

# Challenges for Printed Press in the Digital Age

Example of the daily “Latvijas Avīze”

Ivars Bušmanis

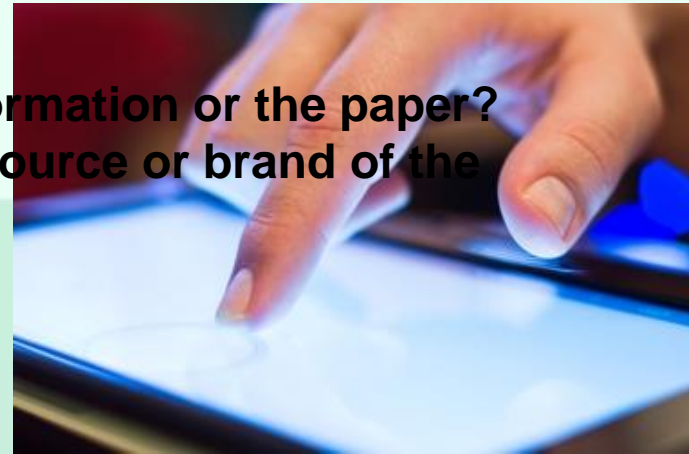


# From lead matrix to e-reading

- From typewriter, photos on zinc plates and lead matrix to digital information processing and e-reading.
- In the digital age electronically made newspaper is still printed and read on the paper



• What is more essential: information or the paper?  
Who will survive – brand of source or brand of the paper?



# "Lauku Avīze" - a traditional publisher

- started in with a weekly, then divided its supplements, then publish calendars, books.

- "Lauku Avīze" - one of the TOP10 publishers, printing:

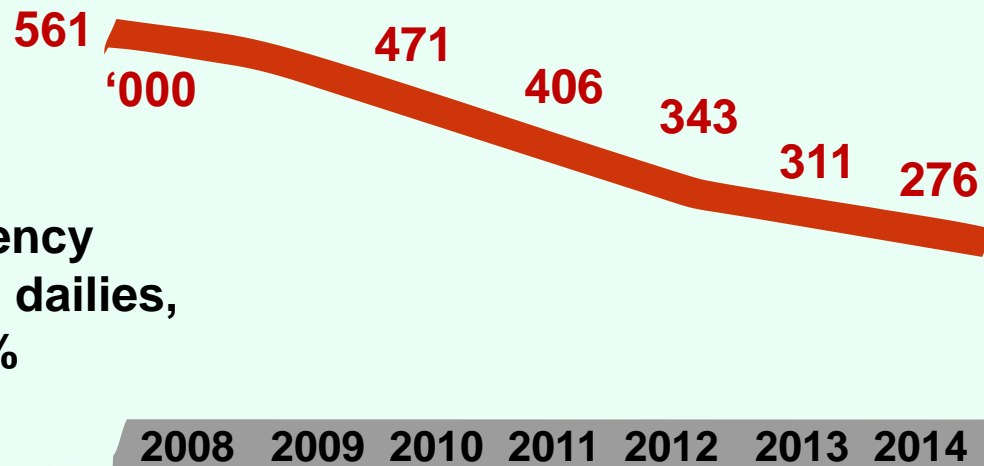
- daily "Latvijas
- 7 magazines,
- thematic mon
- books.

- More than 70 titles v
- 525 thousand copies



## Printed dailies – declining tendency

- On-growing demand for specialized magazines



- Declining tendency of TOP5 Latvian dailies, losing about 10% per year.

**Is the paper dying together with the elder generation? No!**  
**May be it dies with changes of reading habits? Probably!**



# "Latvijas Avīze" readers by age

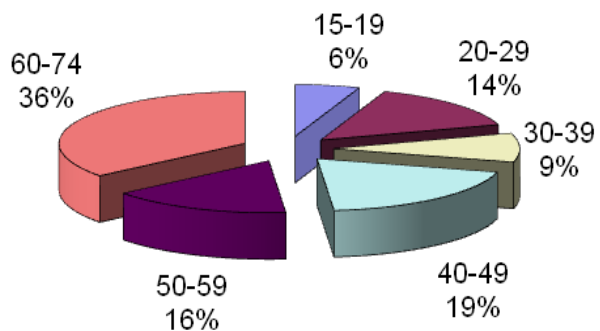
**2006:**

> 60	36%
20 – 40	28%

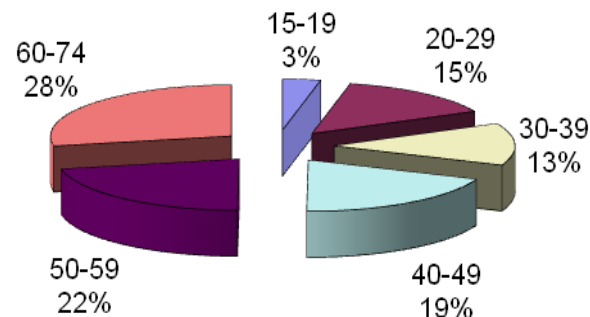
**2014:**

> 60	23%
20 – 40	28%

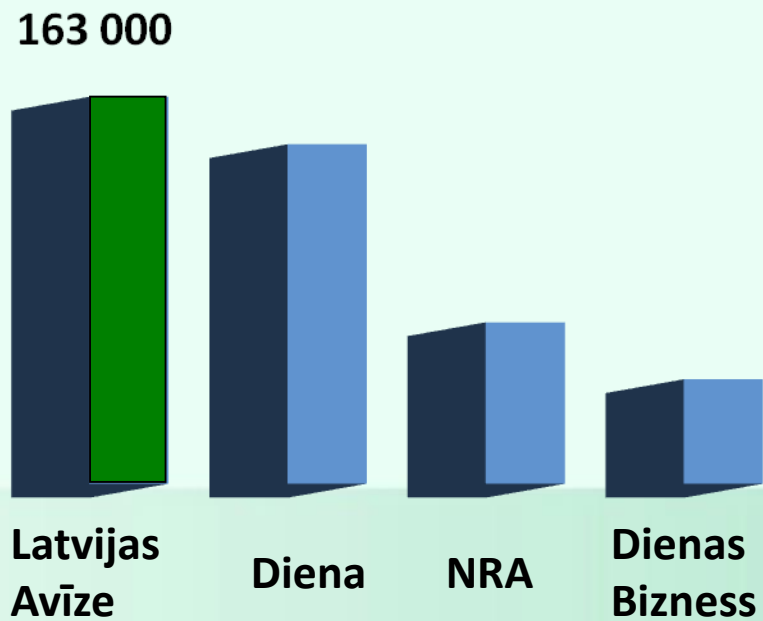
TNS data - year 2006



TNS data - year 2014



# Coverage of Latvian dailies



Winter 2015, TNS data

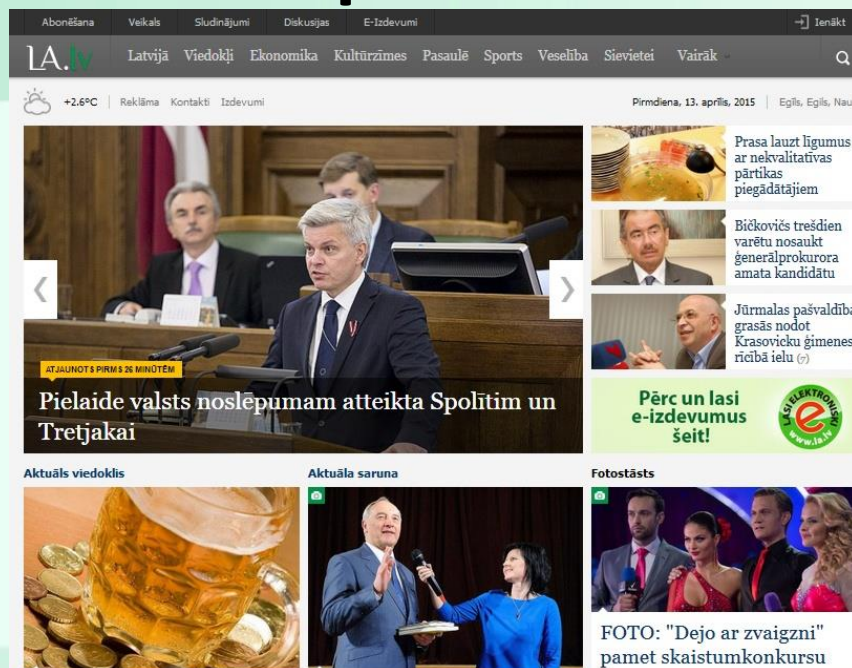


# “la.lv” – separate independent media

- la.lv initially created as a marketing tool and as an electronic mirror of the printed version.

- la.lv website has its own life with its own editorial

- la.lv ranks 5th-6<sup>th</sup> among news website, if we count out e-mail services and social networks.
- It has more unique users (220 000) than the daily (163 000).





## la.lv – different audience

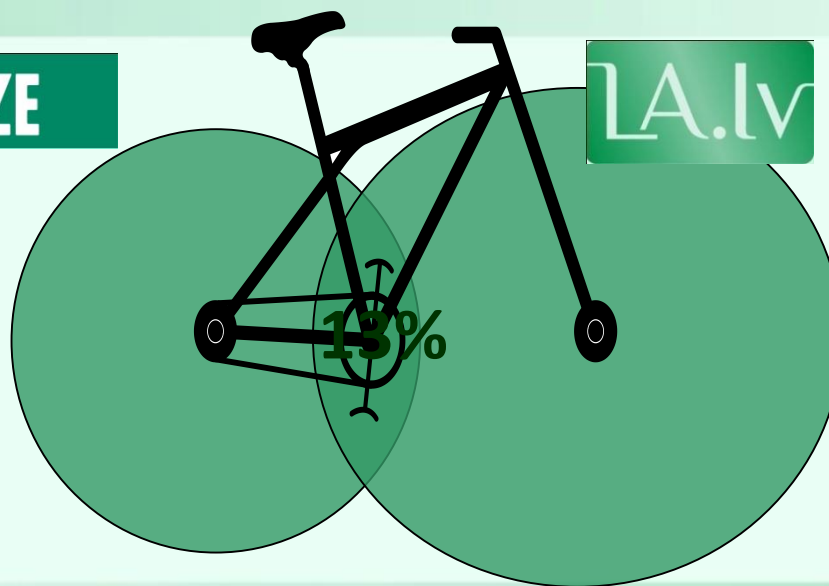




# Audience of "Latvijas Avīze"

**LATVIJAS AVĪZE**

**LA.lv**



**163 000**

**220 000**

- website doesn't take away readers from the newspaper
- only 13% of the total audience overlap

TNS and Gemius data, 2015



# The future of the printed press



**“Newspapers in their current format will disappear by 2040 (till 2017 in the USA) and will be replaced by their digital versions.”**

**Francis Gurry**, Director General of the World Intellectual Property Organization (WIPO).

**"The paper in printed version will exist much longer than many futurologists think. Printing on paper in books, magazines and newspapers will survive because the printed matter still has emotional power."**

**Futurologist Patrick Dixon**



# Preferences of the printed version

- a personal thing taken in hands,
- touchable material,
- visible structure and contents
- “second life” of the paper



# Multimedia platforms are shaping

LA.lv **Ekonomika** Nauda un nodokļi Bizness Nekustamais īpašums Sain

Ivars Bušmanis **LATVIJAS AVĪZE** 19. janvāris, 2015 ★★★★★

"Grüne Woche"

s in the

+9°C, DR vējš 8.9m/s

Rožukalne

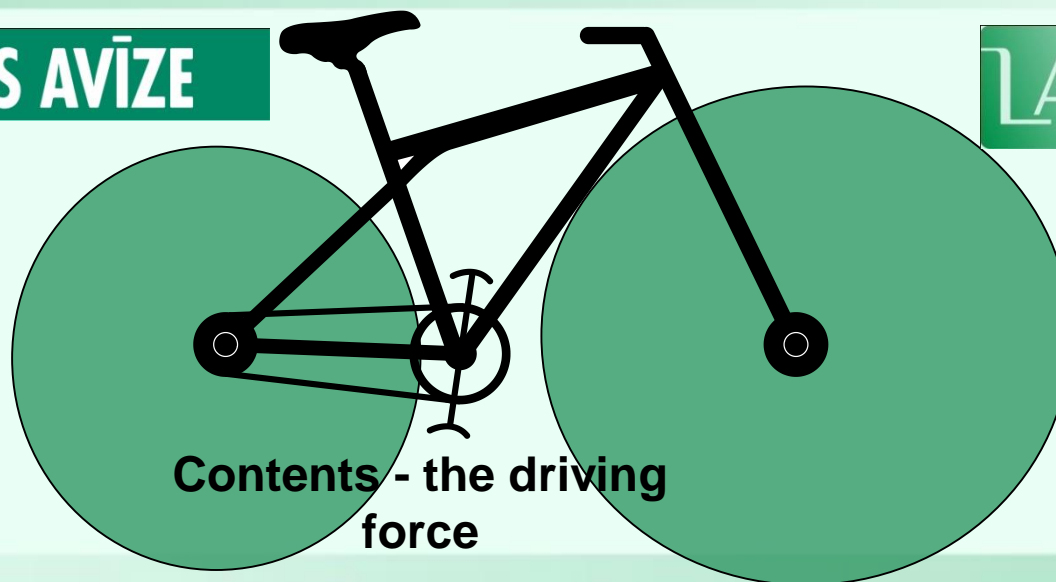
VIDEO 8. aprīlis, 11:12



# Contents - the driving force

**LATVIJAS AVĪZE**

**LA.lv**



- Content is the king, indeed.
- Journalist always will have job as creator of editorial contents.





# 1st challenge: to predict a communication channel

To be prepared for the communication channel our readers will prefer after years:

- printed and put in post-box,
- printed at home on the e-paper,
- shown on TV screen, phone or bracelet
- projected on the wall





## **2nd challenge: presentation of information**

- **The second challenge is presentation of information.**
- **Now dominates the timely information flow with search possibilities in digital archives.**
- **Printed press has to become nonlinear.**



# 3rd challenge: reputation of trusted source

The 3rd challenge in the Digital Age is

- to get a reputation of trusted information source
- to be an opinion-makers' authority
- to represent a certain social community.



## **Barriers in Digital Revolution: incomplete Press law, institutional representation and state policy**

- unauthorized usage or contents theft must be prevented.
- tools for the “soft power” are used to doubt democratic values
- state must have mechanisms defending democracy in its initial meaning of “people’s power”
- State support for content creating is needed



# What LV government does instead?

- Contrary to political commitment to ease working-force taxes it intends to increase them for journalists.
- Supports publishing free newspapers of local communities free-of-charge for tax-payers money thus pressing regional newspapers out of the market.
- Doesn't impose restrictions on unaddressed handouts in post-boxes.



# **Institutional responsibility for that**

- **Till the beginning of this year no institution was responsible for media policy.**
- **New Media policy department under Ministry of Culture is acting.**
- **It must put in order consistent and consequent media policy**



# Conclusions

**How to strengthen brands of the printed press in Digital Age:**

- 1) with original contents**
- 2) by earning trust to the source**
- 3) with bright opinion-makers**
- 4) serving as social community**
- 5) with multimedial presentation**
- 6) by unlinear contents delivery**
- 7) with well-weighed state support policy**

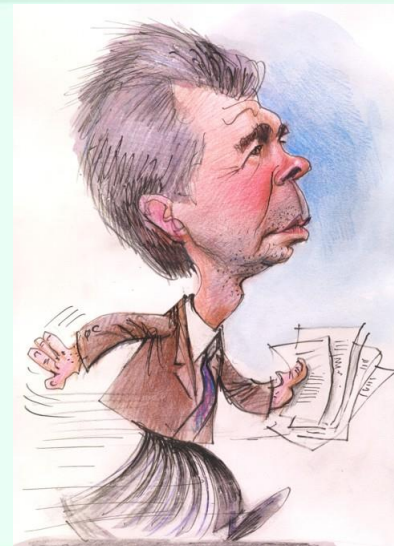


**Brand of the source will survive then!**





**Thank you for attention!**



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