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<th>Best practice examples from newspaper, magazine and book publishers.</th>
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Paper No. 6
Best Practice Examples from Newspaper, Magazine and Book Publishers

Strategies for Successful Internet Publishing

1 Overview

2 Best Practice Examples Publishers

3 Best Practice Examples Non-Publishers
One particularly innovative idea is positioning a publisher as a broker, bringing supply and demand together for its target group. So far, only very few publishers have acted on this idea.

The "Bavarian Agriculture Publisher" provides a broker service for used farming and forestry equipment.

Daily newspapers in particular are the perfect vehicle for creating online local "communities", reporting on them, and offering a comprehensive service palette on their web pages.

The Chicago Tribune has gathered all essential information about all 77 city districts, grouped by subject ("schools", "leisure activities", "crime rates", etc.).

Readers, or users, can register as citizens of "digital city Chicago", and are subscribed to a digital newsletter containing community-related information.
2 Publishers (3) - The Wall Street Journal

- Online courses aimed at specific target groups can help publishers establish a solid position within a macro or micro "subject network".
- The Wall Street Journal works with Dow Jones University to offer investment and finance courses.

2 Publishers (4) - Der Standard

- One of the advantages a printed newspaper still has over its online electronic counterparts is its portability.
- Various newspapers try to compensate for this by making their content available on hand-held devices.
- One of the first European papers to try this is the Austrian daily, Der Standard.
One essential advantage that newspapers have over other information providers is that they often possess extensive archives, which appeal to both private and business customers.

Almost all of the larger dailies offer archive access. Newspapers are clearly heading in the direction of charging for this service, whereby the average price per article is ca. $1 - 3.

Queries are generally easy to refine using selection fields ("date: from - to", "department" etc.). In the Washington Post example, articles published in the prior two weeks are free, others cost $1.50 (evening rate) or $2.95 (during business hours).

The Diebold research revealed how important it is to integrate partners into your web site.

A good example of this is the co-operation between the Star Tribune newspaper and the online travel agent Atevo Travel. Under the banner of the Star Tribune, the user can book package tours, flights, and hotels online, while returning at any time to his daily paper.
Once an article has been proofread and verified by experts, it is published online as part of Springer's link service, before a print version appears on the market.

"Peer reviewing" plays a vital role for specialist magazines. This means that an article is checked for plausibility and accuracy by at least two further scientists before it is published.

Subscribers to the print edition, whose subscription also entitles them to access the online version, thus get to read the corrected version of the article much sooner than if they had to wait for it to appear in print.

The best way to establish a smooth email communication with users of the website is to provide detailed information about direct contacts within the company.

The Internet presence of German publisher Springer-Verlag is a good example. The company offers a page that displays names, photographs, email and other information on persons to contact for their "Link" called electronic library of magazines and books.
English "Q-Magazine" offers all online users free access to their reviews of more than 17,000 records and compact discs with easy to use search functions by artist and title.

- At the end of each review is a button that says "Buy the album HERE!". Via the button customers can order the CD directly at the "Q-Magazine" partner store iMVS.com.
- Consequently "Q-Magazine" offers an innovative way to transform content into transaction and revenue.

After losing market shares to online competitors Encyclopædia Britannica implemented a flexible subscription model to its website.

- A limited number of information requests are free for first-time users.
- Thereafter users can subscribe to the Encyclopædia for 5 US$ per month with unlimited access to the database.
- Another way to enter is by purchasing access for a limited period of time. Users can order tickets on a daily basis, which means they order 10 tickets and each ticket allows them to look for information for 24 hours. The tickets are available at 9.95 US$ each and you have to use them within 6 months.
• Only very few publishers offer their customers the chance to put their own book together, although this service, especially in the specialist book area, would be of great benefit to many users. McGraw Hill has realised this concept and provides a customised publishing service.

- McGraw Hill's customised publishing service covers about thirty subjects.

The online sister of the American national paper USA Today has successfully incorporated e-commerce applications into its site.

- USA Today Online has integrated various services and e-commerce partners into its online presence, where they are well placed amid value-added, entertaining online publishing content.
Boston.com offers diverse, value-added content, an ambitious graphic presentation and high entertainment value.

More than 70% of the people who visit the site head directly to the video news clips, the up-to-the-minute stock quotes or the local auction service.

Only 30% of the online content is recycled from the print edition. The rest is value-added content produced specifically for the online presence.

Online auctions represent a substantial threat to the classified ad business of daily newspapers.

The LA Times has elegantly integrated an online auction house into its web site.

With an extremely wide reaching auction program, ranging from cars and boats to computers and electronics, and including books, CDs, and games, the LA Times has managed to stem an exodus to Internet auction houses.
**Diebold**

*Publishers (15) - Illustrierte Wochenzeitung*

- The German television guide "iwz" offers its readers an online newsletter service, containing daily TV tips. The user can also choose categories of TV shows from an extensive menu and divide these into subcategories.
- At about 4 o'clock p.m. every day the user receives a list of all programmes that might be of interest to her/him on that particular day.
- This free service is an example of how to build up reader or user loyalty to a publisher.

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**Diebold**

*Publishers (16) - New Musical Express*

- "New Musical Express" is the leading British music magazine, and appears every Wednesday.
- Its extensive Internet service (reviews, charts, events, shop etc.) is rounded off with daily information updates.
- One important feature is that there is a search function for these updates.
- "NME" is one example of how a magazine with a weekly publication cycle has recognised its "duty" to update and in doing so, provides a user-friendly supply of information.
Amazon is one of the inventors of intelligent banner ads. Intelligent banners are marketing instruments with integrated functions. Any user searching for specific information within Yahoo! will see an Amazon banner ad that offers books about the search term. Internet retailer CDNOW uses a corresponding concept for its assortment.

Fatbrain's new service, "eMatter", is based on a new concept for the digital publication of documents on the Internet. It mainly publishes articles of up to 100 pages, for which there is no market in the print business.

Fatbrain charges the author US$ 1 per article per month. The author names the sales price according to set criteria, sales are split 50:50 between the author and Fatbrain. Electronic books and downloads for PCs are also on offer from Fatbrain.
Xlibris offers users the chance to publish their own book and sell it in the corresponding online shop, for a fee of US$450. Using digital printing systems, print runs depend on demand for the book, which can be just a few copies.

- Xlibris combines a new business idea (direct author publication) with a new medium (Internet) and a new technology (POD).

The On-Line Books Page is a directory of books that can be obtained free of charge on the Internet. Users can download any of several thousand books currently available. Copyright to the items published has either expired, or the author has given permission for free publication on the Internet.

Visitors to the On-Line Books Page are asked to either provide their own manuscripts, or find manuscripts that haven't been copyrighted, and to make these available in electronic form.
**Non-Publishers (5) - Hewlett Packard**

- The US printer manufacturer Hewlett Packard offers a combination of on-demand information and broker services.
- The user selects various newspapers and magazines, then receives a print-formatted news update once or even several times a day.
- The only technical requirement is downloading the corresponding software, specially developed by HP.
- HP is therefore one example of a news broker. It does not research or create its own information, rather it simply provides users and readers with a common platform.

**Non-Publishers (6) - Stephen King**

- Author Stephen King released his ultimate story "Riding the Bullet" exclusively in digital form and exclusively on the Internet.
- Within 48 hours more than 500,000 readers downloaded "Riding the Bullet" either at a price of $2.50 or free of charge at online retailers like Amazon.com or barnesandnoble.com.
Cooking.com is a prime example of how a community can be set up on the Internet, building on content, supplemented with services and products and thus providing the user or reader with an extensive, value added service.

The pages contain hundreds of recipes categorised according to various criteria. These recipes are developed and refined partly by publishers but also partly by the community's own cooking team.

Addicted-to-Noise was one of the first multimedia music zines on the Internet. It has developed into one of the leading Internet addresses for music fans.

In addition to the monthly Internet edition, which contains longer articles and interviews (supplemented with multimedia features), bulletins are posted at least once a day on the site's news section.

Live coverage of major concerts and events, interactive polls, audio clips, etc. round off the concept.
The Internet and electronic commerce are rapidly growing in Asia.

**Internet Penetration in Asia Pacific**

<table>
<thead>
<tr>
<th>Country</th>
<th>Internet Penetration</th>
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<tbody>
<tr>
<td>Indonesia</td>
<td>10 cities</td>
</tr>
<tr>
<td>China</td>
<td>33 cities</td>
</tr>
<tr>
<td>Philippines</td>
<td>Metro Manila</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Peninsular Malaysia</td>
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**Internet Usage in Asia (6)**

- **Singapore**: (at least seven times a week)
- **Kuala Lumpur**: (at least seven times a week)
- **Hong Kong**: (at least seven times a week)
- **Tokyo**: (at least seven times a week)
- **Bangkok**: (at least seven times a week)

**Ratio between commercial and non-commercial web sites in Malaysia**

**Most Visited Web Properties in Japan (Unique visits)**

1. Yahoo! 3,443,449
2. MSN 1,876,204
3. NEC 1,666,279
4. Sony Online 1,580,060
5. GeoCities 1,553,820
6. Dream Train Internet 1,259,550
7. Nifty Corporation 1,216,440
8. Lycos Network 1,038,379
9. Hl-Ho Interest Service 862,192
10. Goo 837,826
11. GO Network 828,454
12. Mediabank Corporation 800,339
13. Bekkoame Internet 680,382
14. Open Data Network 631,649
15. Just Systems Corp. 624,152

**Online share trading in per cent of total trading in South Korea**

- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
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The Hong Kong Standard presents a Job Market online which includes search by job, search by company, hot jobs, salary trends and education courses.

The Japan Times has introduced a reverse auction service on its travel page. A price-discovery mechanism where airlines state their asking price for tickets and prospective customers bid the price they are willing to pay. Customers can compare prices of standard offerings in the internet and clearly perceive the value of this service in terms of money saved. Interdisciplinary teams, both in-house and within partner companies, collaborate to win competitive advantage and achieve efficiency gains they can pass on to their customers.

The Manila Bulletin realised early that online classified ads present a threat to its printed edition. Consequently the company opened Classified Ads online, which enables readers to search easily through the offerings. Search functions represent a significantly improvement compared to time consuming printed editions.
Internet Trends and Facts in Asia

Percentage of population using the Internet.

The Internet and electronic commerce are rapidly growing in Asia.

Internet-Users in China
Forecast 2010

Internet-Users in Japan
Forecast 2003
DAY 2
27 April 2000
DAY 2

0900-1030  The Online Publishing House of the Future (1)
♦ How can strategy, business models, organisation and marketing impact on the successful integration of the Internet into the long-term vision of publishers?
♦ How do we avoid mistakes in online publishing?

1030-1100  Tea Break

1100-1230  The Online Publishing House of the Future (2)
♦ How can publishers deliver the content as well as the interaction and transaction opportunities that readers require?
♦ Which content, interaction and transaction strategies will work best for your organization and which elements should you include in your website?

1230-1400  Lunch Break

1400-1500  Best Practice Examples from Asian Newspaper, Magazine and Book Publishers

1500-1530  Tea Break

1530-1700  Joint-Exercise on Internet Fitness of a Publishing House
♦ Participants will receive two checklists to test the Internet fitness of a publishing house with regard to organization and marketing
♦ Diebold Team to provide feedback on Checklists.

1700-1730  Workshop summary