augur well for news publishing houses that adapt well to the digital wave.

For readers who are still stuck to newspaper websites, here's advice. There are some wonderful online sites (such as Vice.com, Vox.com, Mic.com and our own Scroll.in, Citizen.in, Thewire.in) out there that can keep you hooked for hours. It's the Millennial Generation many of them are focused on. But that doesn't really matter. Take the example of Mic, founded by Chris Altchek and Jake Horowitz who wanted to build a news company for young people. What's the Mic approach? "Young people deserve a news destination that offers quality coverage tailored to them. Our generation will define the future. We are hungry for news that keeps us informed and helps us make sense of the world." Well, that should tell us something.

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Cover page photo: KBA

FAIRFAX AUSTRALIA

A digital subscription success story

At a time when newspaper publishers are experimenting with various business models to combat the drop in revenue from print advertisements and subscriptions, Fairfax Australia's success in introducing digital subscriptions for its two main mastheads – the *Sydney Morning Herald* (SMH) and *The Age,* stands out as a beacon of hope. Susan Philip has more

Falling revenue from traditional sources and the realisation that digital advertisement subscriptions alone cannot offset the loss prompted the media house to take the step (introducing digital subscriptions), said Andrew Holden, editor-in-chief, *The Age*.

Speaking at the22nd annual conference of WAN-IFRA South Asia in New Delhi last September, he said "our (digital) audience is growing". *SMH* recorded a 51 per cent growth while *The Age* saw a 72 per cent jump.

The organisation looked at various models, such as a pay-wall with all content locked, sections with key content locked and a meter lock based on consumption.

Photo: WAN-IFRA

Andrew Holden narrating the SMH *growth story.*

It found that implementing a meter was the best way forward. "We waited," said Holden. "There was no first-mover advantage, and we wanted the market to move away from thinking that everything digital is free." After News Limited introduced a paywall, Fairfax followed suit. It adopted the *New York Times* model, sharing information and experiences with the NYT executive team.

Fairfax introduced digital subscription in July 2013. After a year, SMH.com.au is Australia's top news website, with an average daily domestic Unique Browser (UB) count of 980488, Holden told his audience. *The Age* comes fourth on the list with 579795 browsers. In total, masthead readership, monthly figures, calculated for the 12 months ending June 2014, showed *The Age* in fourth place after *SMH, Daily Telegraph* and *Herald Sun,* with a total of 3414000. SMH had 5405000, with readership distributed among the print, computer, web and tablet/ mobile formats.

"We wanted to achieve a small segment of subscribers in addition to our existing visitors," Holden said. "The value of a print user is roughly seven or eight times that of our digital users. However, the value of paying digital users will be roughly in line with print. The key is to add new subscribers without losing existing visitors."

The approach which Fairfax adopted is a porous pay-wall to target the small minority who are willing to pay, and to avoid disturbing the vast majority who are not. The limit was set at 30 free articles per month on the website and mobile, and restricted access on the tablet. Only very heavy users (less than 20 per cent of the people) are asked to pay. With the aim

of attracting more circulation and revenue while protecting advertisement revenue, only articles in *The Age* and SMH.com.au are metered. Videos are outside the meter's ambit. iPad and Android apps have the Freemium mode. Free selections include Front Page, Editor's Choice, Daily Life, Good Food and Photo Galleries.

Holden quoted statistics to show that the move has not affected traffic. During big news break barriers such as the Australian Federal Elections in September 2013 and the Malaysian Airlines disaster, both *SMH* and *The Age* created records in daily UBs. "And we lift the pay-wall as a public service," he added, citing the example of a week of major bush fires in the Blue Mountains near Sydney.

The initiative has certainly paid off. Holden said the media house had recorded more than 140000 paid digital subscriptions, yielding $18 million in the first year, against the target of 90000 subscribers and revenue of $11 million. The contribution of digital subscriptions, together with our focus on profitable print circulation saw underlying circulation revenues increase 11.4 per cent for the year, he said. An added benefit is that subscribers are more engaged, reading seven times more pages than a visitor.

Talking about lessons learnt on subscription churn, Holden said it had been found that a 50 per cent discount offered for the first three months was more acceptable, though the discount value was the same as a monthly offer.

At the time of the WAN-IFRA presentation, Fairfax was looking to add another 100000 digital subscribers by March this year. ■

Call to protect role of newspapers' functions

The essential role of the media was stressed at a meeting in Chennai recently to observe the centenary of a doyen of the industry, Rangaswami Parthasarathy. N. Ram, chairman, Kasturi and Sons, called for protecting the roles of functions of newspapers, including that of providing credible information and performing the role of public educators. Speaking at the event organised for the centenary celebrations of Rangaswami Parthasarathy, former news editor of *The Hindu*, he said that journalism in India was still largely serious business and newspapers were in the business of informing people, educating them, helping build a worthwhile public agenda. "In this context, we have got to protect these roles of functions and the values on which they are founded," he added.

Photo: R. Ragu

N. Ram (right), chairman, Kasturi and Sons, presenting the Rangaswami Parthasarathy Memorial Award to veteran journalist Shekhar Gupta.

Ram said India had a tradition of over 200 years of serious "newspapering" and to inculcate this spirit of history, the history should be taught to students of Journalism and also be a part of orientation in every newspaper. In fact, taking it a bit further, he said it could also be included in the school curriculum. He presented the first Rangaswami Parthasarathy Memorial Award to veteran journalist Shekhar Gupta.

Accepting the award, Gupta said that he had donned the hats of editor and CEO at the *Indian Express* and had been able to preserve editorial integrity. "Being marketing-friendly does not mean giving up the editorial dharma," he said. He also announced an annual scholarship for a tribal student from the Northeast at the Asian College of Journalism. The family of Parthasarathy announced five scholarships worth Rs one lakh each to students at the college. Educationist (Mrs) Y.G. Parthasarathy recalled how she worked under Partha, as he was known, for a year. He was a very helpful and kind person and would encourage everyone, she said.

Rangaswami Parthasarathy (1915-2003) began his career in journalism in *The Mail* as sub-editor and later joined *The Hindu*. After his retirement, *Mail* Parthasarathy as he was also known, wrote a series of books on journalism including one on its history. He also authored the book *Hundred years of The Hindu.* ■

(Courtesy: The Hindu*)*

Your Guide to the Changing Media Landscape

WAN IFRA

World News Publishing Focus

Finding funding for news

After three intense days of WAN-IFRA's Study Tour to San Francisco ('Strictly digital – the new content kings', 24–26 November 2014), the West Coast view of original news content seemed brutally clear: News is a loss leader, and real investigative journalism can be funded only by donations. Here is an inside look at some of California's top digital organisations by Nick Tjaardstra, executive programmes manager, Digital Media, WAN-IFRA, who also organises global study tours

Our visits to Pando, Bloomberg, Mother Jones, Beacon and Google News all reinforced that perspective in different ways.

At Pando, Sarah Lacy and Paul Carr are making waves with their coverage of the Silicon Valley tech scene. In the weeks leading up to our visit, their stories on corporate culture at Uber upset the ride-sharing company's executives so much that, at a party in New York, Uber's vice president for business suggested spending US$ 1 million to look into the personal lives and families of journalists and, in particular, Lacy, Pando's CEO and founder. The news was broken by

Photos: WAN-IFRA

During the study tour visit to Bloomberg West studios in San Francisco, participants watched Twitter co-founder Biz Stone chat with anchor Emily Chang on a live show.

BuzzFeed and has picked up 600,000 views as well as coverage in other mainstream media outlets, from *The New York Times* to the *Guardian*.

Pando is apparent proof that venture capitalists will invest in high-impact content production, and the company has kept costs low, with a core editorial staff of just seven people. But as Lacy explained, the company earns 70–80 per cent of its money through events. Pandoland in Nashville, PandoMonthly, and other low-key, invitation-only executive events are keeping the journalists at Pando in jobs.

Of the revenue it earns directly online, the majority comes from advertising. Its subscription model, which includes a quarterly print magazine, has evolved into a membership fee that includes access to streamed events. Lacy put it succinctly when she referred to Pando's acquisition of Paul Carr's company, NSFW: "His business was based on subs and ours was based on ads, and we own him."

Although events might pay the bills today, Lacy is determined to build a real publishing house, noting, "It takes a decade to build a media company," and says the company should be profitable next year after an initial $ 4 million venture capital injection. Taking it slow, Pando model themselves more on Vice Media than BuzzFeed.

1000-per cent ad revenue growth not enough to fund the newsroom

During our trip, we heard the same story again and again. The left-leaning magazine *Mother Jones,* for example, has revitalised its web presence in recent years, keeping up a bi-monthly magazine while operating a 24/7 online operation. Led by CEO Madeleine Buckingham, they have grown their audience 10 times in six years, tripling their Facebook fans to almost 1 million in the past 12 months after bringing in social media expert Ben Dreyfuss. They have an audience that, according to Buckingham, is "educated, affluent and engaged". And like Pando, they do not believe game-changing stories should sit behind a pay-wall. But, although their digital ad revenue has gone from $ 200,000 to $ 2 million as their audience grows, this makes up less than 20 per cent of their annual revenues. Indeed, approximately 50 per cent of their revenue comes from grants and donations.

> "You can't speak truth to power from behind a paywall."
>
> Paul Carr, Pando Daily

Pando's Paul Carr, third from left, and Sarah Lacy (to Carr's left) talked with participants during WAN-IFRA's 'Strictly digital' study tour in San Francisco.

News as a marketing cost

It seems deep online news simply cannot fund itself commercially. Indeed, at Bloomberg this is built into their strategy. At their picturesque Bloomberg West studios on Pier 3 in San Francisco, we stand a few metres away from Biz Stone as he talks about recent management changes at Twitter. The show airs live on Bloomberg's cable TV channels and is chopped up into high-value segments online that command pre-roll CPMs of up to $ 75, with 59 million video views per month.

But this windfall alone is not enough to fund their operations, and the entire web presence remains a showcase for Bloomberg's market data terminals. In other words: a loss leader.

As if to prove the point, Bloomberg had just hired three journalists from the pay-wall-protected tech insider publication, *The Information*. Following the San Francisco Chronicle's own well-documented pay-wall failure last year, the whole news subscription model in Silicon Valley seems to be under threat.

Google: Unlikely defenders of paid content

Not so, according to Google. As senior director of News & Social Products at Google, it was not surprising that Richard Gingras felt the heat from our group of news publishers on the topic of business models. But while breaking news may have become

a low-value commodity, he held out hope for the traditional subscription model, especially high-value products like *The Information*. He praised The New York Times' food app, admiring how "recently they realised that part of their future is to have multiple brands and multiple products, with food being a particularly good example," and believes that people are willing to pay for trust.

One company has bet their entire future on trust and a kind of subscription/donation hybrid. In the Beacon model, it's perhaps more accurate to replace the word 'subscription' with 'donation'. The crowd-funded journalism site allows you to directly fund the projects of selected freelance journalists and publications, even offering a recurring monthly donation. In their frugal Oakland headquarters, the enthusiasm and earnestness of co-founders Adrian Sanders and Dan Fletcher is infectious. But they face the same challenges the rest of the industry does. Their company was founded after they realised display-ad revenue for a blog with 5000 readers would be negligible. Searching for another way, they decided to focus on "an experience we can create together"– actively working with journalists to get their stories funded.

"We were frustrated that there was not a good monetisation model in the world of journalism," said Sanders. The result: their donation model sees average payments of $ 45, well above the $ 12 annual subscription cost of *Mother Jones,* and they hope to hit $ 1 million in revenue this year.

Whatever we decide to call this new business model, donations, memberships or perhaps variable subscriptions, the good news is that investors still have an appetite for news. Beacon grew out of Y Combinator and as Sanders says, "It's important to show to investors that people are willing to invest in journalism." The question is: how many? ■

(This article was originally published in the January-February 2015 edition of World News Publishing Focus*, the bi-monthly magazine published by* WAN-IFRA. *This story first appeared on the WNPF blog.)*

South Asian newspaper directory published

WAN-IFRA has published its biennial publication, *South Asian Newspaper Directory 2015 – 2017.* A look at the past three editions of the directory, since 2011, shows that newspaper publishers continue to increase the number of editions and printing centres, double-width presses is the new trend among the regional language newspapers, automation and new workflow systems for production, page planning and editorial systems are becoming popular.

According to the 2014 annual report of Registrar of Newspapers for India (RNI), the total circulation of registered publications increased by about 37 per cent since 2011. Zenith Optimedia estimates 28 per cent growth in advertising expenditure (in newspapers and magazines together) in India during the period. The similar trend in circulation can also be found in other South Asian countries where newspapers continue to grow. The trends observed from the directory closely relate to the report of RNI and Zenith Optimedia, as newspapers update their technology to support their growing business.

The directory lists out 160 news publishers across South Asia and many of them with the complete details of infrastructure and workflow employed in the publishing house. More than four months of labour has gone into researching the data and publishing the directory in its current form. For those wanting to have closer look at the emerging trends of news publishing industry in South Asia, the directory will act as a very good reference source. A limited number of printed copies of the directory are available on first come first basis. The e-version of the directory is available at

epaper.wan-ifra.org/SAsian_Newspaper_Directory_2015-17. The directory will be continuously updated in the online version, until the next print edition comes out in 2017. ■

REMEMBERING JOHANNES GUTENBERG (1398-1468)

The first 'benefactor of mankind'

The printing press is Johannes Gutenberg's most important invention. His printed Bible is considered a turning point in human history. His invention of the printing press started a revolution – the process of making knowledge accessible to all. Gutenberg's invention marked the beginning of the end of the monopoly on knowledge and power held by the Church and the nobility, and humanism began gaining ground quickly. P. Allimuthu profiles the man and his times

P. Allimuthu.

An almost sacred silence surrounds the centerpiece in a darkened room in Mainz, Germany. It is a collection of Bibles, in a museum. The cluster of original Gutenberg Bibles, the world's first printed books, lie behind thick armoured glass, guarded by a sophisticated security system, which includes thick, fire-proof walls and heavy iron doors. Daylight, which could harm the precious papers, is deliberately kept out, and subdued spotlighting is the only means by which visitors can see the treasures.

Photos: Wikipedia

Mainz's most famous son, Johannes Gutenberg.

The Guetenberg Museum is described as an 'incunabula', the term deriving from a Latin word meaning 'cradle', and refers to the genesis of printing technology. The Museum pays tribute to Mainz's most famous son, Johannes Gutenberg, whose printed Bible is considered a turning point in human history. His invention of the printing press started a revolution – the process of making knowledge accessible to all. Gutenberg's Bible project was his life's work. The two-part book consisting of the Old and the New Testaments comprises 1282 pages, each with 42 lines. It has around three million characters.

Gutenberg and 20 assistants worked on the Bible for three years between 1452 and 1455. In the late Middle Ages, the word of God was not to be had cheaply. It took a scribe several years to produce a copy of the Bible, while the Gutenberg press took 'only' a few months to do the same thing. However, the professional scribe would have had to pay four times his annual salary to purchase one of the first printed Bibles.

Gutenberg's aim was to produce printed material that would look as attractive as the handwritten version. He, therefore, went to the Mainz Monastery library and selected a handwriting sample in the angular style known as Textura. However, achieving a compact type with evenly spaced lines in two columns required more than just replicating the 26 letters

How far have we come! A page-setting room in the 1920s.

of the alphabet. Gutenberg's assistants cast 290 characters, many of them ligatures and abbreviations. The letters in the new Textura typeface also needed to be big so that they would be legible in the rather dark, candle-lit churches of the day.

Out of the 180 copies of the B42 (the code used to describe the Bible, based on the 42-line structure) that Gutenberg produced, 150 were on handmade paper from Italy and 30 on higher quality parchment. Of these, 49 are still in existence around the world.

The Mainz Museum offers visitors the unique opportunity to compare two copies displayed side by side. It is almost impossible to assess the value of a B42, which would be determined by laws of supply and demand. There are very few of them still in private ownership. The Queen of England, has one, but it is of course not for sale. Most of the Bibles are already in museums.

In 2000, nearly 41,000 euros (about 53000 US dollars) were paid for a single page from a B42 at an auction at Christies in London. Little is known about Gutenberg's life and work. Even his date of birth is only a guess – he was born sometime between 1393 and 1405. His father was Friele Gensfleisch, a tradesman. As young Johannes disliked the name Gensfleisch, which means goose flesh, he adopted his mother's surname, Gutenberg, meaning good mountain.

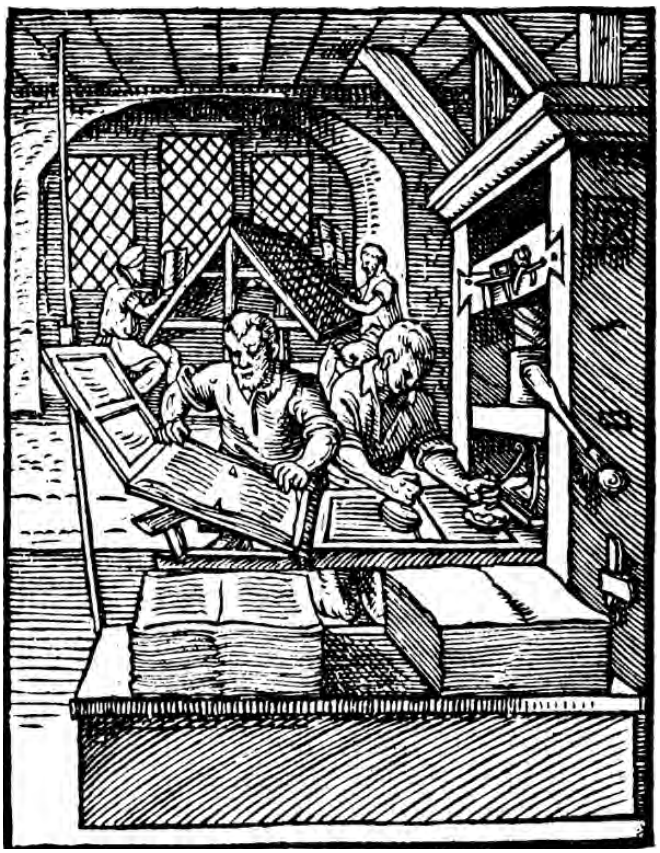
Gutenberg's technical and commercial skills lead us to believe that he received an education befitting his social status, studying in a monastery school and then at university. In 1434, he moved to Strasbourg in Alsace, a part of the German Empire. It is thought that Gutenberg worked as a clerk and goldsmith there. At the age of 40, he and some partners founded a company to manufacture mirrors for pilgrims going to Aachen. The manufacturing process they used was a forerunner of Gutenberg's subsequent method of casting type. Later, it was believed Gutenberg pursued a secret project called Aventure and Kunst (Adventure and Art) using a form and a press. Unfortunately, the Strasbourg records do not reveal much about this. In an official reference in Mainz, dated 1448, it was recorded that he was able to print.

The printing press is Gutenberg's most important invention. How did he come up with it? Perhaps he drew inspiration from life around him. Gutenberg lived in a region where grapes had been cultivated since Roman times. In Gutenberg's time, wine presses were already in use to 'press' the juice from the grapes. The wine press probably served as a model for the printing. After many months of hard work and failed experiments, Gutenberg and his assistants finally managed to achieve results.

Under Gutenberg's method, all characters have to be first engraved as mirror images on a hard metal – iron or steel. These stamps (dies) are then hammered into a softer metal, copper, thus creating a

Teacher of teachers

Responding to an article on K.T. Chary that was published in the May issue, P. Allimuthu says: He was a teacher of teachers who helped and guided those in need. He had candor and honesty; he was a 'big gown' in the printing industry, a sort of lighthouse to printing technologists. I feel proud to say that I was his student from1968 to 1971 when the Institute of Printing Technology had shifted from Broadway to the CPT Campus in Taramani. I used to sit in the middle of the first row. He would ask questions often, but I was never afraid. His class was interesting – full of jokes, and subject-oriented. When I appeared for the board examinations in 1971(Lithography), only eight students out of 26 passed. I secured the first rank but missed the first class. When I distributed sweets, he advised me to forget not having gained that distinction. ■



Early wooden printing press, depicted in 1568. Such presses could produce up to 240 impressions per hour.

deep impression of the characters – the matrix. The matrix is then clamped into a hand-casting machine or hand mould. A ladle is used to pour alloy at 300 degrees Celsius into the impression in the matrix. The necessary characters are selected from the full set and placed upside down to form words and lines.

However, the ink used to print paper and parchment was yet to be invented. It needed to be viscous, without penetrating the paper, so that the other side could also be printed on. It also needed to dry quickly. A mixture of soot, resin and linseed oil formed the first black printing ink. The ink was applied with two mushroom shaped 'printing balls' made of dog skin and stuffed with horse hair, the result of many of Gutenberg's experiments. Only dog skin has no pores – for dogs perspire through their mouths and tongues – and this ensures that the ink remains on the surface of the ball.

The inked typeset sequence was laid on the carriage of the press. The paper or parchment was laid inside the cover. It was then clamped down onto the inked characters and the whole carriage slid under the platen of the press. The platen with the paper were pressed onto the letters with the aid of the press jack. "Two men always have to pull together with an even rhythm, using their entire body weight," explained Eva Hane butt-Benz. If there was a loud smacking sound when the paper is pulled off the form – the "kiss of the press" – the print was considered strong enough. The printed image was more balanced than what even the best scribes could manage by hand in Gutenberg's day.

Gutenberg spent a huge amount of money on printing the Bible, something which eventually got him into severe difficulties, since it was not his own money he used, but the deposits of investors. In 1455, he lost his print shop in a legal battle with his erstwhile partners who turned competitors. He continued printing in his family home but in 1462, fate dealt him another blow. Following the battle for the archdiocese of Mainz, many citizens of the city, including Gutenberg and his assistants, were forced into exile.

Gutenberg himself returned later, but his assistants migrated to other cities. This meant that the art of letterpress spread throughout Europe.

Gutenberg died in 1468, a respected citizen of Mainz. After his death, print shops sprang up in many European cities and produced more than 10 million copies of 40000 titles. In 1539, Gutenberg's invention finally reached the New World when a

A Gutenberg press replica at the Featherbed Alley Printshop Museum, in Bermuda.

German, Johann Cromberger, imported the first printing press into Mexico.

The invention of the letterpress laid the foundation for the development of language, culture and science in Europe. Without it, the spread of the Bible, which remains the most printed book in the world, and of written languages, would have been inconceivable. Gutenberg's invention marked the beginning of the end of the monopoly on knowledge and power held by the Church and the nobility, and humanism began gaining ground quickly.

The Catholic Church welcomed the invention of printing with movable type, since it allowed such things as letters of indulgence to be printed in bulk. One advantage of printing was that long texts previously littered with transcription errors could now be printed without any mistakes. More and more people were able to read the Bible themselves because printing made Bibles reasonably priced.

The Catholic Church was also forced to lift its ban on the translation of the Bible form Latin into popular languages. By 1521, the Bible had been translated into English and printed in Antwerp, Belgium, a part of the German Empire. Its translator, a priest named William Tyndale, was burned at the stake for his work. But, Martin Luther followed Tyndale's example and translated the Bible using established modern High German language. His Bible was printed in 1534.

Revolutionaries in France in the 18th Century saw Gutenberg as the "first revolutionary and benefactor of mankind". They wanted the letterpress to be named Gutenbergisme and a constellation of stars to be name after Gutenberg. Certainly, he is a big star in the sky of knowledge and technology. ■

(The writer is a former principal of the Institute of Printing Technology, Taramani, Chennai. He has a master's in Journalism and Mass Communication.)

ACJ institutes investigative reporting award

To recognise exemplary efforts in the field of investigative reporting, the Asian College of Journalism, (ACJ), Chennai, has instituted the ACJ Investigative Journalism Award from 2015.

The award will be given to the best investigative work in two categories: Print and Online and TV and Radio, Sashi Kumar, chairman, Asian College of Journalism, announced at the convocation of the 2015 batch recently. "The best work in each category will receive prize money of Rs 2 lakh, and the first awards will be handed over during the next convocation on May 3, 2016, which is also World Press Freedom Day," Sashi Kumar said.

The jury of the award comprises Justice Leila Seth, veteran journalists T.J.S. George and Mrinal Pande, and Mukul Kesavan, scholar-journalist and historian. Speaking at the convocation, N. Murali, co-chairman, Kasturi & Sons and Trustee of the Media Development Foundation, said that media houses in the country should take lessons from the print media in developed countries. "After 10 to 15 years of grappling with different technologies, media houses in the West are only now seeing a sliver of profitability in the digital minefield," he said, adding that media houses in India should be able to cater to consumers who are always on the move, and be able to deliver tailor-made content on different platforms.

Delivering the Lawrence Dana Pinkham Memorial Lecture, 2015, titled The Secret Room in the Newsroom, Raj Kamal Jha, editor-in-chief of *The Indian Express* said: "Journalists should have an ear to listen to anyone who knocked on their door, and stand up to bullies and loudmouths. Learn to appreciate works of others. A good journalist should be able to admire other people. There will always be someone more successful than you or a better writer than you, but know that there is no one who is you." On the day, 167 students received their diplomas. ■

(Courtesy: The Hindu*)*

Now, who has the winning edge?

Today, neither newspaper owners nor media persons seem committed to any policy or even to society when it comes to content. The focus seems to be solely on making huge profits. Amid growing competition from online websites and other electronic media, the print media holds an edge because of the quality of its content, says Som Nath Sapru

Som Nath Sapru.

Print journalism (newspapers/ news magazines) in India is about 236 years old. It was in 1780 that an Irishman started a weekly newsletter -- we may call it a newspaper with a limited circulation. It was meant to cater to Kolkata (then Calcutta) headquarters of the East India Company, with British officials, traders and their families as the target audience. This publication did not live for very long but was immediately followed by another - Hickey's *Bengal Gazette,* which had a more respectable circulation. Gradually, Indians picked up the thread and enterprising locals started similar publications in English and regional languages from major cities such as Delhi, Bombay, Calcutta and Madras. Indians publicised their views about social reforms and news, to arouse public opinion against the British.

In 1857, the British took control of virtually the whole of India and by that time newspapers were broadly divided into two: those published by British owners, and those by Indian freedom fighters. For the Indian publishers and editors, print journalism was a mission to free the country from the British.

After Independence in 1947, newspapers took some time to adjust to new editorial policies and the overtones of news presentation. Earlier, the British were punching bags for journalists and it was hard for them to turn critical of the heroes of the Independence movement who had taken over the reins of governance. It became the responsibility of the media to explain and drive home to the citizens the rights and responsibilities enshrined in the newly drafted Constitution of independent India. There were many problems to be resolved – unemployment, communal divide, illiteracy, shortage of food, malnourishment, problems of farmers and industries, and wars with neighbouring countries. All this gave a new direction to editorial policies.

During late 1960s, newspapers became strong institutions. Their circulations grew and the owners thought of adding new publications to their stables to cater to the growing number of readers. The parallel growth of literacy, albeit inch by inch, was also responsible for the increased demand for newspapers and news magazines. Since then, newspapers and journalism have grown beyond imagination, in terms of format, layout, news presentation, number of pages and multi-coloured pages with visuals. There has been a total technological transformation in the production of a newspaper with high-speed multi-colour web-offset machines configured with mailroom system machines.

Subsequently, there has been a change. Journalism was initially a mission to disseminate correct information at the right time to the appropriate audience, together with independent comment or opinion with relevance to society at large. In the present day, neither newspaper owners nor media persons seem committed to any policy or even to society when it comes to content. The focus seems to be solely on making huge profits.

The print media is one of the most flourishing industries in India today. It still has a strong foothold amongst readers although the Internet and television are popular media. The manifold increase in circulation figures of newspapers is attributed to new technology,

Illustration: Arun Ramkumar

used to cater to the varied interests of a variety of readers, including niche readers like women, children, farmers, motorists and academia. The content and presentation of news-based programmes of the electronic media serve as pointers to the print media by bringing up updated information, which the publications use not only for news columns but also for weekly supplements, news magazines, etc.

Undoubtedly, the electronic media has created a huge dent in the circulation of print media and has grabbed prominent advertising revenues. There is a constant tug-of-war between electronic media and print media over the advertisement budgets of the corporate sector. Newspaper owners have been compelled to start web editions of their publications. *The Hindu* launched its web edition in 1995, marking the beginning of online journalism in India. Soon thereafter, other major newspapers started web editions too. The content of the web editions is usually identical to the print editions of the respective newspapers. But most of these web editions continue to be economically unviable.

The Internet, web and electronic revolution has led to a revival of the debate about print media's relevance. In reality, both communication forms have advantages and disadvantages. Print media reporters may cover subjects with greater depth than those who write for the electronic media. However, the electronic media's ability to break news at lightning speeds is cited as one of the key advantages it holds over print. Yet, the quality often raises the question whether electronic media is speeding up the superficiality of contemporary culture. Amid growing competition from online websites and other electronic media, analysts argue that the print media holds an edge because of the quality of its content. Newspapers have emphasised this feature in their digital subscription offerings, with a definite level of success.

Content presentation has created a battle of wits between print and electronic media over advertisements. Web editions of newspapers do not get priority as yet. Although some advertisers are willing to consider inserting their copy on web editions of some leading newspapers as add-ons to the main print editions (at a discounted price), web editions do not as a whole earn sizeable advertisement revenue to make this electronic conversion cost-effective.

There is an estimated base of 49.7 million Internet users in India, which is almost 6.3 per cent of world users, although this base is far below the Internet users of USA (218583657), China (162210000), Japan (86600000) or Germany (50826117). Publishers in advanced countries such as USA have been debating the adverse impact of electronic media and online publications on circulation of newspapers. However, in India, there is no such depressing impact.

There has been an amazing growth in the circulation of leading newspapers published in regional languages such as Hindi, Gujarati, Marathi, Bengali, Telugu and Tamil. The vernacular dailies have brought out editions not only in multiple cities and towns in the same sate, but also in other sates. Hindi newspapers like *Dainik Jagaran, Dainik Bhaskar* and *Rajasthan Patrika* bring out editions from more than one state. What is more, many of these dailies now have a number of supplements for readers in several suburbs of a single city. The dailies are printed in colour and use good newsprint. An indication that vernacular newspapers have been prospering.

Promoters and controllers of English/ regional language media groups own radio stations and TV channels besides holding interests in many other businesses and often use their media outlets/ contacts to further these other activities. *The Times of India, India Today, Ananda Bazar Patrika* and *Malyalam Manorama* are the major examples of such operations. The growing 'corporatisation' of the Indian media is manifest in the manner in which large industrial conglomerates like the Tatas, Birlas and lately the Ambanis are acquiring

direct and indirect interests in media groups. A growing convergence has been observed in recent times between creators/ producers of media content and those who distribute/ disseminate the content.

The print media has responded to the new changes and challenges with its modernisation. They have accepted Information Technology, which has resulted in better coverage with great speed at cost-effective prices. The readership of newspapers is growing. The statistics also show that people prefer newspapers in their regional languages, and that is why the regional newspapers are bringing out editions from other cities where there is sizeable population of the respective linguistic groups. ■

(The writer has a master's degree in Print Technology & Management. He served 33 years with the United States Information Service at the American Embassy in New Delhi as chief of Publications. During 2005-2011, he headed IPAMA as CEO and was editor of the IPAMA Bulletin. *He then moved on to Pramod Engineering, part of the Delhi Press Group, publishers of* Caravan, Sarita, Woman's Era and Alive as g*eneral manager.)*

World Printers Forum Board members to attend WAN-IFRA India 2015 Conference and Expo

WAN-IFRA India 2015, the 23rd annual conference of WAN-IFRA in India will be attended by the members of the board of the World Printers Forum. The board will meet on 1st September in Mumbai and then will join the WAN-IFRA India 2015 Conference and Expo from September 2 to 4.

The 5th edition of the biennial WAN-IFRA India Expo will be held alongside the Conference. Leading suppliers to the news publishing industry have confirmed their participation. The list includes manroland, Manugraph, Goss, Mitsubishi, ABB, TKS, Atex, 4CPlus, WoodWing, Summit, ppi Media Solutions, Anygraaf, Kohli Graphic Systems, Toyo Inks, Fujifilm, TechNova, Prakash Web Offset, Novurania, Phoenix, Q I Press Controls, Ferag and QuadTech. For the delegates attending the conference, there will be a Themed Walk-Through of the Expo on all days – covering topics such as New Press Technologies, Process-less Plates and Content Management Systems.

For the first time, the Expo will host a Media Market, a meeting platform for the newspaper publishers to highlight their capabilities in printing for advertisers, agencies and media buyers. This market will highlight the power of print and its potential to advertisers and media buyers. On September 3rd, the Newsroom Summit will host the World Young Reader Awards. The winners from the global competition run by WAN-IFRA will be present during the Summit and they will also make short presentations on their successful young reader initiatives. As another addition this year, the Regional Assembly of WAN-IFRA members in South Asia will also be held during the event, on 3rd September.

WAN-IFRA India 2015 Conference will follow the traditional three parallel Conference Summits:

a. Newsroom Summit – Features case studies and concepts on storytelling revolution, shaping the future of news publishing, multi platform publishing.
b. Printing Summit – Focuses on achieving operational excellence and innovation
c. Cross-media Advertising Summit – Features new marketing and advertising strategies for turbulent times and multi -platform revenue models in the digital era.

There will be three parallel Pre-Conference Workshops on 1st September on topics: Energy Audit of printing plants, Mulitmedia Newsroom and Maximising Classifieds Revenue. A limited number of conference delegates will have a chance to join the visit to a modern printing plant in Mumbai, on the last day of the event, 4th September. The expo booking is open now. The registrations to the Conference and the Workshops will begin in July 2015. ■

Keeping your finger on the pulse of the customer

Customer is King – the raison d'être of every business. It is therefore imperative for all businesses to listen to their customers, says **Varsha Chitale**

Varsha Chitale

Customer loyalty in particular is of immense value to any company. High customer loyalty indicates that your company is doing a key part of its job right. It also means that you have to try less hard to increase sales. You not only get repeat customers, the customers also talk about you with others they know, and these referrals lead to new customers. Your overall customer acquisition cost goes down.

So it is surprising that most companies don't specifically measure customers' loyalty and their propensity to give recommendations. The key tools employed by the marketing and strategy heads for seeking customer inputs that are commonly used include customer satisfaction surveys, feedback forms, tracking social media, customer studies, and so on. But these don't directly measure customer loyalty.

Net Promoter Score (NPS) is a metric that is being increasingly used globally to measure customer loyalty. It was first introduced by Fred Reicheld in a 2003 HBR article. It measures the answer of the existing customers to one 'ultimate question' – Will you recommend us to your friends?

Composition of NPS: In its original form, the likelihood of a customer to recommend your company is rated on a 10-point scale. Scores of 9 or 10 indicate 'promoters' of your company/brand, 7 and 8 are 'passive' or neutral customers and 0 to 6 are 'detractors' who may give negative recommendations. The net promoter score is the difference between the percentage of respondents who are promoters and the percentage of respondents who are detractors. For example, if 60 per cent are promoters, 10 per cent are passive and 30 per cent are detractors, the score is 30. The NPS can range from +100 (if everyone is a promoter) to -100 (if everyone is a detractor). In general, a score of 50 is considered to be excellent. An organisation can track its NPS scores over time, and also benchmark them with their competitors.

Over the years, the NPS has gained popularity, as companies have observed a close correlation between the NPS and growth rates of companies. Those who have higher customer loyalty (as measured by NPS) have grown faster. A large number of global companies across industries such as industrial goods, retail, telecom, transportation, etc, including top brands such as Apple, Samsung, Sony, eBay, Delta and BBC, use the NPS.

Many organisations have also customised the NPS to suit their needs. Some use 5 or 7 point scales. There are also cultural variations in how generous respondents are in giving scores, and the scales and calculations can be adjusted to allow for these differences.

The advantage of NPS is that it is simple to administer as well as calculate and gives a quick insight into the level of customer loyalty. The NPS does have few shortcomings, however. A single number is an indicator, but gives no actionable insights at all. It doesn't tell you what you can do to improve your performance. It therefore needs to be accompanied by further probing, particularly for respondents who have given low scores, so that the company can understand what corrective action is needed. Also, it doesn't distinguish between scores within the ranges. So a score of '0' is treated at par with a score of '6', when in fact they are quite far apart. Nevertheless, NPS is a key tool for customer intelligence. It enables you to keep your finger on the pulse of your customer. ■

(The writer leads the competitive intelligence practice (CI) at ValueNotes [www.valuenotes.biz], a firm that specialises in the management of competitive and market intelligence, and customer research. She holds an MSc in Economics from the London School of Economics. She is a qualified CFA and a member of the Council of Chartered Financial Analysts of India.)

RIND Technical Seminars

For three decades and more, the Research Institute for Newspaper Development, better known as RIND, has become synonymous with workshops that are conducted for the benefit of technical staff in news publishing houses, equipping them with knowledge relating to developments in the field of newspaper production and publishing, as well as the skills necessary to function effectively. The overall objective has been to better empower the technical staff working in the news publishing industry.

Starting this year, PII-RIND (RIND amalgamated with the Press Institute of India in 1990) has commenced a series of technical seminars. The first one held in April focused on **Running a Web Offset Press: Best Practices.** Details for the second, scheduled again at the RIND Premises in Taramani, Chennai, are as under:

On Friday, 24th July

10 am to 5 pm

PRINTING PLANT MAINTENANCE

The subject, useful for production executives and pressmen, will include the following:

Session 1: **Improving productivity through strategic maintenance**
How to use scientific and statistic tools to formulate an effective maintenance plan that improves the life of machines and productivity?

Session 2: **Maintaining a web offset press**
Complete description of maintenance requirements and best practices for maintaining all parts of a web offset press

Session 3: **Maintaining press ancillaries**
Best practices and maintenance methods for ink pumping system, compressor, fountain solution tank, generators and transformers

Session 4: **Best practices for general plant maintenance**
Buildings, organising tools and spares, cleanliness, and waste segregation and disposal

(Names of speakers will soon be confirmed.)

The participation fee is Rs 2500. Payment can be made by DD/ payable-at-par cheque favouring Press Institute of India and mailed to the Director, Press Institute of India, Second Main Road, Taramani CPT Campus, Chennai 600113. For more details, please contact Geetha at 044-22542323/ 2344 or rindgeetha@gmail.com.

REGISTER NOW!

Other seminars in 2015 will focus on:

- **CTP operation and standardisation**
- **Picture editing and colour correction**

manroland upgrades for Alabama printer

The interplay between a printing press and its users is one of the most critical elements to successful and highly effective print operations. The computer hardware and software components need to comprise current technology, use an intuitive interface, and create a dependable production environment in order for the print equipment to reach its highest level of utilisation.

Advance Central Services Alabama, printer of publications such as *The Mobile Press Register* and *The Birmingham News,* has completed the first of three phases of a multi-phase electrical controls upgrade to its Geoman press in Mobile. Included in this are upgrades to server hardware, and controllers for printing units, reel-splicers, folders, and the Pecom-X software interface, allowing for not only increased effectiveness to the controls, but the capability to analyse production and performance data in real-time.

One of the most critical component upgrades is the installation of new Interbus Loop components, to integrate sensors and actuators to the local Interbus structure. The system consists of six different types of components and five sensor types, all under one interface. The upgrade will stabilise functionality of ink level sensors, web break detectors, and several other areas of the press. Additionally, manroland web systems was selected by Advance Central Services to relocate and reconfigure a 9-tower Regioman press to be installed in their Print Center in Mobile, Alabama. This press is being added to their existing equipment to enhance and increase the commercial printing capabilities at the plant.

"The complexities of relocating a press demands accurate planning, extensive preparation, and professional execution," states manroland web systems' Service director Mark Sievers, "With all of these things in place, the installation can be carried out quickly, so that production can restart as soon as possible with the relocated equipment." Upgrades to the controls on the Geoman press will have a direct influence on the integration of the Regioman press into the Mobile plant. Both presses can be operated separately via the Pecom-X PPM server, while utilising the same controls interface, providing enhanced format flexibility.

manroland web systems' VP of Sales Ron Sams comments on the importance of the projects: "This represents a strong commitment to print by Advance Central Services, Alabama. The repurposing of the assets in Mobile shows great vision by Advance, and supports the contract printing model that many newspapers are employing in order to meet the challenges of today's newspaper industry. manroland web systems is very excited to partner with Advance on this important project." Installation of the controls upgrades as well as the Regioman press equipment will be completed in Q4 of 2015.

In addition to serving commercial print customers, Advance Central Services Alabama provides production, circulation, strategic sourcing, accounting, technology, human resources and other critical support functions for Alabama Media Group, the leading media company in Alabama, which includes *The Birmingham News, Press-Register, The Huntsville Times, The Mississippi Press* and AL.com.

Material in this section: Provided by company/PR agency

The world of Pecom-X: Five functional levels are optimally networked and improve the automation, and thus the economic efficiency.

QIPC-EAE combine makes a mark in Denmark

It seems that the collaboration between QI Press Controls and EAE is paying dividends. In the space of just over a year following the acquisition of EAE - a period in which the two organisations have

L-r: Erwin van Rossem, QI Press Controls' area sales manager; Niels Grinsted, print manager; and Jarl Söderqvist, Piculell & Söderqvist's sales manager.

continued to develop groundbreaking automation products - the print industry has become increasingly aware that the two companies are operating as a single entity. Joint orders are starting to pour in and Denmark, too, is making acquaintance with the QIPC-EAE combination. Having been won over by the commitment shown by both organisations, the Trykkeriet Nordvestsjaelland printing plant has singled out QIPC-EAE for the upgrade of its presses.

Trykkeriet Nordvestsjaelland, based in Holbaek, Denmark, forms part of Sjaellandske Media. The local business, with a workforce of around 500, publishes four daily and 34 weekly newspapers, the latter alone accounts for a circulation of 785000. The organisation holds quality and accuracy in high esteem. Because both the current register system and the automation software were ten years old, the printing company decided it was high time to invest in an upgrade.

Despite the ageing systems being the IRS cameras from QI Press Controls and the PrintPP software from EAE respectively, Trykkeriet Nordvestsjaelland decided to carry out an extensive investigation among several potential suppliers. At the end of the day however, it was QIPC-EAE which came out top of the tree. The organisation's reasoning was based on the possibilities for a closed-loop control and QIPC-EAE's commitment to the printing industry, which may well lead to further innovations in the future.

The order consists of a software and hardware upgrade for the EAE PrintPP and the replacement of the IRS system by 4 mRC-3D cameras with AIMS for cut-off control and 8 IDS-3D cameras with AIMS for colour register. The upgrade is intended for a KBA Comet newspaper press with 4 full-colour towers and 1 folder. The IDS-3D cameras have been made suitable for colour control, which means that Trykkeriet Nordvestsjaelland can invest in this at a later stage.

Trykkeriert Nordvestsjaelland's order was brought about in part by QI Press Controls' area sales manager Ewin van Rossen and the Piculell & Söderqvist agency. The latter has been working with QI Press Controls for many years and is a highly valued partner. The order is a sign that QIPC-EAE is making good headway as a joint operation. Menno Jansen, managing director of QI Press Controls, explains: "We wanted to bring about a situation in which customers no longer make a distinction between the two of us, that is, they think of QI Press Controls when they're in conversation with someone from EAE, and vice versa." As far as QIPC-EAE is concerned, the required outcome is that customers purchase complementary products from both organisations when placing new orders.

Sjaellandse Medier A/S was founded in 1870. As a result of several regional newspapers merging over time, the organisation has expanded to become a media company with thousands of shareholders and a workforce of 500 employees, with offices in 28 towns and cities throughout Denmark. Besides publishing a whole host of newspaper titles, the company is also involved in advertising, radio, television and online services.

EAE Engineering Automation Electronics GmbH is active in graphic industries, automation solutions and automation technology. The company, founded in 1962 by Richard Ewert, is the leading supplier of controls, automation solutions and software for newspaper printers. EAE's solutions are being used in all areas of a newspaper printing plant – from pre press to the mailroom. Worldwide more than 550 newspaper printing plants are using EAE's control systems to produce more than 125 million newspapers each day.

Cromoman 4-1 for *Namasthe Telangana*

manroland India has clinched an order for the Cromoman 4X1, the order coming from *Namasthe Telangana,* a Telugu newspaper. Sasys Srinivas Ch, GM, Operations of Namasthe Telangana about the idea behind the new press: "As a very young daily newspaper we have revolutionised the newspaper

At the contract signing (l-r): A. Nagraja, sales manager; Pankaj Bhasin, MD, manroland India; Erich Wagner, deputy VP manroland web systems; D. Damodar Rao, MD, Namasthe Telangana*; and Srinivas, GM, Operations, Namasthe Telangana.*

market in Telangana. Our investment into a highly modern manroland web systems´ Cromoman 4-1 reflects this development. We have had a very close look at the press series. The efficient and energy-saving production, combined with a high output, is the ideal equipment for our growing business. In future we will be able to offer even better quality to our readers and advertising customers."

The Cromoman 4x1 has specially been designed considering Indian conditions and is suited for the Indian market. The desirable features such as printing speed of 75000 copies / hour, air-conditioning not necessary, variable web width, and reduced building expenses (as it can be accommodated in the same building) makes it highly suitable for Indian customers.

Adds Srinivas: "With the new Cromoman 4-1 we perfectly focus on our future business. Now we are able to handle – in addition to our daily newspaper – various print jobs. The reason is that we are going to expand our business into contractual printing. The press produces excellent quality also in the field of headset-production of magazines. With its variable web width manifold customer requirements can be fulfilled flexibly."

The Cromoman is a 4-tower 4-1 press. The pressline is capable of versatile printing possibilities such as 32-pages, two times 16 pages, 24-pages plus 8 pages and various possibilities of two books in parallel production. There is an additional quarter fold for magazine printing. The press is also equipped with several automation systems such as an automatic web up device or the manroland web systems Closed Loop control systems for colour register control with manual camera movement and cut-off control. The Pecom control system offers the best possible technology for easy operation and short make-ready and changeover times.

manroland web systems already shows a great installed base in India. Altogether, there are 26 web offset press systems that have been installed during the last years – 25 high speed newspaper presses and one commercial press. *Namasthe Telangana* focuses on politics and developments in Telangana and is owned by Telangana Publications. It is published in 10 districts of Telangana.

WoodWing releases Apple Watch app template

The Apple Watch, launched on April 24, provides brands and media with tremendous new opportunities to offer relevant content to their audiences. WoodWing developed an application template for the Apple Watch, which can be customised to fit the needs of WoodWing's customers. Utilising the template, WoodWing created an Apple Watch app for the Berlin issue of the travel magazine *GEO Saison,* from the German publisher Gruner + Jahr. The app, which became available on the day of the Apple Watch launch, provides location-based information about shops, restaurants, points of interest and more, and includes navigation.

The long-awaited Apple Watch became available April 24 in nine countries worldwide. The new device represents the latest in the wearables category and will become an indispensable channel for brands and media, enabling them to offer their audiences added value and to exploit new business models.

An Apple Watch app requires a connected iPhone running a corresponding app, through which it receives the content of the respective offer. For the development of the Apple Watch and the iPhone app, Apple provides the WatchKit. The kit controls both the display of the interface and the content, including text, images, and videos on the Apple Watch. It also controls the interaction between the iPhone app and the Watch app.

"The WatchKit is a powerful framework to develop innovative apps for the Apple Watch, providing location-based content and features," says Dennis van Nooij, senior VP Product Development at WoodWing. "However, it requires experience with the programming of apps for Apple's mobile operating system iOS and know-how to deal with content

WoodWing developed an application template for the Apple Watch, enabling brands and publishers to quickly exploit the potential of the new channel.

for different devices. We have therefore invented an application template, enabling us to develop Apple Watch apps according to the individual needs of our customers, enabling them to quickly exploit the potential of the new channel."

For one of its customers, the German publisher Gruner + Jahr, the WoodWing team created an Apple Watch app for the Berlin edition of the travel magazine *GEO Saison*. The app provides text and visual information about restaurants, shops and points-of-interest related to the current location of the user, and navigates the user to these locations. Through messaging, social media and e-mail, the app also enables the user to interact with other users.

"We consider the Watch as an attractive addition to our portfolio of media channels," said Oliver von Wersch, managing director Gruner + Jahr Digital Products. "It enables us to reach our readers in the context of their current situation to offer them content and services which facilitate their lives. We are pleased that, also because of the proven cooperation with WoodWing, we were able to create the app in time for the launch of the Watch.

WoodWing has always been supporting publishers and brands to exploit the latest publishing and communication technologies and channels at a very early stage. With the introduction of the iPad and the ensuing upswing of the tablet market, WoodWing supported its customers with the first-ever workflow solution for digital publishing on tablets and smartphones.

"It is one of the pillars of our philosophy that we support our customers to stay ahead of their

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competition," said Roel-Jan Mouw, CEO of WoodWing Software. "This also applies to the Apple Watch and the general opportunities provided by smartwatches for publishing and communication. In the near future, we will fully integrate smartwatches in our offerings for multi-channel content creation, enabling our customers to quickly and efficiently add the new devices to their digital portfolio."

The business unit WoodWing Digital Services, founded in September last year, will also expand its services with consulting for content for the Apple Watch. "Especially in the early days of a new device category and the development of relevant, device-specific content for the new platform, it is extremely important for publishers and brands to gain a comprehensive and reliable overview of the opportunities and challenges – this is where our team comes in," says John Fong, managing director WoodWing Digital Services.

Magnum Compact enters final phase of testing

With the press towers clearing the overhead by no more than an inch, the first Magnum Compact press system in the United States has been installed snugly and initial tests on its six 2 x 1 units completed. The press is currently undergoing commissioning tests and shadow production before moving into full production. The new press for Advance Publishing of Staten Island, USA, complements the company's existing double-width press line and offers backup to the production of the daily *Staten Island Advance* while adding capacity for other contract newspaper, insert and commercial work.

Even at just 7'2" (2.2m) tall, the installation of the Magnum Compact towers was a high-precision operation. In what is possibly a unique configuration, web slots were cut into the ceiling to accommodate turner bars for delivering the web to a folder on the floor above. Extra web slots were also cut to feed an additional, future folder which has been allowed for in the configuration. An engineering achievement in itself, the installation was completed with only very minor modifications to the building.

Among the Magnum Compact features attractive to *Staten Island Advance* was the Goss Autoplate technology that delivers fast make-readies and enables successive jobs to be run with complete plate

Configuration of a kind for the first Magnum Compact press in the US.

changes within two minutes. This is accomplished with minimum waste and contributes to maximum press uptime. Plates that have been removed may be reused for repeat production of shorter run jobs, further extending the value proposition of the press.

The design of the Magnum Compact system gives the towers a lower profile without compromising print quality or performance. Easy access to blankets, rubber rollers and ink ducts enabled by the single-level towers facilitates and accelerates maintenance. Together with simplified operation and run-length flexibility, these features mean that the Magnum Compact design enables the Staten Island Advance to offer a wide range of products competitively and with good margins. The ability to print cost-effective runs as short as 500-1000 copies provides printers not only with an alternative to digital print, but an economical way of handling runs up to 250000 copies, giving unparalleled production flexibility and a powerful competitive advantage.

The *Staten Island Advance* was established in 1886 and is part of Advance Publishing's family of newspapers that comprises dozens of titles across the United States. A diversified communications group, Advance Publishing has media interests that encompass cable television, leading media internet sites, business journals and magazines as well as newspapers.

Rapida 106 for Japanese print company

On 22 April, a KBA Rapida 106 with four printing units went live at printing house Joemay in Niigata, on the west coast of Japan, only three weeks after it was delivered. The four-colour press for the Japanese market is somewhat of a novelty for KBA as the presses going to Japan are usually longer. Nevertheless, the world's make-ready champion won over all at Joemay with its fast job change and the Rapida 106 outstanding performance of up to 20000sph.

Founded in 1995, the family-run firm with about 70 employees focuses primarily on commercial printing. However, Joemay doesn't think of itself solely as a printing company, but more a communication company given its broad service offerings ranging from campaign planning, production of contents and advertising material to PR services for customers. Along with printing catalogues, brochures, flyers and posters, challenging packaging substrates, e.g. for Japanese chocolate, also belong to its portfolio.

Given the frequent mix of small to very large-sized jobs Joemay looked for a press offering the highest level of automation and the shortest make-ready times. KBA was thus able to win points with its Rapida 106 makeready world champion against tough competition from Japan. The experts from Niigata were bowled over in particular by the savings in waste thanks to QualiTronic ColorControl. Further features include automatic plate change, water cooling, inking unit temperature control and the networking via LogoTronic CIPLinkX.

A traditional Japanese Kadoshiki ceremony marked the official inauguration of the Rapida 106 that took place three weeks after delivery.

Raised by 450mm (17.7in) the four-colour press often runs at speeds of up to 20000sph and is currently the only high-speed press in Japan delivering this high level performance. A digital speedometer is used by owner Takeaki Kato to draw the company's employees, customers and business partners attention to this. Further Rapida presses will installed in Japan over the coming months.

Retrofit of Lithoman, Rotoman

The printing company Adam NG in Bruchsal has been pushing its quality offensive in all business sectors since 2014. What is of technological importance is the 2015 finished retrofit of a Lithoman and a Rotoman press. "Of all projects we have been realising with manroland web systems lately, this one was exemplary. As well regarding the scheduling as the realization." Paul Haas is talking about the retrofit of his heatset-presses at Adam NG in Bruchsal. Since 2014, the technical director has been managing the printing company and realized several strategic optimisations for the premium class of the company.

The effort has been recognised with a PSO-Certificate developed by the audit company Print Quality that goes far beyond the ISO standards. Numerous targets at the retrofit-, training- and logistics sectors have been set and reached. In 2014, Adam invested more than € 500000 for retrofits and upgrades at the prepress and for the printing technology. This was mostly meant for realising a more efficient printing of large runs. What is exemplary is a leaflet for an automobile manufacturer with impressing parameters: coverage of 16 million, 300 versions

Adam plans to operate its production with competence – for a reliable delivery of trade advertising to their customers – at a good cost-per-copy. Therefore the printer developed several retrofit projects together with manroland web systems. In the course of a complete upgrade, the hard- and software of the control desks of the Lithoman and the Rotoman have been upgraded according to a new press technology. With the drive systems, Adam NG secures the production and furthermore achieves a 100 per cent protection against breakdowns of the control desks by using a redundant system technology.

Paul Haas, technical director, realised several strategic optimisations at Adam NG.

In case of a breakdown of one of the new control units, the second parallel working unit could take over in a seamless manner.

Explains Armin Gruen, service manager at manroland web systems: "We develop complete, tailor-made retrofit solutions for our customers. They increase the performance of their presses by reducing downtimes and cancelation expenses. With a retrofit, the customer gets higher production stability and, at the same time, a future-proof and more automated technology."

Analysis modules can be retrofitted very well – and the payback comes due to an improved process. To make it easier for the entire ADAM team to use the complete workflow spectrum, the former PPM-server (formerly known as printnetwork PressManager) including the software has been replaced by an up-to-date model. The production data can be recorded and evaluated in-time now. Due to various new modules, the operator can use an expanded fault tracking, press information in real time and a comprehensive interface technology connected to other systems.

The folding system of the Lithoman has to finish the production just as fast and secure. Therefore the outdated hard- and software of the processor has been replaced by an updated version. A newly integrated HMI-system offers all system advantages like touch screen and intuitive operation. "There has been a use even for the demounted folding processor," Armin Gruen explains. "It was reconfigured and integrated to the Rotoman as a redundant for the existing system." For making the retrofit project perfect, a SPS-CPU module has been replaced by the most modern programming- and master control hardware. Due to this, the availability of spare parts is secured for both technology versions in the long-term.

Adam NG GmbH in Bruchsal with 75 employees is a web offset printer for complicated jobs. As a middle-class family managed company, Adam connects know-how, innovativeness and creativity with the ability to manage customer orders in a flexible and customer-oriented way. The company offers new possibilities for individualisation and versioning of the printed communication to its customers – from small to large runs. As one of a few companies in Europe, Adam has special imprint units that enable a plate change while the press runs at full speed. Due to this, large runs can be differentiated fast and cost-effective at the web offset printing via imprint change – into almost any number of individual versions (e.g. different outlets, languages, prices, coupons, codes, etc.)

Interbus Loop retrofit runs smoothly in USA

Are humans and machines more alike than we think? A glance at the population dynamics of newspaper presses would seem to support the idea. Presses are getting older, working longer hours, and in need of increased maintenance, resulting in a retrofitting boom. One working example is the manroland web systems retrofit of the Interbus Loop.

In the last one and a half years, Geoman and Regioman production configurations in North America have had increased installations of Interbus retrofits. Companies are securing their printing presses' performance, as the new components are less susceptible to failure and are optimally integrated in the Pecom system. The latest Interbus Loop retrofit

The pressupdate program of manroland web systems keeps the printing system up-to-date.

installation is at Treasure Coast Newspapers, the publisher of three daily newspapers in Florida.

As Matthias Heissler, team leader of Upgrades & Retrofits at manroland web systems explains, "Our North American customers are pioneering this method; they approach us and seek our advice. As producers for a high-tech nation, they want to use new technologies to become as efficient as possible." The new sensors and Interbus modules replace old, discontinued components. Usually, the web break detectors, valve block interfaces, control panels and ink level sensors are modernised in the printing unit. In the case of folding and turnerbar units, angle encoders are installed. Hardware and software are adjusted accordingly. The advantages of an Interbus Loop retrofit are obvious: The printing system's operational capacities are maintained and stabilised. This reduces downtime, improves diagnostic capabilities in the production process, and increases spare parts availability.

The term used by some customers for manroland web systems' unique approach of incrementally retrofitting individual components is Puzzle Strategy. Mike O'Leary, regional director of Newspaper Operations at Treasure Coast Newspapers, describes the retrofitting process as follows: "Our press and maintenance team worked with manroland to analyse the failure rates of our components. After we had established the spare parts requirements, we prioritised the components which caused the most disruption upon failure. As a special service, manroland web systems developed a tailor-made, phased retrofit approach which improved reliability during phase one and allowed us to spread our capital over two years. The manroland web systems implementation of phase one went very smoothly and met all of our expectations."

For the Puzzle Strategy to work, comprehensive technical consulting is required before an investment decision. There are important questions to answer: What is the state of the existing printing system? What reasons are there for upgrading and wanting to implement the latest technology? How can we define the future requirements? "Through objective consulting in regards to risk management and prioritizing individual measures, as well as transparent discussion of upgrades and retrofits, we can create a foundation for mutual trust," says Andreas Wecker, VP Service for North and South America at manroland web systems.

In addition, manroland web systems offers its expertise as an OEM with in-depth knowledge of printing press automation. manroland web systems can optimally adjust the interaction of old and new electronics components. Moreover, this fulfills an essential customer requirement: a smooth production process during retrofitting. Thorough planning ensures that there are no unforeseen downtimes during the conversion, and the total project expenses can be accurately planned.

Due to financial constraints, many customers are intimidated by a high initial investment. Matthias Heissler thinks that the phased-in modernization service strategy is a legitimate, efficient alternative in this case. "Fully functional components don't have to be replaced all at once just because they're no longer available on the market. Our primary focus is to ensure the long-term availability of spare parts." Andreas Wecker adds: "By partially upgrading individual components to state-of-the-art technology, we harvest spare parts for the remaining components at the same time. This way, we can offer all customers, even across locations, an efficient and personalised approach. Customers get exactly what they wanted: a longer service life for their presses."

The Interbus Loop is an additional Interbus branch to integrate sensors and actuators to the local Interbus structure. The Interbus Loop system consists of six different types of components, five sensor types and one Interbus Loop interface. Interbus Loop had been installed into the printing presses from 1997 to 2004.

Print China, a resounding success for KBA

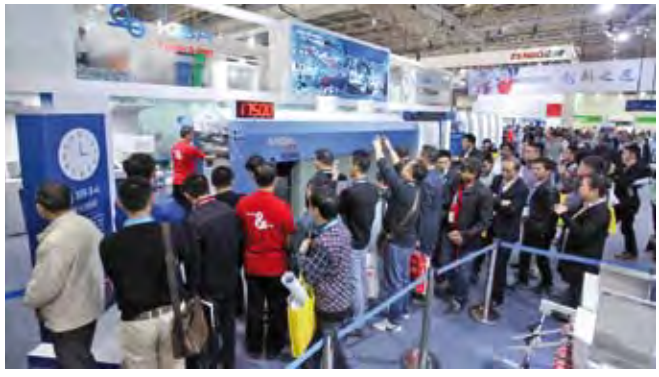
With over 200 printing units sold from all available series and a high influx of visitors to the 1000m^2 stand, Print China which ran from 7 to 12 April in Guangdong was a huge success for the KBA Group. Several KBA companies joined forces under the banner KBA: Print Solutions for All and the host of exhibits ranging from sheetfed and web offset, flexo, inkjet, metal, hollow container and glass decoration, and digital coding systems were met with great interest. The Chinese print pundits were surprised by the breadth and variety of print solutions bearing the KBA logo. Despite the country's recent somewhat sluggish economy, the string of new orders and

projects booked by the end of the trade show clearly surpassed all expectations. KBA profited from its strong footing in packaging printing. In addition, high performance presses with extensive kit and automation are becoming increasingly popular given the rise in wage costs also in China.

Claus Bolza-Schünemann, president and CEO of Koenig & Bauer, summed up his visit to the trade show: "Print China shows us that our efforts concerning our Fit@All programme are on the right track and that we will be fit and well-positioned to move into the third century of our company's long history in two years' time." Ralf Sammeck, executive vice-president for sheetfed offset presses, was also present and added: "Along with sheetfed offset, our exhibits here demonstrate that KBA specialises in nearly everything which can be printed and finished with colour or inks using various techniques. We can therefore fulfil all of our customers' demands."

Crowds flocked to watch live demos of a five-colour Rapida 105 with coater and a Rapida 75-4+L equipped with energy-saving and environmentally friendly LED-UV. The Rapida 105, which is based on the Rapida 106, can be found in printing companies across China and was again the most ordered press at the show. A raft of new users also snapped up the more highly automated Rapida 105 PRO, even though its official unveiling is scheduled for the end of June in Radebeul.

The string of orders placed during the trade show ranged from the Rapida 75, Rapida 105, Rapida 105 PRO, the high-tech Rapida 106 to the large-format Rapida 145. The second order for a Rapida 145 from Internet printer Zhengzhou Shengda Color Printing Co is an example of the shift in the Chinese print market. Says KBA sales director Dietmar Heyduck:



Live demos of a Rapida 105, which is especially popular in China, attracted huge interest.

KBA-Metronic produces inkjet printing systems as part of their digital coding product range also in Hangzhou, China, for the local market.

"In the face of tough competition Chinese online printers are increasingly switching to large format. We are supporting this development with our automated large-format presses for fast job change, a higher level of productivity and shorter delivery times." Walter Zehner, managing director of KBA China: "Gaining online printers as customers for our highly productive large Rapidas is a huge opportunity for us and means less staff costs for our clients, increased efficiency and greater competitiveness."

The order for two Rapida 106s with DriveTronic SIS sidelay-free infeed and DriveTronic SPC direct plate-cylinder drives by Guangdong Jinguan Technology Co is a further example of the trend towards high-tech in China. The company aims to offer packaging printing with this new high-performance technology online. Accordingly, signing the contract was celebrated officially in the presence of members of the KBA management board.

Color-Logic certifies Graphium press

Color-Logic, developer of the Process Metallic Color System, has certified the Graphium Digital UV Inkjet press for use with Color-Logic files. Announcing the certification, Color-Logic director of Sales and Marketing Mark Geeves commented, "Color-Logic technicians have tested the Graphium Digital UV Inkjet press for compatibility with Color-logic files. Current and future Graphium users can be assured that their presses will accurately process Color-Logic files and produce striking images on metallic foils

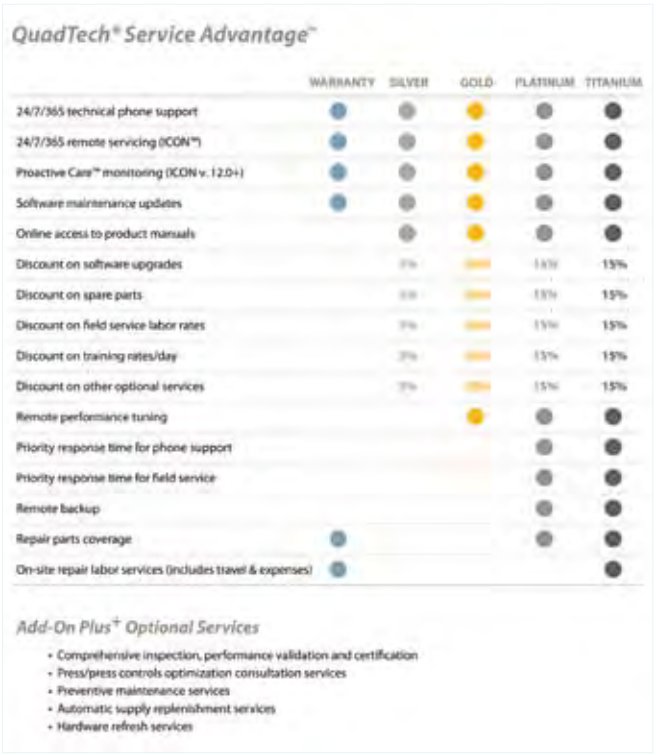
and similar substrates. Using the Color-Logic system means that Graphium owners no longer need to create white ink masks. Graphium presses, together with the Color-Logic process, provide printers with 250 new metallic colors and a virtually unlimited combination of decorative effects. As brands require many more SKUs to address worldwide markets, the Graphium digital printing solution enables them to stand out from their competition on the shelf."

The Graphium is a high-speed hybrid UV inkjet press designed specifically for the narrow web and specialty packaging market by FFEI and Fujifilm. Marketed exclusively in North America by Fujifilm, Graphium is the first press to be configured with under and over white, allowing pure white designs with opacity that exceeds traditional flexo white. Its modular design provides the ultimate functionality as it combines inkjet, flexographic printing and finishing, all inline. Utilising greyscale print heads that produce a range of drop sizes from 6 to 42 picolitres, combined with inter-color LED pinning of Fujifilm Uvijet inks, enables Graphium to print fine details, smooth tones, and small font text demanded by the most exacting customers at single-pass print speeds up to 164 feet per minute. Flexo stations are configured inline before and after the inkjet print engine, providing the ultimate capability to produce unique, high quality labels.

Developed for brand managers, product managers, corporations and advertising agencies, the Process Metallic Color System gives licensees the ability to differentiate themselves and their clients from the competition by simplifying the design and print production process and implementing eye-catching decorative effects into their branded products and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure processes. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, post cards, literature, booklets, labels, shrink sleeves, calendars and much more.

QuadTech introduces Titanium level

QuadTech has announced that it will bolster its Service Advantage technical support agreement programs by offering enhanced features to all



QuadTech has added a new, fully comprehensive Titanium level to its Service Advantage technical support agreement programs.

levels, as well as adding a new, fully comprehensive Titanium level. Service Advantage is the company's tiered structure that allows printers to choose the most cost-effective levels of service and support agreements to match budgets and business needs. The program also includes substantial discounts for software upgrades, spare parts, field service labor rates, training, 24/7/365 technical phone support, and system-specific preventive maintenance.

The new Titanium level caps your annual system service budget, and provides top priority remote and on-site service, including technician travel costs. The comprehensive plan was created to provide printers with total peace of mind that their service needs are covered—with no budget surprises—and their overall plan contract spend is much more cost-effective than purchasing service, support, spare parts, and maintenance off-contract on an as-needed basis.

Previously offered Silver, Gold and Platinum levels have been enhanced with additional discounts, 24/7/365 technical phone support, remote services for systems on QuadTech's ICON platform, and other added features. New "Add-on Plus+ Optional Services" are also available, designed to optimise and

extend the useful life of your system and provide for a quick ROI for your limited service budget.

"QuadTech's technology is robust and well-engineered for longevity in the harsh pressroom environment," says Glynis Grochowski, Service Business manager for QuadTech. "When you invest in advanced automation tools, having that technology perform at its absolute peak for as long as you own it will have a huge impact on your waste savings, quality performance, and ongoing bottom line." She adds: "Any printer can tell you about the high cost of down time. We're taking our Service Advantage program to yet another level to provide fast access to technical support by phone, online, and on-site in-person, along with enhanced remote capabilities that are unique in our industry."

Because the Service Advantage plans are highly customisable, a service contract administrator will assist printers in choosing the most appropriate plan for their needs. To begin the process of choosing a plan, or to upgrade from your current Service Advantage plan, call +1 414 566 7373 or visit quadtechworld.com, and choose Service & Support > Service Advantage. Most favorable pricing is offered at the time of purchase for new QuadTech systems.

Creel Printing goes wide with Sunday 2000

Creel Printing, a specialist in catalog, publication, direct-mail and newspaper production, will install a twenty-four-page Sunday 2000 press system at its facility in Las Vegas, Nevada, USA this summer. With a high level of automation, the eight-unit, two-web configuration from Goss International has been devised specifically to increase output and press uptime.

"At Creel we are committed to continually advancing our technology in order to ensure we can anticipate our customers' emerging requirements," comments Allan G. Creel, president of Creel Printing. "Given the changing world of print and digital media, this not only means we need to expand our product

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L-r: David Gilmore, regional sales manager, Goss; Graham Trevett, VP Sales, Goss; Allan Creel, CEO, Creel Printing; Debbie Creel, CFO, Creel Printing; and Allan Creel Jr, president, Creel Printing.

capabilities, we also have to ensure we can do it faster and more efficiently. Obviously, with an enviable reputation for high-quality print, there can be no compromise in our production standards. These have been the guiding principles behind this decision to invest with Goss."

At 57 inches (1450 mm), the new press system for Creel Printing features the widest web of any Sunday 2000 model, providing 50 percent more paging capacity. The specification includes Goss Autoplate automatic plate changing for all eight units and Goss Omnicon press controls with colour control. The choice of two Goss pinless folders, a PCF-1 SQF and a PFF-3.2, allows a variety of folding options – such as quarter-fold, delta, and double parallel – with minimum paper waste. This provides pagination flexibility and enables Creel to produce a broad range of formats on the Sunday 2000 system, including magazine, tabloid, square tab and digest.

Also included in the order is a Goss Ecocool/T dryer which features integrated chill rolls. In addition, the model for Creel Printing has an integrated afterburner for reducing gas consumption as well as a Goss Contiweb web guide and web break detection system. A Goss Contiweb FD flying paster completes the equipment line-up. Featuring a 50-inch (1270 mm) diameter roll and operating at speeds up to 3150 feet per minute (16 m/s), the paster has an integrated infeed and a web guide function, controlled via *Omnicon* console. Remote diagnostics will provide additional back-up for failsafe paster control.

Creel Printing is a multiple award-winning company that most recently took home 11 Gold Ink Awards from GraphExpo last year for print products spanning high-end fashion and entertainment magazines, event programs, magazine covers, and softcover books.

According to Dave Gilmore, Goss district sales manager – West, the company approached its latest investment decisions with the same drive for excellence and fastidious attention to detail: "The Creel family took a pragmatic approach evaluating this capital investment and determined their customers, employees and bottom line would be best served going wide with Sunday print technology," says Gilmore. "This investment not only demonstrates a commitment to print but also the importance of quick make-ready, low waste and versatile print solutions in servicing discerning customers. We are pleased to partner with Creel again installing their third Sunday press."

Founded in 1953 and today operating out of state-of-the-art, 250000-square-foot headquarters in Las Vegas, Creel Printing is ranked among the top 50 commercial printers, 10 largest publication printers, and 10 largest commercial digital printers in North America. The company's capabilities span full-color web and sheetfed printing, variable digital production, digital editioning, integrated publishing and digital solutions, web-based storefronts, digital rights management, mobile marketing, and more.

El Comercio to install Goss Community

Grupo El Comercio**,** Peru has invested in a third Community press from Goss International to further improve distribution and increase circulation figures for the various newspapers owned by the group – *El Comercio, Peru 21, Trome, Depor, Gestión, Ojo, Correo* and *El Bocón.* The Community press has been ordered with four four-high towers, four zero-speed splicers and an SSC folder. It will be installed in a new, purpose-built facility in Arequipa (south of the country), designed to match existing satellite sites in Chiclayo

El Comercio has invested in a third Goss Community press.

(north of the country) and Huancayo (center of the country).

Part of an ongoing strategic expansion plan, prior to opening plants in Chiclayo and Huancayo, El Comercio previously distributed all newspapers from Lima, covering 800 miles of territory. "Distribution was becoming challenging with some products arriving late due to distance," comments Ignacio Prado, director at El Comercio. "Since 2007 we have opened two new facilities and, soon, a third which can only further improve our market share in the region." The press is currently being shipped.

El Comercio has a longstanding partnership with Goss, working together for over 15 years. Prado explains, "We have been employing Goss technology since installing our first Goss Newsliner press back in 1997. That first press is still running well, which is testament to its design and build quality. Since then, we have been very satisfied with the performance of Community press installations in Chiclayo and Huancayo. We have also worked successfully with Goss on major projects including a waste reduction program and a color capacity upgrade. As a result, we have every confidence that Goss can support us through this next phase and help us ensure we continue to meet the changing needs of our customers."

Perú 21, Trome, Gestión, Depor, Ojo, Correo and *El Bocón* are part of Grupo El Comercio. *El Comercio* is the oldest privately-owned newspaper in Peru, founded in 1839.

Hucais vitalises business model with FormerLine

Hucais was the first Chinese printing company to implement a digital printing workflow with Inline-Finishing thanks to FormerLine. The book block solution from manroland web systems is part of a large-scale order involving the installation of numerous FormerLine systems, some still yet to come. At the inauguration of the digital printing center in Dongguan, in spring 2014, a traditional Chinese lion dance was performed. The dance is believed to bring good fortune. And it did: even after starting up the fourth and fifth digital printing lines in March and April of 2015, there are still many reasons to celebrate this elaborate project at Hucais.

The new workflow is a milestone in the printing company's digital history: for the first time, the whole workflow, from the printing data to auxiliary glued book blocks, now occurs entirely inline at production sites in both Dongguan and Peking. The book block solution FormerLine has taken over digital finishing for the fifth time at Hucais; it functions as an offline variant in the first three lines installed at the company. Chen Chengwen, president & CEOof Hucais is impressed: "The straightforward co-operation with manroland web systems had been an essential success factor for the inline integration of the two lines at record speed."

Implementing the production line in record time: the installation team for the inline-integrated FormerLine at Hucais in Peking.

Hucais wouldn't have it any other way: the company's progressively digital production scheme, which includes the FormerLine installations, is part of an overarching business model. In addition to expanding its digital production network (sites in Dongguan, Peking, Shaoxing), the media company has established an e-commerce platform for printed products. This allows Hucais to accept print-on-demand jobs directly and print them quickly and close to the reader, thus satisfying the needs of publishers. In China as well, publishers demand cost-efficient production of small runs and on-demand delivery instead of warehousing.

The new digital workflow for book production in Peking comprises a digital press from Hewlett Packard with a novel inline integration of the FormerLine system. Hucais sees it as a key step on the road to a successful future. The printing company pursues a vision of bringing personalized printed materials into every household in China – from books to a variety of other personalized printed items.

Wu Jianguo, production manager at Hucais Peking, explains the FormerLine's vital support: "We are already seeing that inline production results in significant savings in both time and personnel. With FormerLine, we can be more cost-effective in printing short runs and print-on-demand jobs. What's more, we are grateful for the comprehensive training we received when the inline former started production."

Highly efficient, from the harbour container to production, the project moved at an impressive pace. Just three weeks after starting to assemble the components, each of the FormerLine units passed final inspection before the start of production. Rainer Mauer, project manager at manroland web systems says: "Rapid implementation and the production reliability of the workflow are two important factors in the long term. Our experience here will help us when it comes to future FormerLine installations. And there will be a number of them in the near future at Hucais, all as inline variants." Mauer also reports that the integration of the new FormerLine system went off without a hitch: "We worked together with Hewlett Packard to define and improve the interface between the FormerLine and the press to enable the production process that our customer Hucais needed. That allowed us to ensure a smooth inline production process."

Hucais will be able to capitalise on the excellent flexibility of the book block solution when needed. The FormerLine is equipped for MasterQ, a dynamic imposition and job management solution from manroland web systems. The software especially shows its strength in digital printing with small and very small runs. manroland web systems developed MasterQ as an interface between MIS systems, prepress, or web2print applications and the printing system, as well as finishing. MasterQ determines the optimal production sequence for different production modules based on existing and incoming data, for example via the printing company website.

Orders up 27 per cent for KBA, year ahead bright

In the words of president and CEO Claus Bolza-Schünemann, Koenig & Bauer's (KBA) financial figures for the first quarter of 2015 still paint "a differentiated picture". Bucking the industry trend, the press manufacturer's group order intake of €306.7m was 27 per cent up on the previous year and order backlog was around €130m higher than at the beginning of the quarter. In contrast, there is still some catching up to do in terms of sales and earnings. At €177.3m group sales were down 16.9 per cent on the prior-year figure.

Given the low sales volume this quarter due to the delivery structure and capacity underutilisation at KBA's German web press sites which have now

The solid volume of incoming orders in the Sheetfed Solutions segment continued in April at the extremely successful trade show, Print China.

Presses and systems for producing banknotes are the largest generators of revenue in the Special Solutions segment.

been rescaled, group earnings before taxes (EBT) of –€17.7m were also lower than the prior-year figure of –€12.1m. Nevertheless, the company's management has affirmed its forecast for 2015. Says Bolza-Schünemann: "KBA will generate far more than 50 per cent of group sales in the second-half of the year with corresponding positive effects on earnings. In light of the solid number of new projects I am confident that we will be able to achieve our group sales target for 2015 of over €1bn with a better EBT than in 2014 and an EBT margin of up to 2 per cent of sales in spite of a weaker Q1 and Q2 this year."

For the first time, the KBA interim report contains the new break-down of the business into the segments sheetfed offset presses (Sheetfed Solutions), digital and web offset presses (Digital & Web Solutions) and special presses (Special Solutions). Companies in security printing belonging to KBA-NotaSys as well as the subsidiaries KBA-MetalPrint, KBA-MePrint, KBA-Metronic, KBA-Kammann and KBA-Flexotecnica active in packaging markets are grouped under Special Solutions. More transparency, clear management responsibility and enhanced strategic flexibility are the goals of the new company structure proposal which the AGM will decide upon on 21 May in Würzburg. Accordingly, KBA-Sheetfed Solutions in Radebeul and KBA-Digital & Web Solutions in Würzburg are to be spun-off from the parent as autonomously operating business units. Group-wide production (KBA-Industrial Solutions) and security press activities in Würzburg (KBA-NotaSys) are expected to form further legal entities. These spun-off companies are to have a German legal status of an AG & Co. KG (limited partnership) with the parent as a public limited company and sole general partner.

Koenig & Bauer AG as a holding with a management board consisting of three members will take over central and strategic tasks. The other members of the management board will become managing directors of the operating companies. Cross-subsidies between the business units will not be tolerated and KBA will invest the capital available to achieve the long-term higher returns on capital necessary. The new company structure is expected to be implemented from 1 January 2015 retrospectively upon approval by the AGM. The internal organisational structure has been in place for one year.

Compared to 2014, an €8.8m decrease in domestic sales to €35.3m raised the export level from 79.3 to 80.1 per cent. Deliveries to other parts of Europe fell to €46.3m. The region's contribution to group sales was below average at 26.1 per cent. Business in North America jumped from €24.4m to €30.2m, or to 17 per cent of the total. The proportion generated by Asia and the Pacific stood at 28.5 per cent. Given the dip in demand in China the total sales volume of €50.5m in this region was less than the previous year (€64.9m). At €15m revenue attributable to Latin America and Africa came to 8.5 per cent of group sales.

Prinergy Workflow 7 helps protect margins

In response to its customers' most pressing challenges, which include the need to reduce inefficiencies and enhance printing quality, Kodak is delivering Prinergy Workflow 7, the latest advancement of the company's workflow automation software. All of the enhancements to Prinergy Workflow 7 protect the profit margins of today's print service providers, including new features that limit human error, improve time to press, and enable faster and more informed decisions that are critical for keeping margins healthy.

Prinergy Workflow increases the level of automation in every core function of the printing process – job creation, collaboration, file processing, trapping,

proofing, imposition and color management, enabling printers to better compete in today's changing print environment. Kodak's workflow automation software also delivers the flexibility to integrate with current, future and third-party technology, allowing customers to grow their workflow system alongside their business.

Preflight+ allows the integration of callas preflight profiles for improved quality control and reduced manual touch points. Improved error detection and better control over multiple layers of files makes versioned printing more flexible, reliable and repeatable than ever. Centralised control over digital and conventional presses and equipment delivers efficient, automated production of all job sizes to a fleet of Kodak and third-party digital presses and computer-to-plate (CTP) devices. Kodak is leveraging the digital printing enhancements to enable an advanced level of automation and management of production presses. These new capabilities make it possible for Prinergy Workflow 7 to control job ticketing parameters both manually and through Rules Based Automation (RBA) of multiple devices while monitoring and reporting the status of each alongside CTP devices and proofers.

"Kodak's strength is in research and development," says Jeff Clarke, chief executive officer, Eastman Kodak Company. "We listened to our customers when they told us that high-quality printing is not enough in today's printing industry, they needed to further increase their advantage over their competitors. To address those needs we leveraged our software engineering expertise to create Prinergy Workflow 7. Workflow software is a driver of efficiency and productivity and Prinergy Worfklow 7 takes those to new heights and enables our customers to better compete in a challenging marketplace."

Color-Logic is an award winner

Together with eight other graphic arts vendors, Color-Logic, developer of the Process Metallic Color System, shared in the European Flexographic Industry Association Technical Innovation Award, at a ceremony recently held in the United Kingdom. The lead supplier, Mark Andy, was assisted in the production of a metallic swatch book by API Foils, Innovia Films, Cheshire Anilox Technology, Reprobrand, GMC Color, and JFM Plates, in addition to Color-Logic. The winning swatch book demonstrated how, using white and conventional CMYK inks, the cold foil process can provide striking metallic images similar to those previously available only through hot foil stamping.

Commenting about the use of the Color-Logic system on cold foil, Richard Ainge, Color-Logic chief technical officer says: "Use of the Color-Logic system on cold foil enables both flexographic and lithographic printers to achieve a "hot foil look" by printing white and CMYK inks on silver cold foil. This technique eliminates the time-consuming and expensive hot stamping process, as well as the need to inventory different foil colors. Color-Logic is pleased to have been part of this award-winning technology demonstration."

Developed for brand managers, product managers, corporations and advertising agencies, the Process Metallic Color System gives licensees the ability to differentiate themselves and their clients from the competition by simplifying the design and print production process and implementing eye-catching decorative effects into their branded products and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure processes. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, post cards, literature, booklets, labels, shrink sleeves, calendars and much more.

Saraighat Offset improves imaging quality

Saraighat Offset Press, located in Guwahati, is one of the oldest printers in Northeast India. The company has built a strong reputation in the market by delivering consistent quality for its customers in the publishing and commercial sector. Saraighat was one of the first in the market to integrate a four-colour machine and with their state of the art binding operations. In a move to improve the speed and productivity of their pre-press operations, Saraighat recently installed a Kodak Q800 Trendsetter Platesetter. The Trendsetter meets their requirement for faster imaging equipment that

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for Sale
(Year of manufacturing 2001)

Includes
- Copy pickup speed upto 70000 copies/hr
- Gripper conveyor 40 mtrs. running length
- Inserter A855 capable upto 3 inserts.(35000 cps/hr.)
- Stackers Schur A600, Wamac TS900 for speed of 70000 cps/hr.

Machine is in regular production in India & can be seen in operation.

Contact : Dhairyashil Patil - +91 9343165092 email : production.mgr@tarunbharat.com

L-r: Aloke Hazarika, regional sales manager, East, Kodak India; Bhargav Bharadwaj, partner, Saraighat Offset; and Jogesh Sharma, MD, Saraighat Photo Types; at the Kodak booth during PrintPack 2015.

delivers sharp imaging with excellent consistency on plates.

Kodak Squarespot Imaging Technology integrated into the Trendsetter delivers dependable accuracy regardless of plate emulsion sensitivity, processor variation, and laser power and will enable Saraighat to reduce costs through fewer remakes and less time adjusting for variables. The Trendsetter's 20-mircon Kodak Staccato Screening will also help Saraighat achieve its goal to set a new benchmark for quality in the market by delivering stunning photorealistic results for its customers.

Says Bhargav Bharadwaj, partner at Saraighat Offset Press, "With the new Kodak Q800 Trendsetter equipment installed, we have improved our management of dot gain. This was very important to us since we produce high-quality covers and brochures. Now, we can deliver top notch output with sharper and brighter images, continuing with our promise of delivering consistently superb quality for our customers."

The Kodak Trendsetter, which will power nearly 80 per cent of Saraighats plate-making, is one component of the company's new streamlined pre-press operations. The printer is integrating Kodak Prinergy Workflow software to drive a higher level of accuracy and efficiency in the print production cycle. Saraighat also plans to utilise Kodak's Sonora Process Free Plates, which eliminate the processing step required by traditional thermal plates and provide significant energy, water, and waste reductions without requiring printers to make sacrifices on productivity or print capabilities.

Sai Likhita ups efficiency with Platesetter

Sai Likhita Printers, a Hyderabad-based commercial and publishing printer, manages printing for its customer's publications and its portfolio of prominent agriculture industry magazines. As customer demand increased strongly over the past couple of years, Sai Likhita's outdated CTP plate setter was becoming a drag on the operations productivity, delivering slow output speeds of six plates per hour.

To speed up its production capabilities, Sai Likhita recently installed the Kodak Achieve Platedetter to deliver the productivity and reliability to produce offset jobs in the most efficient possible manner. With the new system in place, Sai Likhita are now be able to produce five times as many plates per hour of the same size while delivering high image quality with excellent reliability and consistency.

For an operation that produces over 200 printing plates every day for its customer's, the Achieve Platesetter will help Sai Likhita reap big improvements across its entire operation. Sai Likhita also utilisesKodak's Sonora Process Free platers, which eliminate the processing step required by traditional thermal plates and provide significant energy, water, and waste reductions without requiring printers to make sacrifices on productivity or print capabilities.

Y. Venkateswara Rao, proprietor at Sai Likhita Printers, is delighted with the performance and output of the Kodak Achieve Platesetter. He says, "Not only have we improved productivity with the quicker Kodak Achieve output devices, but there is also considerably higher image quality that we can now deliver. Using Sonora Process Free plates brings considerable ease to operations, even as imaging output matches that of mainstream processed plates. We now feel more confident about catering to growing print demands with the new Kodak CTP and Kodak thermal plates."

Y. Venkateswara Rao from Sai Likhita Printers at their site with the Kodak Achieve Platesetter.

Rindt banks on KBA medium format

Many a major packaging group invests less frequently than Fulda-based Druckerei Rindt: A new medium-format Rapida press was installed in each of 2004, 2005, 2006, 2010 and 2014. Three of those five presses are still in production in the modern Rindt printshop today: two five-colour models and a four-colour coater with extended delivery. Despite the differences in age, they all have one thing in common – the plate cylinder direct drive technology DriveTronic SPC. The latest addition to the line-up was a five-colour Rapida 106, which was configured, among other options, with QualiTronic ColorControl for inline ink density measurements, LogoTronic networking and a high-speed package for production outputs of up to 20000 sheets an hour.

Is Rindt a commercial or packaging printer? Or rather a company which serves niche markets? The truth lies somewhere between. 'Business as usual' is a practically unknown concept at Druckerei Rindt. Every job is different and calls for individually adapted processes. "For us, there is no such thing as 'technically too demanding' and even the fastest imaginable delivery times are realised," says plant manager Sebastian Jerabeck. That could mean short-run packaging jobs, just the same as highly complex print products with essentially inline refinement and finishing, for example transparent papers which are printed first with opaque white through a coating unit and then four standard colours, before being passed on for register-true cutting and final processing. Mention can also be made of the sophisticated covers which are printed in up to five colours for parent company Parzeller, as well as further conventional products. Or jobs which Internet printers are unable to offer, e.g.

for format reasons, because they break the business model of production with gang formes.

The range of substrates handled is correspondingly broad – from 50 g/m² sandwich paper through to 500 g/m² boards. Jerabeck sees the company's strengths in the overall scope of services offered, from advice and planning through to actual production and reliable on-time delivery.

When it was decided to build new premises in 2004, the print specialists at Rindt began a comprehensive evaluation of the various press technologies available in the market. The decision fell in favour of KBA, not least thanks to the convincing all-round package, which Sebastian Jerabeck characterises as the blending of press performance data with the human component of trustful cooperation. The latter aspect is reflected in a comparable, solution-oriented corporate philosophy. Over the past ten years, the business relationship has developed into a true partnership. The cooperation has already covered numerous fields and both sides are fully aware of the demands placed on equipment and technologies.

For Rindt, the key performance parameters are all those which make production even more efficient and profitable. The local print business founded by Bernhard Rindt in the 1930s has in the meantime developed into a nationally recognised supplier of high-quality print products. Current highlights include ultrafast make-ready thanks to simultaneous plate changing, inline measurements to safeguard quality, and the frequently practised maximum production speed of 20000 sheets per hour. On the one hand, this forms the basis for short-run book production at a level of cost efficiency which shies no comparison with digital print, but at the same time also enables high-volume jobs to be turned around with a minimum of delay.

The whole production department at Druckerei Rindt is bright and tidy.

Two of the company's three medium-format Rapidas.

It is not only in the printshop that Druckerei Rindt implements the latest technology solutions. The same philosophy is followed along the whole production chain from the chemistry-free pre-press (Agfa) through to post-press finishing with its diversity of automatic cutting and folding machines, saddle-stitchers and naturally also offline finishing systems. A further fully automatic saddle-stitcher from Horizon was commissioned only recently. Like the Rapidas in the printshop, the post-press equipment receives the necessary preset data in CIP3/JDF format.

Registration open for RISI Conference

RISI, the leading information provider for the global forest products industry, has opened registration for the 30th Annual North American Conference, which will take place from September 28 to 30 at the Intercontinental Hotel in Chicago, IL, USA. The conference will address key issues facing

the region's forest products industry, and will feature presentations by high-level industry executives from throughout the supply chain. RISI's lead economists will also present their forecasts on key segments of the industry.

"My team and I are working hard to develop a program that will rival what we did last year. That's setting the bar pretty high but we're already in discussions with and have lined up some great speakers whose influence in the industry makes their insight invaluable," says Greg Rudder, PPI Pulp & Paper Week's lead editor and this year's conference chair.

The conference will be preceded by the PPI Awards. The annual awards dinner honors leadership, vision, innovation and strategic accomplishments of companies, mills and individuals within the forest products industry. These are the only global awards dedicated to recognizing these achievements in the pulp and paper sector.

RISI is the leading information provider for the global forest products industry. The company works with clients in the pulp and paper, wood products, timber, biomass, tissue, nonwovens, printing and publishing industries to help them make better decisions. Headquartered in Boston, MA, RISI operates additional offices throughout North and South America, Europe and Asia.

70 million sheets in less than a year

Barely a year after entering production, the KBA Rapida 106 at Packages in Lahore, the second-largest city in Pakistan, has already clocked up 70 million impressions – an announcement which further extends a long list of users who have proudly publicised the outstanding production performance achieved with a KBA sheetfed offset press.

For Packages, established as a supplier of premium packaging solutions since 1956, a period of renewed strong growth highlighted the urgent need to increase print capacity at the company. Last year's investment decision fell in favour of a six-colour Rapida 106 with inline coater, extended delivery and additional automation features such as FAPC automatic plate changers and CleanTronic washing systems. The press was raised by 450 mm to facilitate packaging production with higher piles and is integrated with the prepress department via CIPLinkX.

High-speed production and a monthly output of up to 7 million sheets are the norm on the Rapida 106.

The new press has brought the company more than just the envisaged capacity expansion. That was recently confirmed by Mudassar Shafique, business unit manager for folding cartons at Packages: "The Rapida 106 is a very operator-friendly press – easy to handle and at the same time robust. The high print quality, right up to maximum production speed, is particularly remarkable. And over 70 million printed sheets in less than a year are even more remarkable."

In his enthusiastic letter to the KBA management, Shafique went on to explain why the company was so thrilled: "We need fast job changes and the Rapida 106 makes that so easy for us. It also ensures fast job turnarounds. Print quality and speed have been revolutionised with the Rapida 106. 99.5 per cent saleable production and only 3 per cent waste are world-class performance. Those are the best quality and productivity figures which we have ever achieved."

The original target for Packages was to print 90 jobs and a total of 6 million sheets per month on the new press. With typically 150 job changes, the expectations have been exceeded by far. Regular production at 18000 sheets per hour is one factor which has contributed to the outstanding result. At the same time, the printers at the company praise the broad spectrum of substrates which can be processed on the Rapida 106.

Cartoonist Gopulu passes away

Gopulu.

Noted cartoonist Gopulu, who captured the flavour of everyday life of his period in his illustrations for Tamil magazine *Ananda Vikatan,* died recently. He was 91 and is survived by his son. "He was as serious artist and could draw on any subject, including political cartoons. His illustrations for novels such as *Thillana Mohanambal* and *Washingtonil Thirumanam* were received well," said T.S. Sridhar, former joint-editor of *Ananda Vikatan* and a fellow cartoonist.

Sridhar, who knew Gopulu since his Kumbakonam days, said he always sported a smile on his face. On his retirement from the magazine after an over two-decade stint, he drew for other magazines and even ran an advertisement agency. A native of Thanjavur, Gopulu studied in the Government Arts College in Kumbakonam before coming under the tutelage of Maali, who was in-charge-of arts department of the magazine. It was he who changed his original name Gopalan as Gopulu.

"He was one of the great masters — Maniam, Shilpi, S. Rajam and Madhavan. I will call him the Bhishma among them," said artist Maniam Selvan, whose father Maniam illustrated for Kalki's *Ponniyin Selvan*and *Sivakamiyin Sabatham.*

Gopulu had observed and assimilated the work of American painter and illustrator Norman Rockwell and famous cartoonist David Low and one could trace the elements of these great artists in his works. He was counted among the greats in his profession – Maniam, Shilpi, S. Rajam and Madhavan included in that – for his range of illustrations which accompanied short stories and novels. The novels included the popular *Thillana Mohanambal* and *Washingtonil Thirumanam.* After retirement, he freelanced and ran his own advertising agency. He was down after suffering a stroke but continued his work after recovery.

(Courtesy: The Hindu*)*

UNESCO Award for jailed Syrian activist

UNESCO will award its annual press freedom prize to Mazen Darwish, a Syrian journalist and rights activist who has been jailed by the regime for more than three years. Darwish was arrested on February 16, 2012 along with Hani Zaitani and Hussein Ghreir, his colleagues at the Syrian Centre for Media and Freedom of Expression. They are accused of "promoting terrorist acts."

UNESCO awarding the prize to Darwish is "in recognition of the work that he has carried out in Syria for more than ten years at great personal sacrifice, enduring a travel ban, harassment, as well as repeated detention and torture."

Support for independent media

Denmark has announced the allocation of 14 million Danish Kroner (1.9 million Euros) to launch an initiative to be carried out together with the World Association of Newspapers and News Publishers (WAN-IFRA) to support the development of free and independent media in developing countries and fragile states. The allocation, announced on 30th April in connection with the Global Media Freedom Conference in Copenhagen, is dedicated to initiatives that focus on capacity development of independent media, including the improvement of security for journalists.

"It is very concerning that the freedom of the press is under pressure in many parts of the world. A free and critical press is crucial to give insight into the decisions of those in power and thereby to hold them responsible. In the context of development, press freedom is a prerequisite to encourage democracy and good governance," said Mogen Jensen, the Danish minister for Trade and Development Cooperation. More than 100 editors and journalists from all over the world were gathered in Copenhagen for the Global Media Freedom Conference, organised by the Danish Ministry of Foreign Affairs and WAN-IFRA.

With the new allocation, WAN-IFRA will provide support and training to more than 60 media houses from 12 countries in Africa, West Asia, Asia and Latin America. Among other things, the project will focus on digital development, professional training for women editors and executives, as well as better legislative protection of media. "Denmark is known for its commitment to freedom of the press as an essential condition of good governance, democracy and development, and this new partnership will deeply enhance media development and press freedom initiatives where they are most needed," said Larry Kilman, secretary-general of WAN-IFRA. "This is support on a large scale that will help us strengthen independent news media around the world."

Denmark also announced it would make an allocation to International Media Support, in cooperation with global associations like the International Federation of Journalists (IFJ) and the European Federation of Journalists (EFJ), to create a global forum for development and exchange of best practices in relation to the security and protection of journalists.

2015, a tragic year for journalists

The World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum appealed for improved physical protections for journalists, an end to censorship and other pressures facing news media as 3 May, World Press Freedom Day, marked yet another tragic year for the profession and reveals growing threats to freedoms from new challenges worldwide. Nineteen journalists have been killed so far in 2015 in direct relation to their work, including eight in connection to the 7th January attack on the newsroom of French satirical weekly *Charlie Hebdo*. Those numbers follow at least 61 journalist deaths in 2014.

While killings, physical attacks and jailing continue to dominate the headlines and provide the most shocking reminder of the fragility of the profession, more subtle and often overlooked forms of censorship are fast eroding media freedoms worldwide, often with equally devastating consequences for freedom of expression. On 3 May, World Press Freedom Day, WAN-IFRA invited media houses, editors and journalists to denounce one of the most sophisticated forms of interference in the media sector worldwide: indirect government censorship, or 'soft censorship'.

Less visible than more traditional forms of harassment against media professionals, the term soft censorship refers to indirect or under-the-radar abuses of financial, regulatory and other government powers to punish critical reporting and reward favourable coverage. Where the financial leverage of governments and their cronies is used against media, it often leads to unbalanced reporting and promotes a culture of fear among media professionals, finally spiralling into self-censorship.

Launched on 3rd May, a new WAN-IFRA website www.softcensorship.org and accompanying twitter account @softcensorship / #SoftCensorship were created to help expose government interference with a free press. Through its new online platforms, WAN-IFRA aims to denounce cases of unfair official advertising allocation, biased distribution of subsidies, 'paid news', bribery and payments to journalists and editors, and other administrative pressures such as licenses, import restrictions, excessive tax bills and audit procedures that contribute to strangling a free press worldwide.

Together with the Open Society Foundations, the Washington D.C.-based Center for Media Assistance (CIMA) and in-country research partners, WAN-IFRA has analysed the use of soft censorship practices in Hungary, Serbia, Mexico and Malaysia. In addition, the first global review, collating examples of soft censorship practices worldwide - Soft Censorship, Hard Impact - reveals that, regardless of the levels of market development or political freedom, media around the world consider economic pressure to be a major challenge to editorial independence and financial survival.

Asian Media Awards presented

The South China Morning Post (Hong Kong), Singapore Press Holdings and The New Straits Times (Malaysia) were among the top winners of the World Association of Newspapers and News Publishers (WAN-IFRA)'s annual Asian Media Awards, which were presented tonight (29 April) in a gala ceremony hosted in Bangkok by the Thailand Convention and Exhibition Bureau and opened by H.E. Prayut Chan-o-cha, the prime minister of Thailand.

In their 13th edition, WAN-IFRA's annual Asian Media Awards gathered a record of 595 entries from

countries all over Asia and West Asia competing for excellence in printing quality, design, infographics, photography , editorial content, newspaper marketing and community service. The Best in Print Awards were sponsored by manroland web systems. Thirty-two judges from international media companies in 17 countries evaluated the entries in the past months to select the 45 awards winners honoured at Publish Asia's Gala Dinner tonight. The full list of winners can be found at http://www.wan-ifra.org/microsites/asian-media-awards-2015.

Publish Asia 2015, which was opened on April 28 with an address by Kobkarn Wattanavrangkul, the Thai minister of Tourism & Sports, at a welcome reception hosted by the Tourism Authority of Thailand, gathered more than 300 media executives from 32 countries.

Bloomberg to talk digital at World Congress

Two of America's leading political journalists -- John Heilemann and Mark Halperin, managing editors of *Bloomberg Politics* -- will bring their expertise to a breakfast meeting on June 1st from 8 to 9.30 am titled Cracking the Digital Code at the World News Media Congress in Washington, DC. At the event hosted by Bloomberg Content Service, Heilemann and Halperin will give their thoughts on how media organisations can capitalise on the digital revolution, to succeed at the intersection of business, technology and journalism; develop and promote content to fully inform, engage and increase audience; and leverage reporting across multiple platforms, including text, digital video and social media. Bloomberg Politics is a next-generation political news organization that seamlessly combines up-to-the-minute news, analysis, commentary, long-form features, polling, original video and interactives. Before joining Bloomberg, Heilemann was the national affairs editor for *New York* magazine and NYMag.com. He was earlier a staff writer for *The New Yorker, Wired,* and *The Economist.*

Prannoy Roy receives RedInk Award

Prannoy Roy, executive co-chairman of NDTV Group, was awarded the 2015 RedInk Award for Lifetime Achievement for Excellence in Journalism for his consistent and pioneering contribution to news television in India. Roy was honoured for his service to journalism at a glittering ceremony on Thursday, April 30, in Mumbai at the Jamshed Bhaba Auditorium, NCPA.

Roy, along with wife and journalist Radhika Roy, in 1988, were the first to set up a television news production company called New Delhi Television, now called NDTV. In later years, he made a mark for his incisive and pioneering coverage of election news and changed the way people consumed TV news with his ground-breaking programmes such as The News Tonight and The World This Week. After years of producing the news for Star News, Roy launched his own broadcasting network with NDTV 24X7, NDTV India and other channels in 2003. NDTV has set up benchmarks for good, ethical and no-frills news coverage.

The RedInk Award for Journalist of the Year, instituted for the first time, went to Sreenivasan Jain of NDTV for his consistent investigative work epitomised in his series Truth versus Hype and other programmes. Arnab Goswami, editor-in-chief of Times Now, was selected as the Impact Editor of the Year for his ability to capture eyeballs and expand audience reach with his News Hour show. Scroll.in was awarded the News Start-up of the Year for scaling up its influence rapidly as an alternative source of news and features.

(Courtesy: exchange4media.com)

New editor-in-chief for *Tribune*

Harish Khare has been appointed editor-in-chief of The Tribune group of papers, confirm industry sources. Khare is a former media advisor to the Indian Prime Minister. Khare has worked as resident editor and chief of bureau with *The Hindu* in New Delhi. In a career spanning over 30 years, he has worked with publications like *The Times of India* and *Hindustan Times.* In November 2012, he was awarded the Jawarharlal Nehru Fellowship for his project, Governing India in the 21st Century: Reinventing Nehruvian Executive Leadership Mode.

(Courtesy: exchange4media.com)

June

June 1-3, organised by Newspaper Association of America, in Washington DC: **67th World News Media Congress/ 22nd World Editors Forum/ 25th World Advertising Forum.** More details from christin.herger@wan-ifra.org/ ilona.guemperlein@wan-ifra.org

June 11-12, organised by WAN-IFRA, in New Delhi: **Editorial Leaders – Module 3, Data Journalism.** More details from selvaprabu.s@wan-ifra.org

June 17-18, organised by WAN-IFRA, in Bologna, Italy: **Wan-IFRA Italia 2015.** More details from virginia.melero@wan-ifra.org

July

July 9-10, organised by WAN-IFRA, in Chennai: **Editorial Leaders – Module 4, Long-form Writing.** More details from selvaprabu.s@wan-ifra.org

July 28-29, organised by WAN-IFRA, in Kuala Lumpur: **News Design Asia 2015.** More details from gilles.demptos@wan-ifra.org

July 29-30, organised by WAN-IFRA, in Kuala Lumpur: **Color Quality and INCQC Tutorial.** More details from jen.teo@wan-ifra.org

September

September 2-4, organised by WAN-IFRA, in Mumbai: **WAN-IFRA India 2015 Conference & Expo.** More details from v.antony@wan-ifra.org

September 9, organised by Newspaper Association of America, in Chicago: **NAA Retail Revenue Exchange Conference.** More details at http://www.naa.org/About-NAA/Events.aspx

September 14-18, organised by WAN-IFRA, in Los Angeles: **Study Tour – Strictly Digital – Innovation and Online Moneymakers.** More details from nick.tjaardstra@wan-ifra.org

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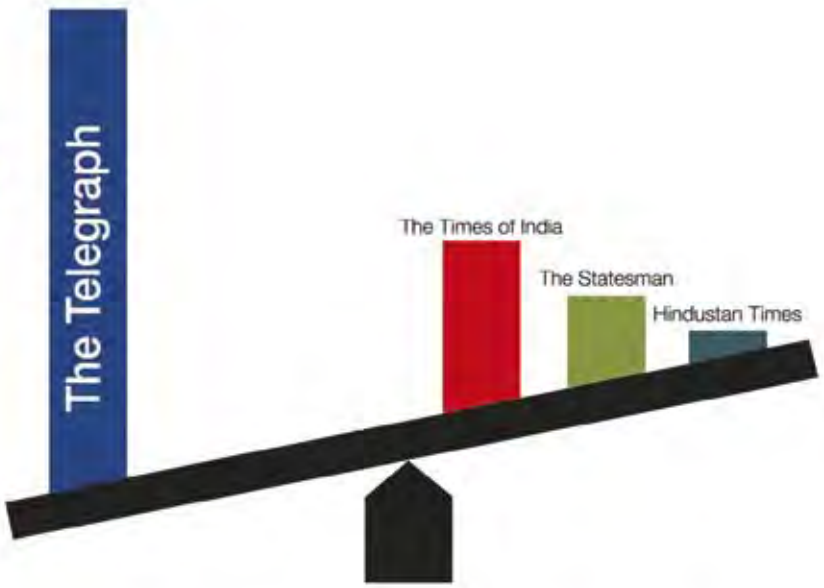

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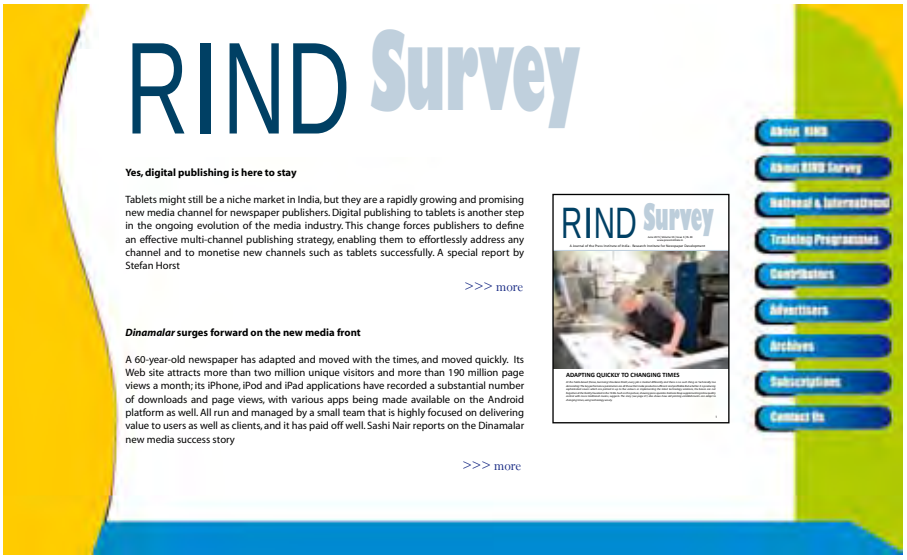

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