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New Technology & Changing Direction
In Print Media Operations

by

Tun Ibrahim Jafri
AMIC CONFERENCE
KUALA LUMPUR - JUNE 27, 1993

NEW TECHNOLOGY & CHANGING DIRECTIONS
IN PRINT MEDIA OPERATIONS

THE NEW STRAITS TIMES PRESS (MALAYSIA) BERHAD
TUN IBRAHIM JAFRI
PRINT MEDIA OPERATIONS

• NEWSPAPER PUBLISHING

• OPERATIONAL VIEW (INTERNAL)
PUBLISHING INDUSTRY
TECHNOLOGY ERA

4th Wave - OPEN SYSTEMS

3rd Wave - PROPRIETARY FRONT-ENDS

2nd Wave - OFFSET PRINTING

1st Wave - LETTERPRESS
4th WAVE OF PUBLISHING
WHAT IS IT?

- TRIGGERED BY ADVANCEMENTS IN PERSONAL COMPUTER TECHNOLOGY
- ESTABLISHMENT OF STANDARDS (and de facto standards)
- ADOPTION OF STANDARDS - "OPEN SYSTEM"
- EMERGENCE OF NEW "OPEN SYSTEM" SUPPLIERS
NEWSPAPER PUBLISHING OPERATIONS

Editorial

Pre-Press ↔ Press ↔ Distribution

Advertising

Publishing Operations

Business Support

Business Application System ↔ Infrastructure
INPUTS INTO PUBLISHING

What has changed

- Document Facsimile
- Digital Transmission of news
  - Faster, upper/lower case, ease of processing, graphics
- PABX Softwares - Automatic Call Distribution
- Portable Computers
- PC - Networks
- Digital Circuits
- Satellite Transmission
PUBLISHING PROCESS

- Pagination - integrated output
- In-house software development
- Off-the-shelf system installation
- Open System Design Concept
BUSINESS SUPPORT

- Electronic Text Library
- Common Network Backbone
- Migration to "Open System"
  - 4GL
- High Speed Digital Circuits
PERSONAL COMPUTER TECHNOLOGY

What has it done?

- Desktop Computing Power
- Versatility
- Connectivity
WHY AM I DOING ALL THESE

- Dawn of Information Age
  - profound changes in the way business will be conducted
- Continued survival lies in the ability to meet new market needs.
- Technology is merely a tool
  - our ability to incorporate new technologies into our process and business is vital