<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Overview : the new multimedia communication environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Volker Illert</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1996</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2913">http://hdl.handle.net/10220/2913</a></td>
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<tr>
<td><strong>Rights</strong></td>
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</table>
Illert & Partner

The Management Consultants to Media, Printing and Packaging

Consulting Areas

- Management consulting
- Technical consulting and planning, automation
- Electronic media
- Factory planning, logistics
Main Areas we are Involved in

- Business strategy 26%
- Productivity improvement / Cost minimisation 25%
- Organisation, Organisation flows 23%
- Logistics / Factory planning 15%
- Other areas (Marketing, Products) 11%

Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Turnover %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt</td>
<td>30</td>
</tr>
</tbody>
</table>
  (Management consulting) |
| Leipzig        | 5          |
  (Factory planning) |
| London         | 15         |
| Singapore      | 25         |
  (ASEAN markets) |
### Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Turnover %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney (Australia/New Zealand)</td>
<td>5</td>
</tr>
<tr>
<td>Hong Kong (Far East)</td>
<td>5</td>
</tr>
<tr>
<td>New Delhi</td>
<td>10</td>
</tr>
<tr>
<td>Charlotte/USA (North America)</td>
<td>5</td>
</tr>
</tbody>
</table>

### Clients (Selection)

<table>
<thead>
<tr>
<th>Location</th>
<th>M'ent</th>
<th>Tech.</th>
<th>Factory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Containers Packaging</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertiser Group</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>McPherson Group</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berlingske Tidende</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Gutenberghus</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Expografik</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frankfurter Rundschau</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Europa Carton</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Bauer Verlag KG</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Clients (Selection)

<table>
<thead>
<tr>
<th>M’ment</th>
<th>Tech.</th>
<th>Factory</th>
</tr>
</thead>
</table>

#### Finland
- Helprint: X
- Otava: X
- Mylykoski: X

#### France
- Heliogravure: X
- Le Provencale: X
- Art Graphique: X

#### Great Britain
- Jarrold Printing: X
- BPCC: X
- Daily Mail: X

#### Italy
- Favia: X
- Bonus: X
- La Republica: X

#### Japan
- Mitsubishi: X
- Kyodo Printing: X
- Dai Nippon: X

#### Mexico
- Excelsior: X
- Gafo Regia: X
- El Rumbo: X
### Management Consultants to Media, Printing and Packaging

#### Clients (Selection)

<table>
<thead>
<tr>
<th>Country</th>
<th>M'ment</th>
<th>Tech.</th>
<th>Factory</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Norway</strong></td>
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<tr>
<td>Hjemmet</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>PDC</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Norbok</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sweden</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Elanders</td>
<td>X</td>
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<tr>
<td>Interprint</td>
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<td>X</td>
<td></td>
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<tr>
<td>Sörmlands</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Switzerland</strong></td>
<td></td>
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<td></td>
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<tr>
<td>Ringier</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Hallwag</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Rentsch</td>
<td>X</td>
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<tr>
<td><strong>Singapore</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singapore Press Holdings</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Craft Print</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Singapore National Printers</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>Spain</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>La Vanguardia</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Pauta</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hermanos Salent</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Thailand</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thai Industry Federation</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bangkok Post</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Thairath Daily</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
**Management Consultants to Media, Printing and Packaging**

**Ilbert & Partner**

**Clients (Selection)**  |  **M'ment** |  **Tech.** |  **Factory**
---|---|---|---

- **USA/Canada**
  - National Geographic Society
  - Quebec Animation
  - Electronic Data Communication

- **Venezuela**
  - Montana Grafica
  - Rizzolli
  - Tilubra
Overview: The New Multimedia Communication Environment

Mr Volker Illert

The Situation

- Camera
- Video recorder
- Color monitor
- New electronic media
- Loud speakers
- Digital press
- CD-ROM production
- Video recorder
- CTP conventional printing
- Direct image plate press
- Data base
- Audio source
- Still video
- Color scanner
- Graphic disc storage
Why should you Start Today?

New competitors waiting at the starting line

New Services in DTP and Publishing

Multimedia Development Scenario

Turnover
Mill DM

1995 2000 2010
The Problem

"Multimedia is the most difficult challenge facing the industry today"  

(Bill Gates)

Content and brands are going to distinguish someone's service.
DOMINANCE

CLUSTERING

BRANDING

25-26 October 1996, Bangkok

Overview: The New Multimedia Communication Environment

Part II
Print media must experiment with the electronic world.......

.... or risk becoming as marginal as AM radio or a door to door salesman

### Media Development

<table>
<thead>
<tr>
<th>Year</th>
<th>Print</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Printing on Demand</td>
<td>Multimedia, Hypermedia</td>
</tr>
<tr>
<td>1995</td>
<td>Computer to Plate</td>
<td>HDTV</td>
</tr>
<tr>
<td>1994</td>
<td>Computer to Film</td>
<td>distribution anywhere anytime</td>
</tr>
<tr>
<td></td>
<td>AD Data from Client</td>
<td>quality, content layout, medium</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>access, minimizing effort, spontaneity</td>
</tr>
<tr>
<td></td>
<td>Communication Products</td>
<td>volumes, conventional layout</td>
</tr>
</tbody>
</table>
Electronic Media Product Challenge

The challenge for electronic media products is here today

- New products are CHEAP
- No newspaper press
- No expensive mailroom
- No tailormade building
- No labour intensive circulation network
The Situation

Print media and information providers are very important players in the offline / online scenarios - at least in the medium range future.

In the medium-range future and beyond offline / online services will win new users, but there will be no substitution of print media.

Only when the new media has won profile, added value and user friendliness can be seen as a partial substitute for print media.

Publishers are going to bundle information, not only their own information but also information from other industries.

To distribute and trade in information there will be information technology providers planning, developing, managing and invoicing online systems up to subscriber management. Online systems will be offered to closed target groups or as kiosk systems.
Overview: The New Multi-media Communication Environment

Part III
Statements from The New York Times

- The information super highway will look more like a road in India i.e. chaotic, crowded and swarming with cows.

- We will have the city editions, the late edition and the mind-held edition.

Newspapers in Drive to put Industry Online

Pearson said it was restructuring the printing operations of its Financial Times newspaper unit at a cost of £33 million (£$ 74 million) to the group’s 1995 pre-tax profits.

FT will save £6 million a year when completed.

The only reason?

I have doubts.
The Challenge

New Process Chain Flow

Electronic Paper in USA

Telecommunications Inc and Reuters unveiled an electronic newspaper for America's secondary and elementary schools.

The electronic newspaper delivered through cable lines to schools and accessed through personal computers, delivers six news stories of the day containing text, video, audio pronunciation of key words, glossary and lesson plans for teachers.

Simba Information Inc, a publisher and research company, estimated school spending on instructional electronic media, such as computer software, CD ROMs and online services, will reach about $2 billion by 1998, an increase of 88% from 1993.
Distributed Printing

Print Local, Transport Global

San Francisco  Hong Kong  Print

Sydney

Frankfurt  Bangkok

Think Global, Act Local

Print

San Francisco  Print

Hong Kong  Print

Distribute

Print

Frankfurt  Print

Sydney  Print

Bangkok

25-26 October 1996, Bangkok

Overview: The New Multi-media Communication Environment

Part IV
Are we ready to match the scenario?

- Administrative and technical IT systems are “past it”
- IT people are overburdened with maintaining and adapting existing, mostly isolated systems
- IT content is on the whole not digitalised, not structured, not archived
- Two problems: A lack of competence and no individual integrated solutions

- Redesign IT structures
- Standard software / hardware
- Outsourcing IT activities
- Opportunity to focus on core publishing business
- Development of new platforms (input / output standards)
- Service from those platforms offline products as well as online services
The Challenge

- New markets
- New products
- New strategies
- New alliances
- New behaviour
- New success

Trend

- Outsourcing
- Subcontracting
- Down Sizing
- Decentralisation
- Less hierarchy
- New technology
**IT Technology**

Bundling local news together for multiple use in a growing number of media is the editorial task.

IT technology based on multimedia server and network architecture is needed.

---

**The Answer**

- Multimedia not only changes the media business, it changes IT as well.
- It is becoming the information provider's partner.
- It is concerned with competition, securing dominance in the face of the new media.
- Information brokerage is going to be the strategical issue.
The Proposal

1. Layout data
2. Editorial data
3. Customer data
4. Text data
5. Graphic data
6. Production data
7. Co-ordination
8. Data management

Pre Media

CD-Rom
Conv. Print (CTP)
Print-on-Demand
WWW
Others

Functional Structure and Integrated Newspaper System

- Ad
- Production control
- Editorial
- Material planning
- Production planning
- Sales
- Planning
- Ad and editorial system FFS system = Publishing system

- Coordination, newsgroup layout
- Page planning
- Archive text
- Archive images
- Systems technology
- In-house communication
Overview: The New Multi-media Communication Environment

Part V

Hierarchies

Old hierarchies are OUT

Decentralisation in IN
Electronic media means perfect orientation on "readers" or user's needs.

Identification with changes in the organisation needed and hurdles in and outside the company.

Those hurdles must be overcome through a networked multimedia management which means a combined set of the right tools to manage price, product and client.

---

Newspaper Publishers

The newspaper publisher is the content provider.......

........ he is news manager and content manager as well.
Typesetters are going to be Advertising Consultants

Editors are becoming Page Creators

Integrated information processing in:

- Editorial
- Advertising
- Pre-media (pre-press)
25-26 October 1996, Bangkok

Overview: The New Multimedia Communication Environment

Part VI

Why should you Start Today?

for no lesser reasons than ...........

- maintain contact with your clients
- don't miss out on the learning curve
- improve integration in your organisation
- secure multimillion dollar contracts
Where to Begin?

- In familiar areas with your clients, your markets and your products
- In vertical profi markets for occupational groups and branches
- In vertical special interest markets, e.g. cars, homes, travel
- Advantages of multimedia use, e.g. direct access to up-to-date information

Trend

Inevitable Changes

Basic attitude: from taking to giving
Basic philosophy: from fragment to whole
Basic decision: from external to self-management
Basic organisation: from the function to the process
Basic strategy: from diversification to concentration
Basic management: from administration to organisation
Basic culture: from "me" to "us"
Basic product: from quantity to quality
Basic value: from production value to added value
Time: from known to unknown
25-26 October 1996, Bangkok

Overview: The New Multimedia Communication Environment

The End