



# ACTIVITY REPORT 2015

## passionate principled purposeful united

We believe information, knowledge sharing and networking are irreplaceable catalysts for transformation and growth and part of our fundamental mission at WAN-IFRA. The more we know, the better we are prepared for tough decisions and turbulent times.

We also believe that information, even the most critical and strategic business news, has only limited value if not brought into perspective. This is particularly so given the world is undergoing such deep reshuffling. To build the future, we cannot be tied to the present

day and current technology. The growth in computing power and the exponential inclusion of digital in our daily lives outstrips our ability to reframe our ethical and legal approach to digital decision making. No technology is immune from ethical and regulatory questions. WAN-IFRA brings you a healthy perspective on the many collective challenges facing our industry, with particular focus on press freedom, general interest media policy, and critical global Internet governance issues.



# Member Profiles

## WAN-IFRA welcomes new members in 2015

**adwonce®** Adwonce (Denmark) supplies ads (classified and obituaries) to all daily and weekly newspapers in Denmark and other European countries. The company also develops and markets web-based tools for the design & handling of classifieds. <http://adwonce.com>

**ASSOCIATIONS Inc.** Associations Inc. (USA) is a media sales and placement service based in Des Moines, Iowa, USA. Publishers contract with Associations Inc. to sell regional, national and international advertising for their publications and web sites. The company also acts as a media placement service. [www.associationsinc.us](http://www.associationsinc.us)

**celeraOne** CeleraOne GmbH (Germany) is an independent provider of software for paid content and real-time targeting solutions of paid content systems as well as advanced features such as Single Sign-On, Product Information Management, and live CRM tools for data driven customer life cycle. [www.celeraone.com](http://www.celeraone.com)

**clock.** Clock Ltd. (UK) is a multi award-winning full service digital design and build agency. They say they build digital experiences that people love. Their team place the user and the usability of the product at the core of everything they do, be it websites and applications, loyalty platforms or publishing content management systems. [www.clock.co.uk](http://www.clock.co.uk)

**CXENSE** Cxense (Norway) says it enables the world's leading publishers and media to take control of their audience data to deliver more engaging and personalized user experiences. The company says businesses using Cxense's advanced real-time analytics, data management (DMP), advertising, search and personalisation technology gain more engaged users, increased digital revenue and higher sales conversions. Cxense is based in Oslo, Norway, with offices worldwide. [www.cxense.com](http://www.cxense.com)

**Google** (USA) is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognised in the world. Google's services for the news and publishing industry span from monetisation platforms to analytics tools, and from content distribution channels to internal collaboration tools. [www.google.com](http://www.google.com)

**Localstars** Localstars (UK) builds multiple format adverts and provides fully integrated systems. [www.localstars.com](http://www.localstars.com)

**makro SOLUTIONS** MakroSolutions (Germany) has more than 15 years of project experience specialising in mechanical and plant engineering. The company supplies a complete package encompassing trading, plant planning, construction, assembly, installation, maintenance, support and software development. [www.makrosolutions.com](http://www.makrosolutions.com)

**miLibris** miLibris (France) is an intermediation platform between content providers and sales portals. The company provides distribution services and tools designed for the book and newspaper industry. [www.milibris.com/en](http://www.milibris.com/en)

**netzstrategen** netzstrategen (Germany) is a digital consulting firm, academy and agency. The company says its raw materials are ideas produced by its biggest asset: a team of experienced professionals. The company says it clients expect ideas based on digital analytics data, observations in the marketplace and knowledge of technologies as well as its intuition and creativity and the methods it uses to engage with clients [www.netzstrategen.com](http://www.netzstrategen.com)

**NEWS WHIP** NewsWhip (Ireland) tracks content published online and ranks it based on social interactions. NewsWhip, Spike, API, Insights. [www.newswhip.com](http://www.newswhip.com)

**Ninestars** Ninestars (India) was founded in 1999 and is a leading content digitisation and digital transformation company for newspapers, books and magazines. <http://ninestars.in>

**OWNLOCAL** OwnLocal (USA) is a digital ad agency for local media. The company helps newspapers monetize online with automated sales process and provides complete digital marketing services, including SEO, SEM and website hosting. <http://ownlocal.com>

**Q.I. PRESS CONTROLS** Q.I. Press Controls (The Netherlands) develops and delivers innovative, high quality optical measure and control systems. The company serves both newspaper and magazine printing. Its solutions are supported by a global service network. [www.qipc.com](http://www.qipc.com)

**RealCom** (Norway) is a software company supplying control systems for newspaper mailrooms. It also undertakes complete retrofit and upgrade projects. Further, it supplies performance management systems to logistics- and production companies. [www.realcom.no](http://www.realcom.no)

**Vuukle** (India) is a Digital Audience Development Platform for publishers. It delivers better user experience and higher engagement. At the same time, Vuukle develops new revenue streams for publishers and helps them analyse, rate and improve their performance. <http://vuukle.com>

**Académie du journalisme et des médias (AJM) Université de Neuchâtel** (Switzerland) is an internationally renowned educational and research centre in Switzerland, which focuses on the study of journalism and media management. Beside the education of journalists, it researches how the media work today and how it will develop. [www2.unine.ch/ajm](http://www2.unine.ch/ajm)

**EL NACIONAL** C.A. Editora El Nacional (Venezuela) publishes a daily newspaper founded in 1943 in Caracas with a circulation of 80,000 per day. [www.el-nacional.com](http://www.el-nacional.com)

**NEWSDAY** Daily News Ltd. (Trinidad and Tobago) publishes a daily newspaper founded in 1993 by Therese Mills. Since 2010, Newsday prints USA Today international edition. [www.newsday.co.tt](http://www.newsday.co.tt)

**EL UNIVERSAL** Diario El Universal (Venezuela) publishes a daily newspaper founded in 1909 in Caracas with a circulation of about 150,000 per day. [www.eluniversal.com](http://www.eluniversal.com)

**ABC 21 Editorial Monterrey S.A.** (Mexico) publishers of the daily Spanish-language newspaper ABC, which was founded in 1985 and is based in Monterrey, Nueva Leon, with a circulation of about 40,000 copies per day. [www.periodicoabc.mx](http://www.periodicoabc.mx)

**EPFL+ECAL Lab** Ecole polytechnique fédérale de Lausanne + University of Art and Design Lausanne (Switzerland) is a laboratory located in the ECAL (University of Art and Design Lausanne) building, belonging to EPFL (Ecole polytechnique fédérale de Lausanne). Its aim is to explore the potential of emerging technologies through design - in other words, to transform scientific performance into user experience. It also tackles the challenges presented by new technologies. [www.epfl-ecal-lab.ch](http://www.epfl-ecal-lab.ch)

**Le Nouvelliste L'EXPRESS L'Impartial** ESH Médias Editions Suisses Holding SA (Switzerland) publishes mainly regional newspapers using all available platforms: print, digital and mobile, which are well represented in their corresponding regions. For example, in the canton Neuchâtel, the French-language newspaper L'Express, was founded in 1738; L'Impartial, which was founded in 1881, is also well established in the canton of Jura. In the canton Valais, Le Nouvelliste, was founded in 1903 and is based in Sion. Other activities of ESH Médias include contract printing for other newspapers and magazines and their distribution. [www.eshmedias.ch/accueil](http://www.eshmedias.ch/accueil)

**GRUPO EXPANSION EDITORIAL** Grupo Expansión (Mexico) is a business and financial news publishing company founded in 1966. Today, the group has a portfolio of 16 magazines such as including: Expansión, Manufactura, Obras, IDC, Quié, and 11 websites such as: Obrasweb, Manufactura.mx. Throughout its history, the Grupo Expansión has distinguished itself for its high quality and journalistic ethics based on transparency. <http://grupoexpansion.mx>

**IDAN** fræðslusetur (Iceland) IDAN's Vocational Education and Training Centre was formed by the merger of four educational centres from industry and tourism in the spring of 2006. The role of IDAN is primarily to improve the ability of companies and employees in the automobile, construction and metal industries and the printing, food and restaurant industries. [www.idan.is](http://www.idan.is)

**INFORMATIONMATRIX** Matrix Co., Ltd. (Myanmar) is an IT, media and services company based in Yangon. The company was created in 2001 through the merger of Myanmar Inforithm Ltd. and Maze Media. It publishes the following titles: 7Day (daily, circulation 25,000); 7Day News Journal (weekly, circ. 14,000); and Internet Journal (weekly, circ. 3,000) [www.informationmatrix.com](http://www.informationmatrix.com)

**International Papers FZE** (United Arab Emirates) is one of the three companies of the IPPM Group. The alliance was formed in 2007 among Paper Master, International Papers FZE & Hans Andersson Paper with a mission to become a global leader in the paper trade and converting business. With modern converting plants, large purpose-built factory/warehouse facilities in the UAE and Sweden, and worldwide associate facilities, the group is one of the fastest growing in this segment in the Middle East. [www.ippm.ae](http://www.ippm.ae)

**pugpig** Kaldor Ltd (United Kingdom) is a software house that conceives, designs and builds beautiful and innovative mobile content platforms and applications. Their Pugpig is the lightest, fastest, most flexible publishingplatform, putting structured content at the heart of the publishing process. <http://kaldorgroup.com>

**MWM Group** MWM System AB (Sweden) says it offers systems that result in increased profits and improved efficiency for the printing industry. Along with its system offerings, MWM offers consulting services, including process improvement suggestions to assist in increasing efficiency on a multitude of levels in the production process. [www.mwm.se](http://www.mwm.se)

**NTNU** Norwegian University of Science and Technology (Norway) offers systems that Whether evaluating the commercial possibilities of an idea, starting a company, or in need of advice on intellectual property rights - NTNU provides its scientific community with the necessary expertise. The commercialisation of new technology is one of the key tasks of NTNU's Technology Transfer Office. [www.ntnu.no](http://www.ntnu.no)

**PUCRS** Pontifícia Universidade Católica do Rio Grande do Sul (Brazil) is a private university with a traditional school of journalism and a large number of research labs at its Technological Park (Tecnopuc). [www.pucrs.br](http://www.pucrs.br)

**Karnataka Special** Raju printing press (India) publishers of Karnataka, a Kannada-language weekly newspaper, which is based in Bangalore and has a circulation of 50,000 per week. (website not available)

**Recherchescout** GmbH (Germany) supports journalists by offering them access to new sources and experts. Journalists can leave their questions or ask for more information. The questions are sent to all press offices and PR agencies in all German-speaking countries that can offer their expertise and information. [www.recherchescout.com](http://www.recherchescout.com)

**TBC** (Hong Kong) has built the biggest network of social media communities through providing trending content: such as Emotion & Relationships; Infographics; Kids & Animals; Pop Culture & Celebrities; Personal Tech; Sports & Personal Challenge; and Food (website not available)

**TRANSMATICO** Transmatico (Germany) transforms print products like advertorials, magazines, brochures into web, tablet- and mobile-optimised microsites without internal IT support of the publisher by transforming existing PDFs and also digitising ads as sellable online products. [www.transmatico.com](http://www.transmatico.com)

**tresite** Tresite (Mexico) offers IT services to communication media companies, corporations, government and universities. The company was founded more than 10 years ago and has a business unit focused exclusively on offerings and services for newspapers. [www.tresite.com](http://www.tresite.com)

**VANGUARDIA** Vanguardia (Mexico) Daily newspaper founded in 1975 by Armando Castilla Sánchez and 50 collaborators in Saltillo. [www.vanguardia.com.mx](http://www.vanguardia.com.mx)

**wochit** Wochit (USA) is a content creation platform that enables storytellers to create video in any language in minutes, using a combination of search of licensed content from AP, Reuters, Getty and more, and a creative editing tool with human voice, creators can produce a video in 10-15 minutes. [www.wochit.com](http://www.wochit.com)

# WAN-IFRA Presidents

## 1948-2015

**Johan VAN DE KIEFT** President Nederlandsche Dagbalders, The Netherlands  
President FIEJ 1948-1952

**W. T. CURTIS-WILSON** President Newspaper Society, Great Britain,  
President FIEJ 1952-1954

**Tommaso ASTARITA**, President, Federazione Italiana Editori Giornali, Italy, President FIEJ, 1954-1962

**Dr. Walter MATUSCHKE** Industrial Manager, Axel Springer Verlag, Germany,  
President INCA 1961-1969

**Claude BELLANGER** Managing Director and co-founder, Le Parisien Libéré, France, President FIEJ 1962-1978

**Willem G. PLUYGERS** General Director Nederlandse Dagbladunie, The Netherlands, President INCA/IFRA 1969-1973

**Sir J. Gordon LINACRE** Managing Director Yorkshire Post Newspapers, Great Britain, President IFRA 1973-1977

**Gustaf DOUGLAS** Managing Director Dagens Nyheter, Sweden, President IFRA 1977-1981

**Harold W. ANDERSEN** Publisher Omaha World-Herald, USA, President FIEJ 1978-1980

**Frans VINK** Publisher Het Laatste Nieuws, Belgium President FIEJ 1980-1984

**Jacques SAINT CRICQ** Chairman of the Board, La Nouvelle République du Centre-Ouest, France President IFRA 1981-1985

**Sir J. Gordon LINACRE** Managing Director Yorkshire Post Newspapers, Great Britain, President FIEJ 1984-1988

**Odd RÖNNESTAD** Managing Director Bergens Tidende, Norway President IFRA 1985-1988

**Giovanni GIOVANNINI** President Ansa, Italy, President FIEJ 1988-1990

**José Maria BERGARECHE** Director Gerente El Correo Espanol, Spain, President IFRA 1989-1993

**Jan J. NOUWEN** Managing Director Haagsche Courant, The Netherlands, President FIEJ 1990-1992

**Michael RINGIER** Chairman Ringier, Switzerland, President IFRA 1993-1997

**Prescott LOW** Chairman and publisher The Patriot Ledger, USA President FIEJ 1992-1996

**Murdoch MACLENNAN** Managing Director Associated Newspapers, Great Britain, President IFRA 1997-2003

**Jayme SIROTSKY** Chairman of the Board RBS Zero Hora, Brazil, President FIEJ 1996-1998

**Bengt BRAUN** President Bonnier, Sweden, President WAN 1998-2000

**Roger P. PARKINSON** Chairman, The Globe and Mail, Canada, President WAN 2000-2004

**Dr. Seok Hyung HONG** Chairman and CEO JoongAng Media Network, Republic of Korea, President WAN 2004-2005

**Willem O. KOK** CEO De Telegraaf Holdingmaatschappij nv, The Netherlands, President IFRA 2003-2006

**Gavin O'REILLY** Group Chief Executive Officer Independent News and Media PLC, Ireland, President WAN 2005-2011

**Horst PIRKER** CEO Styria Medien AG, Austria, President IFRA 2006-2009

**Jacob MATTHEW** Executive Editor Malayala Manorama Company Ltd, India, President WAN-IFRA 2011-2013

**Tomas BRUNEGARD** former Chairman, Stampen Group, Sweden, President WAN-IFRA 2013-

“The need to create an international press Federation has become clear because press everywhere have, beyond their national mission, an international cause. In every country, the role of the newspaper is to reliably inform, frankly discuss, and maintain a sense of community within society. But the press must also work towards strengthening a worldwide peace based on justice. Accordingly, a free press peacefully leads the same fight as a free people...”

Albert Bayet, President of the French Federation of Publishers,  
welcoming participants to the inaugural FIEJ Congress in Paris, June 1948

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# Board members 2015

**PRESIDENT** TOMAS BRUNEGÅRD *President*  
WAN-IFRA

**TREASURER** TORE STANGEBYE *Norscan Partners*  
AS

**ALBANIA** *Representing Albanian Media Institute*  
REMZI LANI *Director* Albanian Media Institute

**ALGERIA** *Representing Association des Editeurs de Journaux*  
MAYOUF SOUSSI ZOUBIR *Président*  
Association des Editeurs de Journaux

**ARGENTINA** *Representing AEDBA - Asociacion de Editores de Diarios de la Ciudad de Buenos Aires*  
JORGE CARLOS RENDO *Presidente / CEO* Clarín A.G.E.A. SA

**ARGENTINA** *Representing ADEPA - Asociación de Entidades Periodísticas Argentinas*  
DANIEL DESSEIN *Director* La Gaceta S. A.

**AUSTRIA** *Representing VÖZ - Verband Österreichischer Zeitungen*  
EUGEN RUSS  
*Verlagsleiter* Russmedia Verlag GmbH

**AUSTRIA** MARKUS MAIR *CEO* Styria Media Group AG

**AUSTRIA** *Chair of the Directors of Member Associations Committee*  
GERALD GRÜNBERGER  
*Managing Director* VÖZ - Verband Österreichischer Zeitungen

**BELGIUM** PAUL VERWILT *Chief Operations Officer* Concentra Media Group NV

**BELGIUM** *Representing Les Journaux Francophones Belges*  
FRANÇOIS LE HODEY  
*Administrateur Délégué* Groupe Multimedia IPM S.A.

**BELGIUM** *Special Adviser to the President* BELA PAPP  
*Advertising & Online Lead for CEE* Microsoft Belgium

**BOLIVIA** *Representing Asociacion Nacional de Periodistas*  
RAÚL GARAFULIC LEHM *President*  
Asociacion Nacional de Periodistas

**BRAZIL** *Honorary Member* JAYME SIROTSKY  
*Presidente Emérito* RBS-Brazil Zero Hora Editora Jornalística SA

**BRAZIL** *Representing ANJ - Associação Nacional de Jornais*  
CARLOS FERNANDO MONTEIRO  
LINDENBERG NETO *Diretor Geral* Rede Gazeta

**BULGARIA** *Representing Union of Publishers in Bulgaria*  
THEODORE ZAHOV *Co-owner and Chairman of the Board of directors* Economedia AD  
Economedia AD

**BURKINA FASO** *Representing Société des Editeurs de la Presse Privée*  
MOUMINA SY  
CHERIFF *Directeur de Publication* SEP - Société des Editeurs de la Presse Privée

**CANADA** GUY CREVIER *President and Publisher*  
La Presse Ltée

**CANADA** *Representing CNA - Canadian Newspaper Association*  
PHILLIP CRAWLEY  
*Publisher and Chief Executive Officer* The Globe and Mail

**CANADA** *Honorary Member* ROGER PARKINSON

**CHILE** *Representing Asociación Nacional de la Prensa*  
RICARDO HEPP *Presidente* Asociación Nacional de la Prensa (ANP)

**COLOMBIA** *Representing ANDIARIOS*  
LUIS MIGUEL DE BEDOUT *Gerente* El Colombiano S.A. & CIA. S.C.A.

**CZECH REPUBLIC** *Representing Unie Vydavatelů*  
LIBUSE SMUCLEROVA *CEO* Czech News Center a.s.

**DENMARK** *Special Adviser to the President* LARS HENRIK MUNCH  
*Chairman of the Board* JP/Politikens Hus A/S

**DENMARK** *Representing DDF - Danske Dagblades Forening!*  
STIG ØRSKOV *CEO* JP/Politikens Hus A/S

**DOMINICAN REPUBLIC** *Representing Sociedad Dominicana de Diarios*  
MIGUEL FRANJUL  
BUCARELLY *Chief Editor* Listín Diario



**ECUADOR** *Representing AEDEP - Asociación Ecuatoriana de Editores de Periódicos CÉSAR PÉREZ BARRIGA* President of AEDEP AEDEP Asociación Ecuatoriana de Editores de Periódicos

**EL SALVADOR** JOSÉ ROBERTO DUTRIZ  
*Presidente Ejecutivo Grupo Dutriz*

**ESTONIA** *Representing EALL - Eesti Ajalehtede Liit* MART RAUDSAAR *CEO* Eesti Ajalehtede Liit - EALL

**FINLAND** *Representing Sanomalehtien Liitto* VESA-PEKKA KANGASKORPI *CEO and President* KeskiSuomalainen Oyj

**FRANCE** *Representing the News Agencies* MICHÈLE LÉRIDON *Global News Director* AFP - Agence France-Presse Paris

**FRANCE** *Representing SPQR - Syndicat de la Presse Quotidienne Régionale* JACQUES HARDOIN *Directeur Général* Groupe Rossel La Voix du Nord

**FRANCE** OLIVIER DERVILLE *Directeur des Achats, Membre du Directoire* Les Papiers de Presse SA

**FRANCE** *Representing SPQN - Syndicat de la Presse Quotidienne Nationale* FRANÇOIS DUFOUR *Editor in Chief - Cofounder* Play Bac Presse

**GABON** NORBERT NGOUA MEZUI *Président* Association d'Editeurs de la Presse Libre et Indépendante

**GERMANY** THOMAS LINDNER *CEO* FAZ - Frankfurter Allgemeine Zeitung GmbH

**GERMANY** *Representing BDZV - Bundesverband Deutscher Zeitungsverleger* VALDO LEHARI JR. *Publisher / CEO* Reutlinger General-Anzeiger Verlags-GmbH & Co. KG

**GHANA** *Representing PRINPAG - Private Newspaper Publishers Association of Ghana* GINA AMA BLAY *President* Private Newspaper Publishers Association of Ghana (PRINPAG)

**GREECE** *Representing DRNA - Daily Regional Newspaper Association* GEORGIOS ALEXIOU *Publisher* Neos Agon

**HUNGARY** *Representing MLE - Hungarian Publishers' Association* TIBOR KOVÁCS *CEO* Népszabadság Zrt.

**INDIA** *Special Adviser to the President* D D PURKAYASTHA *Managing Director & CEO* ABP Pvt Ltd

**INDIA** KASTURI BALAJI *Director, Kasturi & Sons Ltd.* Kasturi & Sons Ltd

**INDIA** *Honorary Member* JACOB MATHEW *Executive Editor* Malayala Manorama Company Ltd

**INDIA** *Representing INS - Indian Newspaper Society* PRATAP PAWAR *Chairman* Sakaal Media Group

**INDIA** K.N. SHANTH KUMAR *Director & Editor* The Printers (Mysore) Pvt. Ltd.

**INDONESIA** *Representing SPS* DAHLAN ISKAN *Director* Newspapers Assoc. PT Jawa Pos Koran

**IRELAND** *Representing NewsBrands Ireland* LIAM KAVANAGH *Managing Director* The Irish Times Ltd

**ITALY** ALESSANDRO BOMPIERI *General Director-Media* RCS Media Group

**JAPAN** *Representing NSK - Nihon Shinbun Kyokai* KOJIRO SHIRAIISHI *President* The Yomiuri Shimbun

**KOREA (REPUBLIC)** *Honorary Member* SEOK HYUN HONG *Chairman & CEO* JoongAng Media Network

**KOREA (REPUBLIC)** *Representing KAN - Korean Newspapers Association* DAE-WHAN CHANG *Chairman & Publisher* Maeil

**LATVIA** *Representing LPIA - Latvian Press Publishers Association* ARVILS ASERADENS *Vice President* Latvian Press Publishers Association - LPIA

**LUXEMBOURG** *Representing ALEJ - Association Luxembourgeoise des Editeurs de Journaux* ALVIN SOLD *Administrateur délégué* Editpress Luxembourg SA

**MACEDONIA (FORMER YUGOSLAV REPUBLIC)** *Representing Association of Printed Media* JOHAN ELZESER *Secretary General* Association of Printed Media - Macedonia

**MALI** *Representing Association des Editeurs de la Presse Privée du Mali* BELCO TAMBOURA *ex President Association des Editeurs de la Presse Privée du Mali*

**MOLDOVA (REPUBLIC)** *Representing API - Association of Independent Press* VEACESLAV PERUNOV *President Association of Independent Press (API)*

**MONGOLIA** *Representing Association of Free and Independent Publishers* BATAA ERDENEBAATAR *President MAFIP - Mongolian Association of free and independent publishers*

**MONGOLIA** *Representing Newspaper Association of Mongolia* OYUNGEREL BATNASAN *Director Newspaper Association of Mongolia*

**NETHERLANDS** *Representing NDP Nieuwsmedia* GEERT JAN VAN DER SNOEK *CEO Telegraaf Media Groep*

**NEW ZEALAND** *Representing NPA - Newspaper Publishers' Association* MICHAEL MUIR *Managing Director Gisborne Herald Co Ltd*

**NORWAY** *Representing MBL - Norwegian Media Businesses' Associaton* STIG FINSLO *VP Publishing and CSR Amedia AS*

**PAKISTAN** *Representing APNS - All Pakistan Newspapers Society* TANVIR AHMED TAHIR *Executive Director APNS - All Pakistan Newspapers Society*

**PARAGUAY** *Representing ADEPP - Asociación de Entidades Periodísticas del Paraguay* PABLO ROJAS *Presidente ADEPP - Asociación de Entidades Periodísticas del Paraguay*

**PERU** *Representing Asociación de Diarios del Perú* LUIS MIRÓ QUESADA VALEGA *Presidente del Directorio América Televisión*

**PHILIPPINES** *Representing PPI - Philippine Press Institute* AMADO P MACASAET *Publisher People's Independent Media Inc.*

**PHILIPPINES** SANDY PRIETO-ROMUALDEZ *President / CEO Philippine Daily Inquirer*

**POLAND** *Representing Polish Chamber of Press Publishers* MAREK CHYLIŃSKI *President of the Foundation Polskapiresse Institute of Journalism*

**POLAND** *Representing SGL - Stowarzyszenie Gazet Lokalnych* ARKADIUSZ GRUCHOT *Director Stowarzyszenie Gazet Lokalnych*

**PORTUGAL** *Representing Associacao Da Imprensa Diaria* ADRIANO CALLÉ LUCAS *President Associação da Imprensa Diária*

**PORTUGAL** *Representing Portuguese Press Association* JOAO PALMEIRO *President Associação Portuguesa de Imprensa - API*

**ROMANIA** *Representing Clubul Roman de Presa* INDIRA CRASNEA *President, Journalist Mediafax Group*

**ROMANIA** *Representing AREPL - Romanian Local Press Editors Association* EDUARD HUIDAN *President Romanian Local Press Editors Association (AREPL)*

**RUSSIAN FEDERATION** *Representing GIPP - Guild Of Press Publishers* EUGENE ABOV *Member of the Executive Board GIPP - Guild of Press Publishers*

**RUSSIAN FEDERATION** *Representing ANRI - Alliance of Independent Regional Publishers of Russia* GRIGORIY KUNIS *Publisher Ltd. Independent Regional Newspapers Severo-Zapad, Moscow*

**SAUDI ARABIA** SALEH ALHUMAIDAN *Al-Yaum Media House*

**SERBIA** MILOVAN JAUKOVIC *Editor Danas Daily*

**SINGAPORE** ALAN CHAN HENG LOON *Chief Executive Officer Singapore Press Holdings Ltd*

**SLOVAKIA** *Representing Slovak Publishers' Association (Asociácia vydavateľov tlače)*

**SOUTH AFRICA** *Representing Print Media South Africa* NEO MOMODU *President Media24*

**SPAIN** JOSÉ MANUEL LOZANO ORÚS *Heraldo de Aragón Editora S.L.U.*

**SPAIN** *Representing AEDE - Asociacion De Editores De Diarios Espanoles* LUÍS ENRÍQUEZ NISTAL *CEO Vocento S.A.*

**SRI LANKA** *Representing Independent Newspapers Ltd.* SINHA RATNATUNGA *Executive Director/Editor Wijeya Newspapers Ltd*

**SWEDEN** *Honorary Member* BENGT BRAUN  
Bonnier AB

**SWEDEN** *Representing TU, Swedish Media  
Publishers Association* STURE BERGMAN *CEO  
and President* Västerbottens-Kurirens Media AB

**SWITZERLAND** *Representing Verband Schweizer  
Medien* HANS HEINRICH CONINX *Verband  
Schweizer Medien*

**TAIWAN** *Representing Taipei Newspaper  
Association* GEORGE K. SHUANG  
*President/Director of Editorial Affairs* United  
Newspaper Group

**THAILAND** PICHAI CHUENSUKSAWADI *Group  
Editor-in-Chief* The Post Publishing Public Co Ltd

**TURKEY** *Representing Gazete Sahipleri Birlig*  
HANZADE DOGAN BOYNER *Chairwoman* Dogan  
Gazetecilik A.S.

**UGANDA** *Representing UNEPA - Uganda  
Newspapers Editors and Proprietors Association*  
JAMES WALUGEMBE *News Editor* The New  
Vision Printing and Publishing Co. Ltd.

**UKRAINE** *Representing AIRPPU - Independent  
Regional Press Publishers of Ukraine* OLEKSANDR  
CHOVHAN *President* RIA Media Corporation

**UKRAINE** *Representing UAPP - Ukrainian  
Association of Press Publishers* OLEKSII  
POGORELOV *General Director* Ukrainian  
Association of Press Publishers - UAPP

**UNITED KINGDOM** *Representing NPA -  
Newspaper Publishers Association* KEVIN BEATTY  
*CEO* dmg media

**UNITED KINGDOM** *Honorary Member* GAVIN  
O'REILLY

**URUGUAY** *Representing ADYPU - Association of  
Uruguayan Newspapers* DANIEL E. SCHECK  
SANCHEZ *Administrador* El Pais SA

**USA** *Honorary Board Member* President Bridges  
Worldwide

**USA** *Representing NAA - Newspaper Association  
America* DONNA BARRETT *President and CEO*  
Community Newspaper Holdings, Inc.

**USA** *Special Adviser to the President* SCOTT C.  
SCHURZ *Chairman* Schurz Communications Inc.

**VENEZUELA** MIGUEL HENRIQUE OTERO  
*Presidente* C.A. Editora El Nacional

# Annual Report 2015

## Executive Summary

1. Activity Report
2. Key Financial indicators
3. Membership Development
4. Corporate Governance and Legal Affairs

KEY OPERATING AREAS	ADVOCACY	INSIGHTS	NETWORKING	INNOVATION BUSINESS DEV
COLLECTIVE AND GENERAL INTEREST ACTIVITIES	<ul style="list-style-type: none"> <li>Media Freedom campaigns</li> <li>Media Policy Forum</li> <li>Lobby intellectual property</li> <li>News Literacy &amp; Youth Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Blogs, newsletters</li> <li>Special reports</li> <li>Market intelligence</li> <li>Market barometers, and industry surveys</li> <li>Webinars</li> </ul>	<ul style="list-style-type: none"> <li>Technical forums, task forces, steering groups</li> <li>Boards and committees</li> <li>Individual support to members</li> </ul>	<ul style="list-style-type: none"> <li>Support and Coordination to Research &amp; Innovation</li> <li>Media Freedom Development programmes</li> <li>Online education and training (MOOC)</li> </ul>
BUSINESS SERVICES TO INDIVIDUAL MEMBERS	<ul style="list-style-type: none"> <li>Consulting (News Literacy)</li> </ul>	<ul style="list-style-type: none"> <li>Awards, Best practices, benchmarking</li> </ul>	<ul style="list-style-type: none"> <li>World News Media Congress</li> <li>World Publishing Expo</li> <li>Regional and topical events</li> </ul>	<ul style="list-style-type: none"> <li>Consulting</li> <li>Training</li> <li>Executive Programmes</li> </ul>

## 1. ACTIVITY REPORT

### SERVICES TO INDIVIDUAL MEMBERS

WAN-IFRA services to its individual members are now designed as a « knowledge hub » structured around four main focus areas : transformation, content, revenue, print. For each of the pillar, three to four priority topics are defined with corresponding resource centre including reports, webinars, conferences, consulting modules, coaching and workshops.

On an annual basis, WAN-IFRA delivers worldwide two global events, six Digital Media regional conferences, four regional conferences, seven topical conferences, three study tours, one yearly executive programme (eRev).

4,194 participants attended 21 WAN-IFRA events in 2015 (4,080 in 2014). With its different channels, including Expo, WAN-IFRA engages each year with an average of 9,000 media executives worldwide.

WAN-IFRA published 9 special reports in 2015 (available free for members on our online library - 3,500 downloads):

1. World Press Trends Report 2015, October 2015
2. New and emerging business models of newspaper printing companies September 2015
3. ISO 12647-3:2013: Quality standard for newspaper production July 2015
4. Anatomy of a Global Investigation: Collaborative, Data-Driven, Without Borders July 2015
5. Innovations in Newspapers World Report 2015 June 2015
6. Trends in Newsrooms 2015 June 2015
7. Data Privacy: An issue for our time May 2015
8. Wearables – The key considerations for news publishers April 2015
9. The impact of programmatic advertising on news publishers March 2015



The World Printers Forum has been formed in 2015, with an advisory Board inaugurated on 26 January 2015. The Forum delivers the following:

- Website and Online Forum, 660 registered users
- Newsletter every 2nd week to 9,000 people
- Projects 2015: Paper Guide, Standardisation Report, New Color Profile, Business Models Report, INCQC
- Co-operation with Swedish Graphic Companies' Federation and ASEAN Newspaper Printers
- World Printers Forum Conference at World Publishing Expo (Hamburg, October 2015)
- Conference Reports Printing Summit India

WAN-IFRA took a leading role to address the growing concern over rapid ad blocking adoption worldwide. An international resource centre has been launched in December 2015 and International Task force to push back ad blocking by facilitating knowledge sharing, initiate collective action, engaging with international trade bodies. Just as WAN-IFRA launched an initiative to safeguard publishers' control of their advertising and prevent unauthorised parties from collecting user information, WAN-IFRA will be assertively covering the ad-blocking topic to keep publishers informed of the latest developments and potential responses to this massive new challenge to their business models.

If you are a publisher interested in the future of advertising that respects users and sustains your business, please contact me, Ben Shaw, Director of Global Advisory, at [ben.shaw@wan-ifra.org](mailto:ben.shaw@wan-ifra.org) or on twitter at [@bdshaw](https://twitter.com/bdshaw).

## **PRESS FREEDOM AND MEDIA DEVELOPMENT**

WAN-IFRA applies a dual approach to supporting media freedom: It addresses political and structural constraints to media freedom through advocacy, and applies development to strengthen the capacity and networks of the media and their representative institutions. This dual approach of applying advocacy and development allows WAN-IFRA to address challenges to media freedom from multiple perspectives, leveraging experiences and synergies between advocacy and development projects, partnerships and the wider expertise of WAN-IFRA's international community to encourage meaningful change within societies (The WAN-IFRA brain trust provides an important and unique support to many of our initiatives and missions. 25 media executives are already committed to the programme).

WAN-IFRA responds to requests for support from its membership base (12 Protest Campaigns in 2015 with Special Focus on Turkey. Soft Censorship research projects with CIMA. A lot of attention was paid in 2015 to Protection for journalists, including initiatives at UN and UNESCO level). It also implements long-term, externally funded development and advocacy initiatives, often collaborating with members of the international media freedom and media development communities to achieve its aims.

In 2015, WAN-IFRA's Media Freedom department has secured a total of €5.7 million in funding over the period 2016 - 2019, sponsored by the Swedish International development agency (SIDA), the Ministries of Foreign Affairs from Denmark and Norway, and IREX.

SIDA is funding an international programs to promote gender balance in the news industry:

- 4-year initiative to increase representation of women in newsrooms, boardrooms and in the news
- 150 women journalists/editors from 60 media companies trained; 350 media executives sensitized; 500 future leaders mentored
- 8 Countries: Botswana, Egypt, Jordan, Lebanon, Palestine, Rwanda, Zambia, Zimbabwe

The Ministry of Foreign Affairs from Denmark is funding a program aimed at Strengthening Media & Society in post conflict areas and fragile states:

- 2-year initiative to strengthen digital strategies, empower women editorial leaders, and combat media freedom challenges
- 160 media professionals from 80+ media companies trained
- 12 Countries: Colombia, Ecuador, Mexico, Egypt, Jordan, Palestine, Kenya South Africa, Uganda, Indonesia, Malaysia, Philippines

The Ministry of Foreign Affairs of Norway is funding a general media freedom and democracy program:

- 50 media executives from 20 media in Cambodia, Myanmar and Vietnam since launch of Media Professionals South East Asia in 2012
- Launch in 2015 of Women in News Central-East Africa Kenya, Malawi and Tanzania.

## **MEDIA POLICY**

Following an extensive review of its rules of engagement with member associations, WAN-IFRA launched a new Global Media Policy department headed by Elena Perotti. The objective of the department is three-fold :

1. Better understand, today, what will be the future global media policy and regulatory challenges of the branch with WAN-IFRA's Blog and Newsletters.
2. Enrich public debate through an analysis of the ongoing transformations of the international ecosystem and their impact on the evolution of the regulation of news media with WAN-IFRA's Regional and Global Forums - i.e. Washington DC on June 14, 2015)
3. Promote and defend the values of a free and independent press, with WAN-IFRA's representation of the Global Press in international organisations (ICANN, EuroDig, Internet Forum, WIPO, UNESCO, UN, etc)

A new membership contribution model for member associations has been approved by the General assembly of members on 12th December 2015 and took effect on January 2016 onward. It provides full transparency on association members contribution based on public data market assumptions

By the end of 2015, WAN-IFRA's media policy results include:

- Release the public Affairs first report in November 2015 (Right to be Forgotten) to be reviewed by committee of directors of associations before public release early 2016.
- Reinforce the role of Committee of Directors of Member Associations role as the advisory body to the WAN-IFRA Board and Executive Committee, with responsibility on Global Media Policy.
- Launch of website, blog, newsletter, twitter
- WAN-IFRA Invited to speak in EuroDIG
- Increasing number of requests of re-publication of our original materials

## **NEWS LITERACY - YOUTH ENGAGEMENT**

World Young Reader Prize 2015 offered two special categories to reflect the evolving media environment and the crucial need to make sure new generations understand the importance of freedom of expression. They are! "Digital First", supported by CCI Europe, for projects that reach the young through digital devices, and "Teaching Freedom" for actions that help youth understand the importance and fragility of freedom of expression and freedom of the press. Indonesia's Kompas Daily has been named as the 2015 World News Publisher of the Year

## **RESEARCH AND INNOVATION**

WAN-IFRA offers support and coordination to research and innovation projects applied to the news publishing. In 2015, WAN-IFRA's special focus include a stronger international collaboration with the European Framework for research and Innovation, "Horizon 2020". 10 strategic partners (research institutes including two swiss academies, EPFL and Neuchâtel University) are supporting financially our program. In 2015, the network of publishing group media labs increased significantly with the addition of The Globe and Mail in Canada, Sud Ouest and Amaury Group in France.

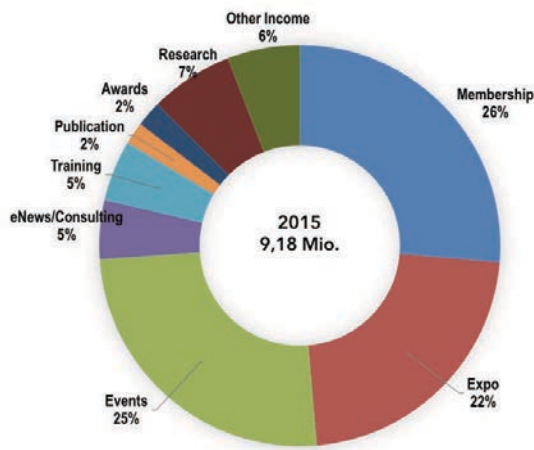
WAN-IFRA is member of 2 pan-european large scale innovation consortia :

- Research on different uses of Big Data for Media FRAMEWORK
- Supporting technology transfer to the creative industries (with City University London)

## 2. KEY FINANCIAL INDICATORS

Positive result for the last 3 years despite difficult market conditions : Final result of + € 148,731 Compared to the budget of + € 25,710 presented and approved at the Executive Committee meeting held in Gothenburg in Dec 2014.

- Consolidated Revenue: 9,184K EUR. Membership, Expo and Events accounted for 73% of the revenue
- Gross Margin: 5,430K EUR
- EBITDA: +157K EUR



Distribution of Revenues (2015)

## 3. MEMBERSHIP

In 2015, WAN-IFRA gained 46 new members.

## 4. CORPORATE GOVERNANCE AND LEGAL

### WAN-IFRA consolidated under a single entity

Extraordinary General Assembly of Members, December 2015

The CEO informed the Board members about the consolidation of the two associations under one single Swiss legal entity, and recalled the main objective of the plan: bring clarity and coherence to the overall governance of the organisation, secure the financial management of both entities, and complete the 2009 merger.

Under the new structure, the Paris operation would become the French branch of the Swiss umbrella not for profit organisation. The completion of the plan will require an adjustment of statutes to transform the designation of WAN-IFRA CH into WAN-IFRA as a single umbrella entity overseeing both the Services based activities and the Paris based activities. The adjustment of statutes will also reflect the capacity of the WAN-IFRA Swiss registered association to collect the membership contribution from all current WAN-IFRA CH and WAN-IFRA members (associations, individual companies, suppliers, affiliates), and donors contribution to WAN-IFRA's media freedom development initiatives currently channelled to WAN-IFRA FR.

### Board and Executive Committee mandates

Extraordinary General Assembly of Members, December 2015

New terms for officers have been introduced in December 2015. The purpose is to encourage rotation of officers while allowing engaged members of the Board and Executive Committee to stay in office beyond 6 years. A specific case-by-case recommendation from the Presidency is necessary to obtain 12-month extensions of mandate.

### Committee of Directors of Member Associations

Extraordinary General Assembly of Members, December 2015

The current Statutes mention the Committee of Directors in articles §18 Board and §19 Executive Committee with reference to the inclusion of the Chair as automatic member in both bodies.

The Committee of Directors of Member Associations, with a reference on their leading role in the media policy work of WAN-IFRA is now incorporated in Article 9 of WAN-IFRA statutes

### General governance

General Assembly of Members, Washington DC (June 2015)

Following the constitution of the World Printers Forum, the Advisory Council has been discontinued. The General Assembly of Members introduced the election of a second Vice President.

# JANUARY-APRIL



## Golden Pen to "Journalists Killed in the Line of Duty"

This [exceptional award](#) highlights the on-going tragedy of those who make the ultimate sacrifice for the right to freedom of expression.

## Join Us at Congress in Washington

More than 1,000 publishers, chief editors and other senior news publishing executives are expected to be there in June for our [global summit meeting](#).

## World Young Reader Prizes

Are you doing something smart to engage the young? A [World Young Reader Prize](#) might bring you the attention you deserve. The Deadline is 5 May.

## Innovation Hub Now Global Alliance for Media Innovation

We've changed the name to better reflect the goal of the initiative: to gather publishers, suppliers, start-ups, researchers and academics to work together to advance the best news media innovations to market. [More](#)



## Safety of Journalists Comes to the Forefront

For those of us working in Paris, the attack on the satirical newspaper Charlie Hebdo was literally close to home. For many of us -- in Paris and elsewhere -- the fact that such an attack could occur in the heart of the French capital was a wake-up call. But for countless news media around the globe, attacks on journalists and free expression are long-standing concerns that have deprived us of far too many courageous men and women who have been murdered merely for doing their jobs, and have silenced independent news media where they are needed most. Among all the messages of outrage and sympathy, what stands clear is the message received from numerous colleagues from around the globe: "what can I do to help?"

**That feeling of wanting to contribute and stand in solidarity** with the values of a free press drew hundreds of thousands to a vigil on the evening of the massacre. I'm proud to say the entire Paris office of WAN-IFRA took part. The entire global organisation -- Frankfurt headquarters as well as Paris -- contributed to our initiatives in the wake of the attack.

This feeling of wanting to contribute was also what drove us to provide, and hundreds of websites to use, "Je suis Charlie" banners to express solidarity with slain colleagues and for the values of a free press. And it was what compelled newspapers in dozens of languages to publish WAN-IFRA's op-ed on the global need to protect journalists, written by Press Freedom Director Andrew Heslop.

**But there is a need to do much more.** Journalists and news media are increasing coming under attack worldwide, merely for doing their jobs. These attacks are not only attacks on individuals and companies but are attacks on democratic societies, whose citizens need credible and independent news and information to make informed decisions. The most recent and impressive intrusion happened, again in Paris, early April with the blackout of TV5Monde. Attacks are taking multiple forms but the rationale is still the same: this is a war against freedom of speech.

**Fear leads to silence.** That's why WAN-IFRA is working closely with global partners on the United Nations Plan of Action and the Issue of Impunity and other international initiatives, and has awarded its 2015 Golden Pen of Freedom to Journalists Killed in the Line of Duty. You'll be hearing more from us in coming months, and I urge you to join us in our campaigns to defend and promote our basic freedoms.

Vincent Peyrègne,  
CEO



## Advocacy

Press Freedom  
World Editors Forum  
Alliance for Innovation  
Global Media Policy  
News Literacy  
Media Development

## Golden Pen Honours Journalists Killed in the Line of Duty

The 2015 Golden Pen of Freedom, WAN-IFRA's annual press freedom award, has been awarded to Journalists Killed in the Line of Duty, an exceptional announcement that highlights the on-going tragedy of those who make the ultimate sacrifice for the right to freedom of expression.

It is estimated that nearly 1,200 journalists have been killed since 1992. Sixteen journalists have so far lost their lives in 2015, including eight in a single attack on 7 January at the offices of the French satirical publication, *Charlie Hebdo*.

A ceremony honouring the fallen journalists will open the World News Media Congress in Washington on 1 June. [Read more](#)



*Free and independent media are the cornerstones of democracy and good governance and a crucial precondition for political, economic, social and cultural progress and development. This has been a guiding principle of WAN-IFRA for more than six decades of advocacy and development work for independent news media and democracy, and it is more relevant today than ever.*

### GLOBAL MEDIA FREEDOM CONFERENCE 2015

WAN-IFRA and the Ministry of Foreign Affairs of Denmark will host the Global Media Freedom Conference 2015 in Copenhagen on 29 and 30 April.

The conference will be an opportunity to raise awareness and discuss key questions regarding the future of independent media and news: What can we do to better protect independent journalism and the individuals most at risk? How can we secure a future for news in the face of technological, commercial and security challenges? In a global age, how do we inspire citizens through media that is both engaging and relevant to their lives? And ultimately, how can we ensure that media continues to perform the key role of holding power to account? [Read more](#)

### Charlie Hebdo – Coverage, Initiatives and Aftermath

In response to an outpouring of people and organisations contacting us to express support and to ask what they could do, WAN-IFRA prepared a range of materials:

- Released a [statement](#) within a matter of hours of the attack condemning the incident, calling for solidarity and justice
- [Op-ed](#) offered exclusively to newspapers worldwide (one per market). Used by at least 27 papers including the Irish Times, O Globo Brazil, Huffington Post, the Mail and Guardian SA, the Guardian, NZZ (Switzerland), Haaretz, Helsinki Sanomat, Hurriyet, Jyllands-Posten, New York Times, International New York Times, Dawn (Pakistan)
- Reported on how nine news editions for children around the world covered the attack and its aftermath, and why they did what they did.
- Provided tips for publishers to share with their audiences about how to talk to children about disturbing news
- Updated press freedom school resources and activity ideas for publishers and associations to share with their constituencies
- Collated [messages](#) of support from the world's editors.





## WORLD PRESS FREEDOM DAY

Our theme for 2015 will focus on the safety of journalists and the issue of impunity, building advocacy around our Golden Pen of Freedom. As in past years, WAN-IFRA will be providing news media around the world with a package of materials they can use to commemorate the day.

In addition, WAN-IFRA is partnering in two World Press Freedom Day events, one in Brussels and one in Riga, Latvia.

In Brussels, WAN-IFRA will participate in the "Difference Day" organised by the Brussels Platform for Journalism, a joint initiative of Vrije Universiteit Brussel, Université Libre de Bruxelles and

Erasmushogeschool Brussel under the umbrella of the Brussels University Alliance. Annabel Hernandez of Mexico, the 2012 Golden Pen laureate, has been invited to address safety issues and dangers to journalism.

In Riga, WAN-IFRA is organising a panel entitled 'Innovative Business Models and Commercial Influence' for UNESCO's annual [World Press Freedom Day event](#) and will also be speaking to the overall theme of the conference that includes media safety.

### Protest Campaigns

WAN-IFRA and the World Editors Forum have protested against press freedom violations in the following countries since the last Newsletter.

**Guatemala**, to condemn an attack on three journalists ([11 March](#));

**Lithuania**, to protest against the proposed ban on Russian government-controlled TV channels and to urge the government to preserve the principles of free expression ([10 March](#));

**Denmark**, to condemn the attacks in Copenhagen that left three people dead ([16 February](#));

**Syria**, to condemn the killing of Japanese journalist Kenji Goto by ISIS and to express condolences to his family and all those who knew and worked with him ([2 February](#));

**Ukraine**, to express concern about a proposal to introduce an advertising ban on certain products in Ukrainian mass media ([2 February](#)), and to express

concern about threats to revoke the licence of TV station Inter ([21 January](#));

**Egypt**, to call for the release of all jailed journalists ([6 February](#));

**France**, to condemn the attack against French satirical publication Charlie Hebdo ([8 January](#));

**Russia**, to express concern at the threatened closure of the Tomsk station TV-2 ([18 December](#));

**Turkey**, to condemn the arrests of nearly two-dozen journalists, editors and critics of the government and to call on authorities to stop the crackdown on critical media ([16 December](#));

**Iran**, to express concern at the continued detention of journalist Jason Rezaian and to call for his release ([15 December](#)).

## ADVOCACY and MEDIA POLICY

### World News Media Policy Forum

WAN-IFRA is organising its first **Media Policy Forum**, to be held on 3 June in Washington, D.C., during the World News Media Congress.

The Policy Forum will focus on the global challenges facing publishers, policy makers and civil society, and examine issues such as intellectual property, net neutrality, and the "right to be forgotten".

Publishers, Internet giants and private citizens find themselves engaging more and more passionately in debates around media policy, with alliances changing dramatically depending on the topic

When **intellectual property** is discussed, publishers are often seen in opposition to the big technology companies and even the public. When talking about "**the right to be forgotten**", publishers in some regions are supported by the public in opposition to the search engines; in other parts of the world the positions of publishers and engines are similar and the public stands in opposition. The debate on **net neutrality** is controversial as well.

### Sport news rights

WAN-IFRA led a News Media Coalition delegation to FIFA headquarters in January for the latest in a series of regular meetings to ensure that the increasing sales of digital rights -- much like broadcast rights are sold



## Register for the World Young Reader Prize

This prestigious global award honors news publishers that are effectively engaging children, teenagers and young adults. Entries are accepted through 5 May.

*This year's World Young Reader Prize is offering two special categories to reflect the evolving media environment and the crucial need to make sure new generations understand the importance of freedom of expression. They are "Digital First", supported by CCI Europe, for projects that reach the young through digital devices, and "Teaching Freedom" for actions that help youth understand the importance and fragility of freedom of expression and freedom of the press. [Read more](#)*

do not inhibit free and independent coverage of global football

Among other issues, FIFA confirmed that media accredited for the 2018 World Cup in Russia would not need separate visas beyond the accreditation. The delegation questioned whether Russian authorities were going to require media to seek visas -- and to use that process to limit reporting.

## WORLD PRESS TRENDS

The Pew Research Center in the United States is the newest data partner for WAN-IFRA's World Press Trends and has agreed to provide information from its annual State of the News Media report to our annual survey. Their contribution will greatly enhance our data on US circulation, reach, digital platforms and revenues in time for the annual World Press Trends presentation at the Washington Congress.

Pew Research Center joins Zenith Optimedia, Comscore, Ipsos RAM as World Press Trends data partners, whose contributions reinforce the information collected and provided by our national member associations.

## WORLD EDITORS FORUM

### Strategic planning

The World Editors Forum has undertaken an ambitious strategic plan to bring itself closer to its members and remain relevant in the changing editorial environment.

Among other things, the WEF will be creating a series of initiatives to provide support and value for niche sets of editors (women, young editors), further develop partnerships with key journalism organisations, and to establish regional-based Editors Forums.

The strategic plan will be finalized at the WEF Board meeting in Washington, D.C., in June.

### Source protection in the digital age

The World Editors Forum has completed an extensive global survey of "shield" laws for a study commissioned by UNESCO on source protection in the digital age.

The UNESCO Internet Study: Privacy and Journalists' Sources, illustrated rising concerns about the undercutting of legal source protection frameworks by mass surveillance and mandatory data retention, the priority given to national security and anti-terrorism legislation, and the shifting media production landscape that has seen the definition of "who is a journalist", and who is entitled to claim source protection, open to debate. [Read more](#)



WAN-IFRA  
Global Alliance for Media Innovation

Advisory Board



**Rolf Dyrnes Svendsen**

Redaktør i Adresseavisen / Leder for Medielab i Polaris Media  
Adresseavisen



**Eduardo Campos Pellanda**

Professor of the Media Communication department at PUCRS  
PUCRS



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Medialab R&D Editorial manager  
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Stibo Accelerator - CCI



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EPFL+ECAL Lab



**Assaf Avrahimi**

VP for Technology, Online, Production and Operation  
Yedioth Group



**Helene Juhola**

Secretary General  
Media Industry Research Foundation of Finland



**Andrew Perkis**

Professor, Department of Electronics and Telecommu  
NTNU - Norwegian University of Science and Techno

## GLOBAL ALLIANCE FOR MEDIA INNOVATION

At the first meeting of the Advisory Board of the Media Innovation Hub, the first order of business was to change the name: the initiative is now known as the Global Alliance of Media Innovation, to better reflect the ambitions of the initiative.

The Alliance brings together news organisations, academics, start-ups, industry suppliers and others to rapidly advance the best news media digital innovations and bring them to market.

### Media Innovation Day at SXSW Interactive Festival, Austin, Texas

The Alliance teamed up with the University of Texas at Austin's ["Engaging News" Project](#) in March to offer a unique insight on international innovation cases during the SXSW Interactive Festival.

Alliance partners used the "Media Innovation Day" workshop to present their projects where journalists, technologists, creative thinkers and entrepreneurs converged to develop new products and explore new revenue models.

The projects included:

- The Engaging News Project, which researches commercially viable and democratically beneficial ways to improve online journalism;
- Personalisation of news. A collaborative project between NTNU University and the NxtMedia Consortium in Norway;
- Wearables by Stibo Accelerator and Columbia University, Denmark;

- Introduction to a series of successful projects from the Media Innovation Studio at UCLAN in the United Kingdom.
- "Hamburgers Media", the changing startup culture in Japan, and how globalization affects the media industry in Japan, from the Asahi Shimbun Media Lab.

SXSW Interactive focuses on emerging technology and is known as an incubator of new ideas. It is the largest festival of its kind in the world.

### Wearables Workshops

Following its successful workshop on wearable technologies held in Germany in March (see page 6), the Alliance will organise similar seminars in coming months to examine the opportunities such devices offer for news media.

At [Digital Media Europe](#), from 20 to 22 April in London, the Alliance is offering two workshops: one on wearables with the Stibo Accelerator, and a second on iBeacons technology for app advertising.

A report on wearable technology will also be delivered at the conference.

At the World News Media Congress in March, publishers will be offered hands-on experience with both the consumer side of receiving news on wearable devices, and also on writing and publishing news in different forms. In addition to a three-hour workshop, publishers will have the opportunity to test wearable devices at the Alliance booth in the Congress Expo.

The booth will also feature an update on the Media Innovation Map online business platform, designed to bring innovative projects to a wider audience.



## Business & Technology

Publications & Insights  
Training & coaching  
Global Events  
Regional events  
Advisory

### EVENTS & NETWORKING

#### World Class Programmes for World News Media Congress

We expect more than 1,000 publishers, chief editors, CEOs, managing directors and other senior news publishing executives to join us in Washington from 1 to 3 June for the 67th World News Media Congress, 22nd World Editors Forum, 25th World Advertising Forum and the inaugural World News Media Policy Forum.

The events will bring together publishing executives and editors from around the world with their colleagues in the United States and showcase the best strategies produced by this enormous network.

Among the presenters are Arthur O. Sulzberger, Jr., Chairman of The New York Times Company and Publisher of The New York Times, Larry Kramer, President and Publisher of USA Today, Torry Pedersen, CEO and Editor-in-chief of Verdens Gang in Norway, and many others. Complete details, including the programme, can be found [here](#).

#### Content Marketplace added to Congress

More and more media companies are buying content -- especially video -- from other media companies, digital pure players and syndicators and collaborating on projects internationally. What better place to bring them together than the World News Media Congress?

The Congress in Washington, D.C., will be accompanied by the first WAN-IFRA Content Marketplace, where content creators and buyers can meet and negotiate deals. Initial talks with potential participants have been promising.

#### World Publishing Expo in Hamburg in 2015, Vienna in 2016

More than 90 exhibitors are already signed up for the 2015 World Publishing Expo in Hamburg, Germany, to be held from 5 to 7 October, with 60 per cent of the available space already sold. As in recent years, the Expo -- which has become the largest global trade exhibition for newspapers and news publishing -- will be accompanied by the International Newsroom Summit, the Tablet & App Summit and the World Printers Forum conference. [Read more](#)

Following the Expo in Hamburg, next year's event will be held from 10 to 12 October 2016 in Vienna Austria. [Read more](#)

#### Digital Media Europe Coming to London

More than 250 international senior publishing executives are expected in London from 20 to 22 April for [Digital Media Europe 2015](#), Europe's premier digital news media gathering where leading media executives present their strategies and reveal where they plan to focus their efforts in coming months.



*The #MediasDemain conference (Towards the media of tomorrow) held in Paris last month, was organised by Google-IPWA's Fund for Digital Innovation of the Press (FINP) and WAN-IFRA. Speakers included Sheila Fitzsimons, Executive Director of Transformation at The Guardian, Richard Gigras, Head of News and Social Products for Google, Jim Roberts, Executive Editor and Chief Content Officer of Mashable, and Richard Gutjahr, a German broadcast journalist-turned individual name-brand blogger. [Read more](#)*





## Wearables Workshop at Neue Osnabrücker Zeitung

WAN-IFRA's Global Alliance for Media Innovation held a workshop about wearable technologies and possible applications at *Neue Osnabrücker Zeitung* in Germany. Get more information and watch our brief video. [Read More](#)

WAN-IFRA's Digital Media conferences have become a referent in the digital publishing industry, with more than 1,200 delegates from around the globe attending the [Digital Media Europe](#), [Digital Media Asia](#), [Digital Media India](#) and [Digital Media Latinoamérica](#) (DML) editions last year. This DMx network of events makes it one of the most relevant international business platforms dedicated to the transformation of the news media industry.

### ASIAN EVENTS DRAW ATTENTION

[Publish Asia 2015](#), the annual Asian newspaper conference from WAN-IFRA, and the Asian Media Awards 2015, are set to take place in Bangkok, Thailand from 28 to 30 of April.

For its 16<sup>th</sup> edition, Publish Asia will focus on showing how media companies are defining and implementing innovative strategies to consolidate their print operations while building up sound foundations to secure digital growth. More than 400 newspaper executives from the Asia Pacific region and the Middle East are expected to attend the three-day event.

[Digital Media India](#), held in New Delhi in February, drew participants from 10 countries and was dedicated to discussions on content creation, delivery of news, revenue models and understanding and using audience data.

The conference showed that, even where print is still king, digital is coming on strong. Though print circulation continues to increase in India and in many developing countries, publishers have no choice but to increase their digital presence.

### ADVISORY and CONSULTING

WAN-IFRA is ramping up its consulting services for members, and will have an improved, re-branded website for its consulting activities later this month.

WAN-IFRA Consulting has two projects underway in Europe and seven others under discussion in India, Turkey and Latin America.

### NEW WEBINAR SERIES

WAN-IFRA launched a new series of webinars with the first webinar held successfully on Programmatic Advertising with Paul Alexander of The Economist.

The second webinar, to be held on 8 April, will focus on online video with Hanna Kouri from Sanoma.

### WORLD PRINTERS FORUM

WAN-IFRA's new initiative for newspaper printers and suppliers has drawn 400 members in its first months of operation. The Forum was created as a network for those who wish to influence and support the future development of newspaper technology, organisation and business.

The Forum has created a [web based resource](#) of reports, award programmes, standards and other materials related to newspaper printing technology. Membership is free.

### PUBLICATIONS & INSIGHTS

**Asian Newspaper Focus**, WAN-IFRA's magazine for Asian news media, will celebrate its 20th anniversary with the April 10 edition, and will also change its name to Asian News Media Focus.

## New report looks at programmatic advertising

This new WAN-IFRA report examines how **news publishers can profit from programmatic advertising**, a rapidly evolving trend that is reshaping the digital advertising landscape.

The report provides a primer for publishers pondering programmatic as part of their **overall advertising strategy**, along with critical background information, expert advice and best practices.

The report delves into the major challenges, trends and opportunities around programmatic, including advice on how to structure sales efforts, how to address the threat of fraud, the potential of mobile and video, and sales of native advertising. [Read more](#)



# APRIL - JUNE



## Congress success in Washington DC

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More than 900 participants from 70 countries attended the World News Media Congress, the main gathering of the world news media community worldwide.

## World Press Trends: Readers become major source of revenue

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Global newspaper circulation revenues are larger than newspaper advertising revenues for the first time this century, according to our annual World Press Trends survey.

## Hamburg Prepares to Host World Publishing Expo

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WAN-IFRA's World Publishing Expo 2015, which will return to Hamburg from 5 to 7 October, takes the motto "Learn. Lead. Launch", and will reflect the needs of the news media industry in times of change.

## Media Freedom Gets a Boost

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WAN-IFRA's press freedom and media development activities have received substantial grants from Sweden, Denmark and Norway.



## Some Thoughts About WAN-IFRA Membership

One of WAN-IFRA's primary goals is to provide value to members in a rapidly changing media environment. So it comes as no surprise that I am frequently asked about our membership offer.

WAN-IFRA is supported by a unique multi-stakeholder framework of members, representing national associations, individual publishing companies, suppliers, service providers, academic and research centers. This diversity significantly helps the development of our activities and is key to the sustainability of a world organization. Membership is our lifeblood and your support provides us with our greatest strength.

Behind this global solidarity, WAN-IFRA advocates on behalf of its members on all issues of concern to news media now and in the future, from its core mission of press freedom advocacy to more recent emerging global issues: copyright protection, privacy versus right to know, internet governance, security and surveillance, and more.

WAN-IFRA also provides direct value to members by providing consulting services, a growing library of reports on trends and best practices, a diverse array of conferences and study tours and -- perhaps more importantly -- access to a global community of colleagues who are a significant resource for innovative ideas and strategies that can be shared across borders and cultures. Our new Global Alliance for Media Innovation is part of this offer.

WAN-IFRA's traditional membership base -- associations, publishers and suppliers -- remain the core of our community. But the shifting media landscape and the business environment have put pressure on all membership-based organizations. WAN-IFRA isn't immune to these pressures and has seen membership revenue decline over the past five years.

We are addressing this in a number of ways, including extending our recruitment campaigns to digital businesses, academic and research centers, and small and mid size publishing companies.

In 2014, membership fees from national associations amounted to one quarter of our overall membership dues. This share has remained stable over the years, and I am glad to confirm that efforts to establish clear rules of engagement with our member associations are paying off. This is a very high priority for WAN-IFRA: to increase the value of our service offerings to our members associations on a global scale. Our association members have asked for a review of the membership fees and we consider this a priority. But this will require greater engagement from the associations themselves; our efforts have so far failed to convince members to provide a selection of data we need to test our preliminary dues proposal. I am absolutely open to suggestion on the better way to proceed in both the interest of our members and WAN-IFRA.

Best wishes,

Vincent Peyrègne





## Advocacy

Press Freedom  
World Editors Forum  
Alliance for Innovation  
Global Media Policy  
News Literacy  
Media Development

## Moving Tribute to Colleagues Killed in the Line of Duty

**The 2015 Golden Pen of Freedom**, As the names of more than 1,200 slain journalists scrolled up on a screen behind the stage, WAN-IFRA honoured our fallen comrades in an emotional candle-lighting ceremony during the opening ceremony of the World News Media Congress.

The tribute and the presentation of the 2015 Golden Pen of Freedom to "Journalists Killed in the Line of Duty" highlights WAN-IFRA's efforts to strengthen security and protections for journalists and media facing violence, threats, attacks and other efforts to silence them. [Read more](#)



Abigail Edge @abigailedge

#WNC15 delegates illuminate candles in honour of fallen journalists, editors and activists

2 months ago Reply Retweet Favorite

This year Press Freedom video has been co produced with the support of EBU., ACT, and the Free University of Brussels

*Free and independent media are the cornerstones of democracy and good governance and a crucial precondition for political, economic, social and cultural progress and development. This has been a guiding principle of WAN-IFRA for more than six decades of advocacy and development work for independent news media and democracy, and it is more relevant today than ever.*

### MEDIA FREEDOM GETS A BOOST

WAN-IFRA's core mission - to defend and promote media freedom and the economic independence of media as an essential condition of that freedom -- has been strengthened by significant multi-year grants that will allow us to carry out an ambitious programme of press freedom and media development activities.

In the past few weeks, WAN-IFRA's press freedom and media development programmes received more than 5 million Euros in grants to be used in coming years to strengthen independent media, press freedom, and the role of women in the news.

Partnerships with the Danish Ministry of Foreign Affairs, the Norwegian Ministry of Foreign Affairs and the Swedish International Development Cooperation Agency will allow us to conduct a wide range of activities around the world.

It is no coincidence that the grants all come from Nordic countries, which are global leaders in their commitment to strengthening media freedom as one of the foundations of democracy, and in recognizing the media's role in promoting economic, political and social development. They set the standard for the rest of the world.

The partnerships could not have come at a more opportune time. Press freedom and media independence are not only threatened by repressive governments who employ censorship, imprisonment, harassment and worse, but they also face emerging threats such as "soft" censorship -- economic pressure -- and repression in the guise of anti-terrorism, surveillance and privacy laws.

With the new Danish allocation, WAN-IFRA will provide support and training to more than 60 media from 12 countries in Africa, the Middle East, Asia and Latin America. The project will focus on digital development, professional training for women editors and executives, as well as better legislative protection of media.

With the Swedish grant, WAN-IFRA will launch an ambitious global Women in News advocacy and development programme, which responds to the specific challenges faced by women in media, as well as the opportunity to promote the gender conversation in society by facilitating the rise of women in the newsroom.

The Norwegian grant will allow WAN-IFRA to expand its Media Professionals Program in Southeast Asia, which provides training and support for news media companies in Myanmar, Laos and Vietnam.

### 3 MAY: WORLD PRESS FREEDOM DAY

World Press Freedom Day on 3 May is an opportunity for the world's news media to commemorate their role in society. WAN-IFRA and the World Editors Forum contributed with several initiatives to honor the essential work of its members worldwide.

An editorial, that was published by news media worldwide, that calls attention to the 1,122 journalists killed in the line of duty since 1992 and tells the story behind the numbers.

A statement, calling for governments, international institutions and the media industry itself to make journalists' safety a priority and denouncing the state of impunity that surrounds the murder of journalists in many parts of the world.

WAN-IFRA contributed to the first "Difference Day" in Brussels organised by the Brussels University Alliance. **Annabel Hernandez** of Mexico, the 2012 Golden Pen laureate, addressed safety issues and dangers to journalism, and President **Tomas Brunegård** was interviewed onstage about the issues of the day.

In Riga, Latvia, WAN-IFRA's panel on 'Innovative Business Models and Commercial Influence' was one of the highlights of UNESCO's annual World Press Freedom Day event, and a rare occasion when business issues were

addressed in a press freedom conference.

### PROTEST CAMPAIGNS

WAN-IFRA and the World Editors Forum have protested against press freedom violations in the following countries since the last Newsletter.

**Ukraine**, to express concern at a raid by tax police on Vesti newspaper (29 June);

**Myanmar**, to condemn contempt of court charges against 17 journalists from Eleven Media Group (26 June).

**Ecuador**, calling on French Prime Minister Manuel Valls to raise the issue of declining press freedom in Ecuador during his visit to Latin America. Protest letter was unanimously co signed by our French Board members (25 June);

**Iran**, to express concern at the charging of journalist Jason Rezaian with four serious crimes, including espionage, carrying up to 20 years in prison (22 April);

**China**, to express grave concern at the sentencing of journalist Gao Yu to seven years in jail (21 April);

### BOARD RESOLUTIONS

In addition, the WAN-IFRA Board issued five press freedom resolutions during its meeting in Washington on 31 May:

Calling on governments, international institutions and the media industry itself to make journalists' safety a priority and denouncing the state of impunity that surrounds the murder of journalists in many parts of the world.

Calling for the release of Golden Pen laureates and all jailed journalists;

Calling on Venezuela and Ecuador to respect the independent press;

Calling for the Turkish authorities to respect Independent media;

Calling for greater support to media in fragile states.

### PROTECTION OF SOURCES IN THE DIGITAL AGE

Journalists should be shielded from targeted surveillance, data retention and handover of material connected to confidential sources. That's a key finding of a World Editors Forum study on the state of journalistic source protection in 121 countries.

WAN-IFRA introduced the report, conducted on behalf of UNESCO, in a series of roadshow presentations: at UNESCO's World Press Freedom Day event in Riga, Latvia in May, at the World News Media Congress, and at UNESCO's 'Youth and Internet: Fighting Radicalization and Extremism' conference in June.

UNESCO is expected to release the study soon, but the preliminary recommendations can be found here.

### GLOBAL MEDIA FREEDOM CONFERENCE

More than 100 editors and journalists from 45 countries gathered in Copenhagen in late April for the Global Media Freedom Conference, organized by the Danish Ministry of Foreign Affairs and WAN-IFRA.

The gathering underscored that restrictions on press freedom are a concern for all, though the specific concerns vary from country to country, region to region.

As Eric Chinje, CEO of the African Media Initiative put it: "Western media fear monitoring, while Africa is concerned about life or death."

The conference examined the global environment for media freedom and the importance of a free press in the development of society.

Hosted by the Ministry of Foreign Affairs of Denmark in partnership WAN-IFRA, the Global Media Freedom Conference 2015 featured two days of high-level discussion and debate addressing key questions regarding the future of independent news media.

Presentations from the conference can be found here.



*In the World Young Reader Prize winners announced later in July, the French press as a whole has been clearly named among the winners, honored for their sensitive and instructive handling of the Charlie Hebdo attacks in January. In France, nearly the entire media world mobilized to explain the events to children as well as adults.*

## MEDIA POLICY

### World News Media Policy Forum

WAN-IFRA's first Media Policy Forum was successful beyond expectation, with more than 65 participants in Washington and with lively discussions both at the session and on social media.

The topics covered included the right to be forgotten, privacy and the internet governance -- topics that remain at the top of WAN-IFRA's agenda for the coming months.

Speakers included former FCC Commissioner Robert McDowell, the Pew Research Center's Lee Rainie, Brad White, Director of Communications in North American for the internet governance organization ICANN, and others. The event was moderated by Courtney Radsch, Advocacy Director for the Committee to Protect Journalists. An interview with her can be found [here](#).

Decisions on the next Policy Forum will be made in the fall by Steering Group of Association Directors.

## WORLD PRESS TRENDS

A profound shift in the newspaper business model, evolving for years, is finally here.

Global newspaper circulation revenues are larger than newspaper advertising revenues for the first time this century, according to the 2015 [World Press Trends](#) survey.

The survey showed that newspaper advertising revenues are falling nearly everywhere, while circulation revenues are relatively stable.

But the fall in advertising does not mean the story of the newspaper industry is one of doom and gloom. Newspapers around the



Marcelo Rech, elected new WEF President in Washington DC

## global newspaper revenue sources 2010-2014



world are successfully proving their value to advertisers despite booming competition. They are discovering new markets and new business models that are today as pertinent to news production as advertising and circulation revenues. The report clearly shows they have transformed into true multiplatform news media businesses.

As an added value for WAN-IFRA members, WAN-IFRA has made access to the World Press Trends database, from which the report is drawn, available free of charge to them. The annual report -- also free to members -- will be published in late July.

## WORLD EDITORS FORUM

### New WEF President

The WEF Board, meeting at the headquarters of USA Today in June, has elected **Marcelo Rech**, director of journalism at RBS in Brazil, as the new WEF President for a two-year term.

The new vice presidents are **Wolfgang Krach**, Editor-in-Chief of Süddeutsche Zeitung, and outgoing president **Erik Bjerager**, who remains an officer to assure continuity.

WEF also welcomed also new board members, including: **Toyosi Ogunseye**, Editor, Punch on Sunday, Nigeria, **Anders Nyland**, Editor-in-Chief, Bergensavisen, Norway, **Matti Kalliokoski**, Opinion Editor, Helsingin Sanomat, Finland, and **Javier Garza**, Knight Fellow, Mexico.

The meeting was one of the best attended WEF board meetings in years, with representatives from Argentina, Brazil, Finland, Germany, Italy, Kenya, Nigeria, Norway, Pakistan, Russia, South Africa, Sweden, Turkey, Venezuela, Ecuador and France.

### Trends in Newsrooms

Changing practices in investigative journalism, the erosion of source protection, the rise of automated reporting, and the "gamification" of news are a few of the developments included in Trends in

Newsrooms 2015, the annual report just published by World Editors Forum.

[Trends in Newsrooms 2015](#) examines the issues occupying the minds and work of editors all over the world. In addition to the trends that emerged on the WEF's [editorsweblog.org](#), the report includes the insights from more than 50 editors and senior journalists.

## GLOBAL ALLIANCE FOR MEDIA INNOVATION

Following its success at the World News Media Congress in June, the Global Alliance will be organizing an Innovation Day at the World News Publishing Expo in Hamburg on 7 October (co-organized by the city of Hamburg), and will also be launching a new concept: GAMI Themed Tours, in which partnerships with exhibitors help bring attention to alliance topics and speakers.

Speakers from the alliance's global network will be invited to Hamburg to share their insights and experiences on topics such as immersive journalism, wearable devices, archives, internet of things, and online commenting. Suppliers will be encouraged to host one or more of these speakers on their stands. WAN-IFRA will organize "themed tours" where expo visitors are invited to see 3 or 4 talks on different booths, one after the other, on a specific topic.

The new initiative follows the Alliance's high-profile presence at the Congress in Washington, where its Wearables workshop attracted 80 participants and received excellent feedback, the GAMI Round table about industry/academic collaboration gathered 30 chosen participants, and the alliance itself was presented on the main stage by Sacramento Bee CIO, Tom Negrette.

The global alliance is also working on a report about industry/academic collaboration that will include best cases, practices, and methodologies..





## EVENTS

### World News Media Congress provides food for thought

With 900 participants from 75 countries, the World News Media Congress in Washington, D.C., offered much to news publishers looking for new ideas and strategies for their transformation process.

The event not only provided dozens of speakers in three conference streams -- Congress, Editors Forum and Advertising Forum -- but also once again proved to be the premier networking event to learn from colleagues around the world.

Take, for example, the first panel discussion, as three of the leading publishers in the USA took the stage to discuss their companies' growth while undergoing digital transformation.

**Larry Kramer**, President and Publisher of USA Today, **Terry Kroeger**, President and CEO of BH Media Group, and **Stephen P. Hills**, President and General Manager of The Washington Post, shared insights, but a central theme for this panel and others was the idea of harnessing technology. That conversation was a good indication of the high level and tone of the Washington events.

Full details, including the major takeaways, can be found [here](#).

Mark your calendar: the **68th World News Media Congress**, 23rd World Editors Forum and 26th World Advertising Forum will be held from 8 to 10 June 2016 in Cartagena, Colombia.

### World Publishing Expo: Hamburg to Host World's Largest Exhibition for Publishers

WAN-IFRA's World Publishing Expo 2015, which will return to Hamburg from 5 to 7 October, takes the motto "Learn. Lead. Launch", and will reflect the needs of the news media industry in times of change.

The Expo annually brings together solution providers and suppliers to the industry with news media companies that are launching new projects and exploring new revenue streams. Nearly 7,000 visitors from 100 countries attended last year's event in Amsterdam.

The World Publishing Expo attracts increasing numbers of digital visitors and suppliers every year as well as production technology innovators. This year's event will feature a new Expo App to provide easy communication before, during and after the show. Guided tours on specific topics will connect visitors and exhibitors easily.



**Michael Golden**, Vice Chairman of The New York Times, has been elected Vice President of WAN-IFRA and is in line for the Presidency when Tomas Brunegård's term ends in June 2017.

*Michael was elected during the Annual General Meeting in Washington, D.C., that also extended Tomas' term for another two years.*

*Ten new members were also elected to the Board of WAN-IFRA. The full list can be found [here](#).*

Public workshops -- in the form of two "Media Port" open stages -- will offer a world of learning experience on a variety of subjects, featuring case studies from successful media companies. Topics include programmatic advertising, monetizing mobile, big data, inkjet printing and more.

Specialized workshops on color print quality and wearable devices will also be offered.

Full details of the Expo and all associated events -- which will include a Newsroom Summit (5 October), a Mobile News Summit (6 October) and the World Printers Forum (7 October), can be found at [www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)

## WORLD PRINTERS FORUM

WAN-IFRA has opened the competition for the 12th edition of its International Newspaper Color Quality Club, the only worldwide printing quality competition for newspapers.

Newspapers that register by 7 October 2015 will benefit from a free preliminary test evaluation by WAN-IFRA.

Registration deadline for the 2016-2018 edition of the Club is December 2015. Full details can be found at [www.colorqualityclub.org](http://www.colorqualityclub.org)

## PUBLICATIONS & INSIGHTS

**Data privacy: An issue for our time**  
This new WAN-IFRA report examines the vexing issue of data privacy and how news media companies can take ownership of diligent data privacy policies and practices.

"Data Privacy: An issue for our time," presents best-practice recommendations from data privacy experts and publishers around the world, results of consumer and publisher surveys, and recent trends and regulations.

Researched and reported in cooperation with TRUSTe, the leading global data privacy management company, the report provides timely information on an issue of critical concern. Full details can be found at [here](#).

# 10 THINGS LEARNED AT THE 67th WORLD NEWS MEDIA CONGRESS

As a speaker of the event, Deniz Ergürel, Director Media and R&D at Turkish Zaman Group, had the chance to attend numerous panels in order to understand where the media business is headed. Here are Deniz key take aways from the most popular journalism event of the world (original publication available on <http://www.denizergurel.net>)

### 1. Audiences are the biggest source of revenue

According to the World Press Trends 2015 survey, global newspaper circulation revenues are larger than newspaper advertising revenues for the first time this century. Secretary General of WAN-IFRA, who presented the survey at the congress said "audiences have become publishers' biggest source of revenue." Newspapers generated an estimated US\$179 billion in circulation and advertising revenue in 2014 larger than the book publishing, music or film industries. Ninety-two billion dollars came from print and digital circulation, while \$87 billion came from advertising, the survey said.

### 2. Print is still the king, but digital continues to grow

Around 2.7 billion people around the world read newspapers in print and more than 93 percent of all newspaper revenues still come from print. Print circulation increased 6.4 percent globally in 2014 from a year earlier and shows a five year growth of 16.5 percent. On the other hand, digital advertising continues to grow significantly by increasing 8 percent in 2014 and 59 percent over five years. The main benefactors of digital ad spending are Google and Facebook. Google takes 38 percent (US\$19.3 billion) of digital ad revenue and Facebook is the biggest recipient of total digital display and mobile display advertising revenue.

Raju Narisetti, Senior Vice-President, Strategy for News Corporation emphasises the importance of leveraging quality print content into digital. "A few years ago we launched the "Mansions" section in Wall Street Journal – the paper's new residential real estate page-. We invested in print, then we found an opportunity to leverage that content into digital by combining it with a transaction model and introduced [MansionGlobal.com](http://MansionGlobal.com).



WAN-IFRA published six reports from April to June 2015, in addition to our bi monthly magazine World News Publishing Focus and many blogs. Download our reports on our online bookstore [wan-ifra.org](http://wan-ifra.org)



### 3. The power of mobile is on the rise

The World Press Trends survey revealed other interesting facts about the rise of mobile in today's world: 8 out of 10 smartphone users check their device within 15 minutes of waking up. Time spent using smartphones now exceeds web usage on computers in the United States, the United Kingdom and Italy. According to Pew Research, mobile traffic exceeded desktop traffic by at least 10 percent on 19 of the top 25 US newspaper sites. According to InMobi mobile media consumption report, globally consumers spend an average of: 97 minutes with mobile, 37 minutes with tablet, 81 minutes with TV, 70 minutes with desktop, 44 minutes with radio, 33 minutes with print

### 4. Understand your audience first

In a world where smartphone use is on the rise, a better understanding of the audience is more important than ever. American journalism professor Jeff Jarvis said "News organisations need to rethink journalism away from being a content service and more toward the idea of being a service. News outlets should know people as individuals, not as a mass and tailor the news and experiences they offer accordingly." "Our challenge is to combine content, community and commerce" said Paul Smurl the COO & President of Some Spider (a blog network with demographic-focused publications) "Once upon a time audience engagement was an an extra option, not anymore..." said Fergus Bell, the head of newsroom partnerships and innovation at SAM, a social media search, curation and storytelling platform.

### 5. Media freedom is decreasing globally

This year's Golden Pen of Freedom (an annual international award by WAN-IFRA since 1961) has been issued to the world's fallen journalists. According to UNESCO, 33 journalists have been assassinated so far in 2015. Between 1992 and 2015, a total of 1127 journalists were killed in the line of duty. "The number of journalists who have lost their lives during the last couple of years has exceeded the number of journalists who died in World War II." said Arthur O. Sulzberger, Jr., the Chairman of The New York Times. "There is no freedom without freedom of expression. And there is no freedom of expression without protection and safety to the practice of journalism." said Marcelo Rech, former war correspondent and President of the World Editors Forum.

### 6. Protect yourself and your sources from surveillance

A study on the state of journalistic source protection in 121 countries undertaken for UNESCO by the World Editors Forum insists that "the acts of journalism should be shielded from targeted surveillance, data retention and handover of material connected to confidential sources." The Pew Research Center's latest report states that "Two-thirds of investigative journalists believe that their digital data was collected by US government, and eight-in-ten believe that being a journalist increases the likelihood that their data will be collected"

### 7. Smartwatch is the new platform

In the first practical global wearables workshop, 80 media professionals from all around the world discussed the new opportunities that smart watches offer to newsrooms. "Smart watch is not a toy, it's here to stay" said Mario Garcia, legendary newspaper designer and media consultant. "Newspapers and magazines contemplating smart watch editions should think hard about what it is that will make their presence on the new platform unique and distinctive." Ganesh Ram and Jonas Skytte, student researchers from Aarhus University, emphasised that less is best and that users do not wish to have constant intrusions from their smart watches. As I stated in my presentation at this unique workshop, "I think Apple Watch is not just a watch. It is a personal computer wrapped around our wrists, to keep us in the know, in a fashionable way. News designers should think out of the box when developing ideas for Apple Watch because it's mainly based on health and fitness.

### 8. Internet is video

According to the Innovation in Newspapers World Report 2015, video will make up 79% of consumer internet usage by 2017. Emphasizing on the importance of producing video packages, AFP's global editor-in-chief Phil Chetwynd said, "All journalists need to be able to shoot and edit video. If we're going to send a reporter on a long features trip to Everest base camp in Nepal, it's essential that that person can shoot video to illustrate their stories." Marta Gleich of Zero Hora from Brazil, said that reporters should be able to shoot and edit videos from their smartphones and recommended 4 different types of video reporting for newsrooms.

### 9. Innovation must be a part of the newsroom

Many speakers underlined the constant need to innovate newsrooms. "It's hard to change the culture of journalists because they are so mission driven. But change helps their mission" said Arthur O. Sulzberger, Jr., the Chairman of The New York Times. "Let's get the nerds, advertisers and journalist talking for innovation. Innovation does not start from the top but from below. It must be the work of the whole newsroom not a few people from marketing department" said Anders Kring from Denmark's Berlingske Media. "Innovation is not imitation. It must start and end in the newsroom" said Juan Senior of Innovation Media Consulting.

### 10. Experiment, analyse and then experiment again...

Smart watches, drones, games and virtual reality are the new areas to explore, but will they work? "Experimenting with technology is the only way to innovate" said Joyce Barnathan, the President of the International Center for Journalists. "Identify key trends, experiment, measure, analyse and then repeat the cycle" said Shailesh Prakash, CIO/CTO at The Washington Post. "You don't need to hire new people for experimenting things. Go back to your newsroom and find the experimenters there. The early-adopters, the geeks. They may not talk too much, but you will notice them" said Anders Kring from Denmark's Berlingske Media.



our team is looking forward to welcoming you next year in Cartagena, Colombia.

# SEPTEMBER - DECEMBER



## World Press Trends 2015 now available

The 2015 edition of World Press Trends, WAN-IFRA's flagship publication, remains the organization's most downloaded and purchased report. Want to know the state of the global newspaper industry? Details [here](#).

## Our take on ad blockers

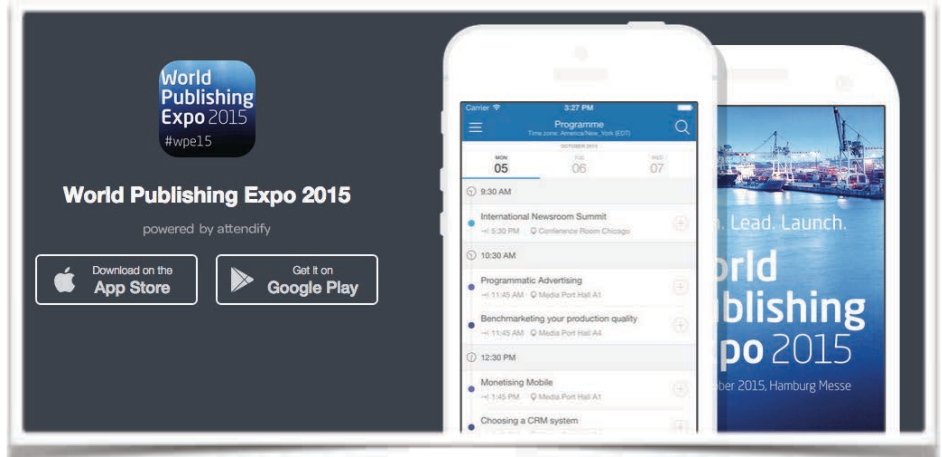
WAN-IFRA has launched an ambitious initiative to redefine how advertising works online, and save the mechanism of advertising that supports content on the open web. [Read more](#).

## Thousands attend World Publishing Expo

More than 7,000 visitors from 79 countries attended the 2015 World Publishing Expo, the largest global trade fair for the newspaper and news publishing industry held in Hamburg in October. The event featured three days of conferences, workshops, presentations and networking.

## New Business Models for Newspaper Printing Companies

A new report from WAN-IFRA examines the main options for newspaper printers in the wake of news media's transformation.



## Google Digital News Initiative vs EU Horizon 2020

Has innovation really replaced strategy as the prime preoccupation of top media managers? It's not that simple... and if that were true, news publishers should by all means build up the appropriate financial capacity to rethink their innovation culture, advance their best innovations to the market, and look beyond the promises of the Google Digital News Initiative (DNI). DNI's launch highlights the existence of programs such as Horizon 2020 and many national innovation frameworks that also can support this quest.

Scaling the funding capacity to match the extent of the challenges is part of the equation. The launch of the €150 million Digital News Initiative fund by Google suddenly awakened many news organisations, while Horizon 2020, the multi-billion European framework for innovation funded by the European Commission, remains largely ignored by the industry.

At the same time, the programming teams in charge of the "converging media" and "creative industries" recognize their lack of connection with the news publishing branch. There is just a handful of companies partnering on Horizon 2020, a fraction of the 120 companies that have rushed to apply for grants from DNI.

The European Commission can no longer deny that we are fully engaged in a new converging media world where traditional lines are blurring. That's why we have started our conversation with research and innovation officers at the Commission level, and why we are teaming up with the [New European Media Initiative](#) (NEM) to encourage more creative and content industry players - especially news publishers - to access the EU's innovation funds.

### THE GLOBAL ALLIANCE FOR MEDIA INNOVATION SUPPORTS AND COORDINATES INNOVATION PROGRAMS

WAN-IFRA, with its [Global Alliance for Media Innovation](#), is partnering with NEM to bridge media companies, academic research partners, tech companies, and the EU's officers in charge of the programming of the European funds for innovation (see story, page 2). Until now, no operational collective body was in a position to support and coordinate industry-wide programs. Ongoing discussions at the European level were mostly driven by regulatory considerations, with a weak focus on building innovation capacity.

We hope this initiative, kicked off by a [meetup](#) co-hosted by iMinds and Brussels University on November 3, will help bridge the gap between the intention for innovation and the operational capacity to innovate, and will contribute to a better understanding of the challenges and opportunities behind Horizon 2020.

More on DNI and Horizon 2020 and their potential for publishers can be found [here](#).

Vincent Peyègne

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers”

Article 19  
Constitutive Charter UNESCO



## Advocacy

Press Freedom  
World Editors Forum  
Research & Innovation  
Global Media Policy  
News Literacy  
Media Development

## 2015 World Press Trends Report Now Available



The **2015 World Press Trends** report provides a snapshot of the global newspaper industry, with international data on circulation, advertising, readership, titles, revenues, digital platforms and more. The report is drawn from WAN-IFRA's World Press Trends database, which includes national reports and tools to export the data in customized reports.

The report explores global trends that defined the news media business in the last year and are continuing to shape it. Each chapter identifies a specific trend and highlights some interesting examples and a key innovation

## INNOVATION WORKSHOP LAUNCHES DISCUSSION FOR PUBLISHERS TO IDENTIFY FRESH RESOURCES FOR THEIR INNOVATION CHALLENGES

The digital challenges facing the European creative industries, and particularly the news publishing sector, were at the heart of the debates at a workshop in Brussels in November co-hosted by WAN-IFRA's Global Alliance for Media Innovation (GAMI) and NEM, the New European Media initiative.

The workshop analyzed and identified challenges for the news publishing industry to be tackled in future European Innovation initiatives and focused particularly on Horizon 2020, a powerful tool to leverage innovation in the news industry but one that is hardly known by private news media organizations across Europe.

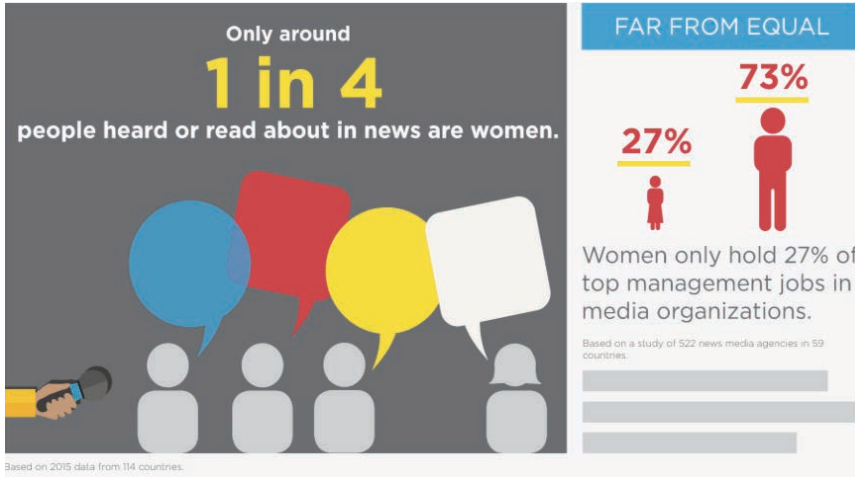
We believe there is a need to start a discussion among major publishers, innovation labs, and representatives from the European Commission responsible for Horizon 2020 and other initiatives. The workshop was a starting point to talk through the implications of research and innovation and technology transfer for the news publishing branch.

The Commission's Converging Media and Content unit is running a seven-year program launched in 2014. With a €39 million grant through 2016, they oversee a global funding capacity worth €245 million over seven years.

The November workshop brought together publishers, research institutes, innovation clusters and other industry players to showcase innovative news media projects and for discussions with the European Commission, which was represented by Lorena Boix, Head of Unit, Converging Media and Content, DG Connect, and Alberto Rabbachin, Scientific Programme Officer, European Commission Directorate General for Communications Networks, Content & Technology (Converging Media & Content).

Publisher presentations included: Annick Deseure, Digital Manager Data, Mediahuis, Robby Wauters, iMinds, Danny Lein, Twipe, Belgium; Philippe Messeiller, Deputy Chief editor, Digital Projects, Le Matin, Switzerland; Marco Fanciulli, Director Media labs, RCS Media Group, Italy; Andy Clough, Editor-in-Chief, Haymarket, UK; Deirdre Veldon, Managing Editor, The Irish Times, Ireland; Rolf Dyrnes Svendsen, Editor Adressavisen and Jon Espen Ingvaldsen, Postdoctoral Researcher, NxtMedia, Norway; Sindre Østgård, CEO Tinius Trust, Norway





## PROTEST CAMPAIGNS

### TURKEY IN THE SPOTLIGHT

Over the past three months WAN-IFRA has been deeply engaged in denouncing the worsening situation for press freedom in Turkey. With assistance from sources on the ground in the country, and in collaboration with editors and organizations around the world, WAN-IFRA released a number of statements and protest letters calling on the government to stop its campaign against critical independent media, end widening censorship, and better protect the safety of journalists.

The actions included letters and statements that:

- protested against government intimidation of the press, including charges of terrorism, in the runup to elections (1 September);
- welcomed the release of VICE News reporters Jake Hanrahan and Philip Pendlebury, but called on the authorities to ensure their Turkish colleague Mohammed Ismael Rasool was immediately released (5 September);
- condemned a violent assault on journalist Ahmet Hakan Coşkun and a series of attacks against Daily Hürriyet (2 October);
- protested against a raid on Turkish media organisation İpek Media Group that forcibly put the company into receivership (27 October);
- organised a joint letter condemning press freedom violations signed by more than 50 leading international editors (29 October);
- condemned the Turkish government's failure to provide accreditation to journalists from critical media outlets to cover the G-20 summit (12 November).

### Other protests and missions since the last Newsletter:

**INDONESIA**, where an international delegation, including WAN-IFRA, met with government officials to discuss a variety of press freedom concerns (11 November);

**GLOBAL**, to condemn crimes against journalists and to call on governments to aggressively prosecute such attacks, on the occasion of the International Day to End Impunity for Crimes against Journalists (2 November);

**GLOBAL**, to endorse the Global Safety Principles and Practices document, drawn up as a journalists-led response to the dangers faced by free-lancers world-wide (6 October);

**AFRICA** to reaffirm its commitment to decriminalizing defamation, libel and 'insult' laws sedition and false news across the African continent, as part of the Decriminalization of Expression Campaign Group (20 September).

## NEW WAN-IFRA STEERING COMMITTEE FOR GENDER AND MEDIA FREEDOM

Leading journalists, editors and publishers from Africa and the Middle East have been appointed to the WAN-IFRA Gender and Media Steering Committee, which will contribute to the organization's ambitious Women in News (WIN) media development activities.

WIN is a four-year, multi-million Euro program conducted by WAN-IFRA in partnership with the Swedish International Development Cooperation Agency (sida) and the Norwegian Ministry of Foreign Affairs. The program addresses the gender imbalance in media, while mobilizing the industry to collectively create an environment that supports conditions for women in media, and their organizations, to succeed.

**The Committee includes :** Jumana Ghuneimat, Chief editor of Al Ghad (Jordan); Wafa' Abdel Rahman, Director, FILASTINIYAT, founder and chief editor of Nawa (Palestine); Nadim Ladki, Chief editor of the Daily Star (Lebanon); Fatemah Farag, Publisher, Welad el Baled (Egypt); Beata Kasale, CEO and Editor in Chief, The Voice (Botswana); Egidie Bibio Ingabire: President of the Association of Rwanda female journalists (Rwanda); Emelda L. Musonda, Sunday Mail Editor, Zambia Daily Mail (Zambia), Vincent Kahiya, Group Editor in Chief, Alpha Media Holdings (Zimbabwe); Dr. Tikhala Chibwana, former General Manager, BNL Times Group (Malawi) Honorary Member; and Larry Kilman, Secretary General of WAN-IFRA Honorary Member.

The WAN-IFRA Gender and Media Steering Committee will play an advisory role and guide the content and focus of Women in News, which aims to be peer-led and collaborative in its approach to helping media succeed in creating an environment that promotes gender equality in newsrooms and management structures. Women in News promotes media freedom, democratic development and positive social change within the countries of Egypt, Jordan, Lebanon, Palestine (WIN MENA), Botswana, Rwanda, Zambia, and Zimbabwe (WIN Southern Africa). It also engages the media industry at the global level to sensitize and promote change from within.





## CENSORSHIP

### New Reports Detail Little Progress in Fight against Soft Censorship

Soft censorship continues to be a major threat to press freedom and the governments of Hungary, Mexico, Serbia and Montenegro appear unwilling to guarantee a non-discriminatory allocation of public funds and government advertising across the media.

This is the common conclusion of four new reports examining soft censorship practices in published by the World Association of Newspapers and News Publishers (WAN-IFRA) and the Center for International Media Assistance (CIMA) in Washington D.C.

'Soft' censorship, or indirect censorship, is defined as "an array of official actions intended to influence media output, short of legal or extra-legal bans, direct censorship of specific content, or physical attacks on media outlets or media practitioners." WAN-IFRA's initiative includes both country and global reports and offers recommendations for combatting the practices.

Published with the support of the Open Society Foundations and research partners Mertek Media Monitor (Hungary), BIRN Serbia, Fundar (Mexico), and the Montenegrin Centre for Civic Education, the new reports show how biased government intervention in media in the four countries distorts the market and makes it difficult for media to exercise their essential watchdog role. The reports show how financial power is used to pressure media, punish critical reporting and reward favorable coverage.

WAN-IFRA collects and regularly publishes updated information on the misuse of financial and administrative powers to manipulate reporting, which can be found - together with the soft censorship report series - online at [www.softcensorship.org](http://www.softcensorship.org).



## HOW TO TALK TO CHILDREN ABOUT DISTURBING NEWS

In the wake of the Paris attacks, WAN-IFRA updated its materials for publishers on how to explain horrific news to children, and reported on how children's editions world-wide reported the story.

WAN-IFRA's Aralynn McMane, Executive Director of Youth Engagement and News Literacy, collected resources from around the world and also spoke with WAN-IFRA Board member François Dufour, Chief Editor at France's Play Bac Presse, which produces newspapers for children, to provide advice to editors and publishers who want to help parents and teachers deal with explaining horrific events in the news. The terrorist killing of more than 130 people in Paris produced variations in approach by online and printed newspapers for children around the world, but with a common, core goal: How do you explain the events to children without terrifying them?

"To ignore these stories would be a disservice to our young readers," said Russ Kahn, editor of the US-based News-o-Matic digital youth news service. "'They look to us to make sense of tragedies."

But how newspapers for children handled the news varied widely, according to WAN-IFRA's survey of the coverage. In Taiwan, the United Daily News featured a father describing how he talked to his children about the attacks. In France, the Journal des Enfants immediately posted an explanation of vocabulary that children might not understand. And the Bayard Group's Astrapi, for children 7 to 11, published a special leaflet to help children understand and discuss the event with their parents.

## MILLENNIALS AND TEACHING FREEDOM

Also as part of WAN-IFRA's youth engagement programs is a major effort to aid news companies to help instill an understanding among young people of the values of press freedom and freedom of expression.

The latest research about the youngest millennials and new ways to teach freedom, highlighted the WAN-IFRA Youth Engagement and News Literacy Committee meeting in November. Kevin Loker of the American Press Institute provided a presentation focusing on the 18- to 24-year-olds and how to reach them. Other speakers were Anne Jacobsen, former research director for Amedia (a World Young Reader News Publisher of the Year) and now CEO of the Norwegian Center of Expertise, and Marie Picoche, president of Jets d'Encre, the French association for the defense and promotion of journalists ages 12 to 26. World Editors Forum media editor Ingrid Cobben moderated the discussion and wrote about it: [If you want to reach Millennials, employ them.](#)





## Business & Technology

Publications & Insights  
Training & coaching  
Global Events  
Regional events  
Advisory

### THE EMERGING THREAT OF AD BLOCKERS

WAN-IFRA, along with Digital Content Next (former Online Publishers Association), has launched an [ambitious initiative](#) to redefine how advertising works online, and save the mechanism of advertising that supports content on the open web.

The threat of ad blocking offers publishers a unique opportunity to redefine online advertising. And publishers, not platforms, must take the lead.

WAN-IFRA and Digital Content Next launched the initiative in September with a [Call to Think](#) for the industry on how to respond to this threat and make the most of the opportunity.

### The Unvirtuous Cycle: IAB Study Suggests Piracy, Malware And Bad Traffic Costs The Industry \$8.2 Billion

by [Allison Schiff](#) // Tuesday, December 1st, 2015 - 4:28 pm

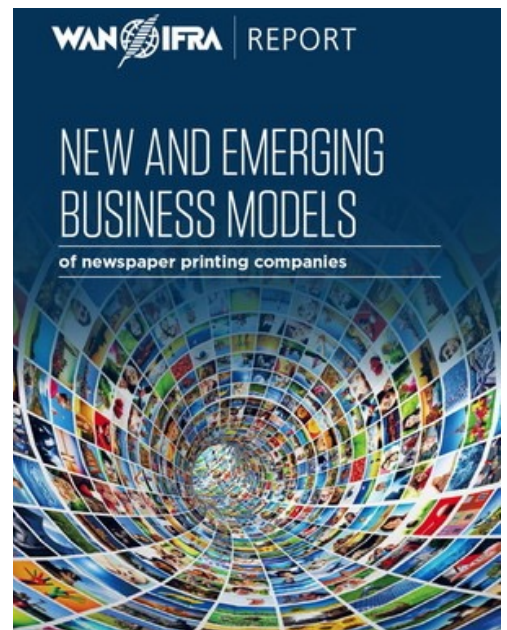
Few topics have generated more attention and concern. More than half of publishing industry executives who took part in a recent [WAN-IFRA survey](#) say they are "extremely likely" to join and actively support an industry-wide standardized response to ad blocking.

As yet, few are taking direct action. Asked whether their company had started taking measures to protect their display advertising and, if so, what they are doing, many said they are not yet doing anything, while some are looking into technical solutions.

But technical solutions alone are not the answer. The new initiative has set three priorities:

- To improve the overall ad experience for users without ad blockers, to help ensure they will not install them.
- To find ways to encourage users with add blockers to agree to be served ads again. This might involve setting and adhering to standards for online advertising.
- To focus on other mobile-ready advertising opportunities that provide alternatives to display, such as branded content, in-stream ad formats, video and audio, and e-commerce.

In addition to the Call to Think, WAN-IFRA has organized a series of meetings on the topic, has set up a [dedicated website](#) that contains our articles as well as links to the latest ad blocking stories in the news, and has created a Twitter feed following the #adblocking hashtag.



### From WAN-IFRA Publications

"New and Emerging Business Models of Newspaper Printing Companies" is a must-read for publishers and newspaper printers seeking advice from colleagues who are developing sustainable new ways of print production.

Many different concepts and print strategies are developing and there is no single business model that fits all needs. The report, [free to members](#), evaluates the variety of different solutions that fit the market requirements and capabilities of printers in different geographic regions.

## AWARDS

### Regional and Global Digital Media Awards honor best practices.

WAN-IFRA's Digital Media Awards, the most prestigious competition in the industry for publishers to benchmark their digital offerings, has expanded with a new regional offering: the Middle East Digital Awards now joins regional offerings in Asia, Latin America, India and Europe, as well as the World Digital Media Awards that brings them all together.

Registration for the first Middle East Awards opened on 15 November.

Meanwhile, the World Digital Media Awards were presented at the World Publishing Expo in October. The full list of winners can be found here:

The global awards in 2015 were drawn from the winners of the European Digital Media Awards, the Asian Digital Media Awards, and the Latin American Digital Media Awards.

### INCQC has more than 130 registrants

WAN-IFRA's International Newspaper Color Quality Club has drawn more than 130 entries so far this year. The registration deadline is 31 December, with the 12th edition of the competition to be held at the beginning of 2016.

The Color Quality Club is the only world-wide printing quality competition for newspapers. Its goal is to improve the quality of reproduction and printing, while increasing competitiveness as well as training and motivating all personnel.

### EVENTS

WAN-IFRA's Digital Media conferences have become a referent in the digital publishing industry, with more than 1,200 delegates from around the globe attending the Digital Media Europe (DME), Digital Media Asia (DMA), Digital Media Latam and Digital Media India this year. This DMx network of events makes it one of the most relevant international business platforms dedicated to the transformation of the news media industry.

## WORLD PUBLISHING EXPO DRAWS A CROWD

More than 7,000 visitors from 79 countries attended the World Publishing Expo, the largest global trade fair for the newspaper and news publishing industry held in Hamburg in October. The event featured three days of conferences, workshops, presentations and networking among global industry leaders.

The 45th exhibition included more than 200 exhibitors from 22 countries, including printing press manufacturers, editorial and advertising system providers, new media providers and other suppliers to the industry.

The 2015 Expo attendance was slightly higher than last year's event in Amsterdam, the Netherlands. The 2016 event will be held 10-12 October in Vienna Austria..

## --The Expo in Pictures--



# Need Assistance? or want to know more about our programmes?

CONTACT OUR CENTRAL DESKS, OR REGIONAL MANAGERS

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WAN  IFRA | REPORT

# NEW AND EMERGING BUSINESS MODELS

of newspaper printing companies

