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<th>The future of publishing : a digital world.</th>
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The Future Of Publishing:
A Digital World

By

Erwin Huang
The Future of Publishing: a Digital World

Erwin Huang
Marketing Manager
Total Solution (DTP) Ltd.
"If a (publication) wishes to improve its service by coupling its print offering with an online database, or with a news (video), one could only cheer the result. Certainly, the preservation of the press... is better served by encouraging the print media to make imaginative use of multi-media opportunities than by enjoining them from doing anything but putting ink on paper in an obsolete conventional way."

Q & A

What new Technologies are available?
How do one enter this market?
How Much are we talking about?
How far are we on this track in Asia?
What are the issues specific to our market?
Where do we get advise and consultancy on E-Publishing?
How should government participate in this?
Who's Total Solution (DTP)?

- System Integrator
- Products
  - Next Magazine
    - 1st Chinese Postscript produced Magazine (largest weekly magazine)
  - HK Commercial News
    - 1st Chinese Postscript produced Newspaper
  - The HongkongBank
## Table of Content

- New Technologies => Changes in Economies and Industries
- Electronic Publishing
  - Traditional Publishing on Paper using Digital Technology
  - Electronic Publishing on Digital Media
- Case Studies
- The Future
Perspective: The Convergence of Technologies

Computers

Publishing

Media (Broadcast/Motion Picture)
The Convergence of Technologies leading to

The Convergence of Industries

Computers

Publishing

Media (Broadcast/Motion Picture)
Traditional Publishers' Dilemma

- Escalating Production Costs
- Flat Advertising Revenues
- Readership down
- Increasing use of colour
- Dedicated systems becoming obsolete
Issues for the Production Industry

Towards a completely digital process
Seamless from design through production
Process control
De-Skilled operation - color appliance?
Direct to plate
A New Perspective

- for Production
- Total Electronic Pagination
- "Open" systems
- Lower Production costs
- Faster ROI
- Increased Flexibility
- Colour
- New Marketing Opportunities
Publishing should not be limited to paper...
Why Do So Many People Prefer Magazines?
A New Kind of Newspaper!!!

Create a daily interactive newspaper/magazine with lots of color graphics, photos, and comics for kids to read in school?
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Consumer Trends:
Breaking Affordability Barriers and Technology Access

Imagine your new
Computer:
Screen = your TV
(HD TV)
Keyboard = your phone
Network = Phone line
or Cable TV
Who is the Publisher of the future?

- Time-Warner
- CNN
- Microsoft
- Sony (as a CD, Video Publisher)
- Various Cable TV vendor
- ...

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Who will succeed in the new Publishing market?

- New Technologies = New Opportunities
- New Technologies = New Pitfalls
- The Winner will be one that can grab the window of opportunities
- Advise:
  - Establish Rules vs Follow Rules
Case Study (1)

- The Sony VCR project in Hindsight
  * Failure to establish as an industry standard
  * Beta - V-Hi-8

* Controlling the "Software"
Case Study (2)

A Product of the future: Kodak's PhotoCD

Establish as an industry standard?

* Fuji, Agfa, support
* IBM, Sony, Pioneer, Apple... support
* Controlling the "Software"?
A New Perspective

- for the Whole Market
- Publishing on non-paper media
- New Marketing Opportunities
- New Rules of the Game...