

# Making use of modern technologies wisely is the way forward

Some of the articles in this issue, based on presentations made at the WAN-IFRA India Conference in September, point to how the media of today is functioning, how it has adapted and changed with the times and how it is gearing up for the future. BBC News has been scoring with stories that use a mix of data visualisation and simple, stark facts. Its project, titled Life and Death in Syria, was able to convey to the outside world the dark world in Syria as the war raged. BBC News adopted a different way of presenting information interestingly, rather than just use graphs and charts and illustrations. It established a Syria violation documentation centre, comprising a network of activists inside the country, who worked to record the victims and the cause of their deaths. In the programme, the stages of fighting were set out in terms of civilian deaths, and how the price of food and the functioning of hospitals had changed during the period. Another technique was to use satellite imagery imaginatively, to show how the Syrian cities had changed visually over the years.

The Daily Star of Bangladesh has captured the digital populace's imagination with its bot service. With newspapers now having to compete for space with social media, the Daily Star had to think of strategies to survive and grow and, so, it launched a Facebook Messenger Bot to engage better with readers. The bot provides content on demand. The technology makes it possible to identify reader preference using artificial intelligence and provides customised news alerts. Clearly, more money is now being spent by news publishing houses on social media.

Paper accounts for 50-70 per cent of the total printing cost. Following best practices, using systematic procedures and optimising the process can go a long way in keeping costs down. Best practices in paper handling are important not only for economic reasons, but also for safety and environmental ones. WAN-IFRA's OPHAL Project, a platform to optimise the paper chain, with tools to improve performance, is a remarkable initiative, built on existing knowledge and containing inputs from industry experts all down the supply chain.

Read how Rheinische Post AdLog GmbH handles the logistics of the operation for *Rheinische Post*. An

automated Management Information System and a systematic planning approach help RP AdLog to reach the newspaper to readers on time. A system has been put in place to gather, analyse and manage data. IT tools for collecting geographical data and logistics tracking and planning are used.

How important is video? An article in the *World News Publishing Focus*, reproduced in this issue, gives the example of Norway's VGTV, the independent video company of VG (Verdens Gang), the country's most read online newspaper. The core focus of VGTV's strategy is news video. Social platforms have changed consumer expectations. The challenge now is to "integrate video much better in the news journey". The challenge is also to find ways of telling stories differently, at the same time providing a seamless media experience

Mention must be made of the good work being done by PrintReleaf in creating a global sustainability standard by certifiably guaranteeing to re-leaf the paper consumption of PrintReleaf customers. PrintReleaf is a technology platform that measures customers' paper usage and certifiably reforests that usage on an equivalent basis. The patented PrintReleaf technology not only tracks paper consumption, but also monitors PrintReleaf reforestation partners to ensure fulfillment. Market-leading companies with a passion for the environment and a progressive concern for advancing environmental stewardship, together with their customers, can now rely on credible support. PrintReleaf, with the University of Colorado, has now evolved a reforestation standard, which outlines operational, financial and organisational requirements for PrintReleaf global forestry partners.

While thanking readers and advertisers who have always stood by us over the years, here's wishing all of you a Very Happy, Healthy and Prosperous New Year.

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