ENSURING CLOSE MONITORING OF PRINT QUALITY

A picture from Grafičar d.d. Ludbreg, one of the leading packaging companies in Croatia. The company has ventured into book production and also offers services as a supplier of commercial print products. To cater to such a wide range of products and diversity of paper, board and film substrates, Grafičar uses both the offset and flexo printing processes. The company found it “simply necessary to purchase a modern press”. Investment in the Rapida 105 Pro was the right choice, the management felt. Grafičar configured the Rapida 105 Pro with a number of cutting-edge quality control modules such as QualiTronic ColorControl and QualiTronic PDFCheck. Inline colour control is handled by QualiTronic ColorControl. The quality monitoring and control system has been expanded further with the option QualiTronic PDFCheck, which adds two additional quality functions: sheet inspection and comparison with a pre-press PDF. The objective is clearly to offer customers the best service in terms of quality, reliability and availability. See page 19 for more.
FROM THE EDITOR

Technology ain’t enough. We need talent, right mindset and leadership

There are three interesting articles in this issue. One is about CMS or the content management system. In an interview with WAN-IFRA, Luc Rademakers makes some pertinent points – media companies must invest more in personalisation because the individual is important, new technologies generate massive amounts of data and media consumers are eager to know the stories behind data, collecting the right data and analysing it well is a challenge, AI or artificial intelligence will improve the productivity of news companies, media companies need to focus on connecting people with relevant and unique content, and media managers must move fast to keep pace with technology.

However, Arun Jethmalani cautions that data collection and technology may be fine, but solving business problems and making the right decisions are crucial. He talks about the poor quality of data – incomplete or incorrect information, and missing data fields that are critical for analysis. Technology, he says, is not the problem; it’s the mindset.

In the other article, WAN-IFRA South Asia’s Shilpa Elizabeth, while taking a look back at 2019, says the year wasn’t too bad for news publishing houses, with encouraging trends emerging, such as growth in digital subscriptions for some. For example, she mentions The New York Times’ subscription revenue growing by 3.7 per cent from the corresponding quarter in 2018, thanks to the growth in the number of subscriptions to NYT’s digital-only products. Despite the odds, some publishers, she says, seem optimistic about 2020.

Ken Doctor, writing for NiemanLab, says the surviving national news business is now profoundly and proudly digital. All the wonders of the medium — extraordinary storytelling interactives and multimedia, unprecedented reader-journalist connection, infinitely searchable knowledge, manifold reader revenue — illuminate those companies’ business as much as digital disruption has darkened the wider news landscape, he says, and wonders what is this world we’ve created and how much consolidation will there be and how soon will it happen! Having more skilled journalists better serves the public’s news needs, but the logic, according to Doctor, is fundamentally a business one. “In businesses increasingly dependent on reader revenue, content capacity drives the value proposition itself. Rather than reducing headcount — and thus spinning the downward spiral more swiftly — increasing headcount can lead to a magic word: growth. Doctor says The New York Times today pays 1700 journalists, almost twice as many as a decade ago, and The Washington Post pays 850, up from 580 when Jeff Bezos bought it in 2013. The result, he points out: More unique, high-quality content has driven both publishers to new heights of subscription success, the Times now with three times as many paying customers as it had at its print apex. Readers have rewarded the investment, and those rewards have in turn allowed further investment. He adds that the biggest problem in the news business is not collapse of ad revenue, Facebook, misinformation or aging print subscribers. It is Talent. “It’s hard enough to take on all the issues of business and social disruption with a staff that can meet the challenge. Increasingly, though, it’s hard for news companies to attract and retain the talent they need, especially in the business, product, and technology areas that will determine their very survival.”

Damien Radcliffe, writing for What’s New in Publishing, says that although advertising and digital subscriptions remain at the heart of the revenue strategies of many publishers, there’s an increasing recognition of the need for diversification. As a result, an importance is being placed – by many publishers and content creators – on growing alternative income streams, he adds. He points to e-commerce becoming a key part of emerging revenue strategies. He mentions increasingly seeing a number of media outlets – across a wide variety of verticals and areas of content focus – exploring some of the wider opportunities that e-commerce potentially affords.

Radcliffe cites the example of The Denver Post having an online store that sells Colorado photos (grouped around themes like national parks) taken by its photojournalists, and The Seattle Times selling wall art, keepsake pages (reprints from their archive), photos and prints as well as coffee table books. Although all this is unlikely to yield large revenue, the experiment could well be worth trying.

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Cover page image: Koenig & Bauer
How efficient delivery can drive newspaper revenue

Efficiency of newspaper delivery is a vital aspect of the sustenance of the print industry. Oliver Lesly Velitinger presented an Indian case study on the subject based on the experiences of The Printers (Mysore) at the last (27th) annual WAN-IFRA Conference held in Gurgaon, New Delhi. Susan Philip reports

Skimming through the delivery process in India, covering the press, mailroom, logistics, agents, hawkers/vendors, insertions, segregation and line-delivery to end reader, Oliver Lesly Velitinger, general manager – Circulation, The Printers (Mysore), outlined the challenges intrinsic to the exercise. “Coherent logistics management is the most important factor behind robust circulation in the Indian newspaper industry,” he said.

Newspapers need to be quickly and efficiently delivered on time to readers, some of whom may be scattered over large areas. Newspapers have to be segregated into English and vernacular publications and assigned appropriately. They have to reach the end reader in a fresh condition.

Add to this, the lack of manpower resources and high attrition rates, and the complete dependency on a human supply chain, and you have a tough situation, Velitinger pointed out.

However, The Printers (Mysore) had worked out effective ways of newspaper delivery, he said, drawing from his long experience as the company’s general manager in charge of circulation.

Giving circulation details, Velitinger said The Printers (Mysore) had seven print centres, and supplied a total of 758282 copies a day, using approximately 4300 agents, 4000 hawkers and 18000 beat boys besides 4262 drop points.

Quickly recapping the production process (Ad sales – Editorial – IT – Production – Circulation – Delivery point – Reader) till the last point reached (LPR) stage, Velitinger elaborated on Circulation. Focus, he said, was needed on distribution logistics, route planning, efficiency of transportation, viability of drop points and expected LPR timings to maximise copies.

Stressing the need for common management information systems (MIS) reports, Velitinger talked of the importance of monitoring and review systems and various statistics pertaining to LPR.

Optimising resources – route, capacity and fuel efficiency – is vital, Velitinger said. In this regard, distribution logistics is a vital head, and issues of transportation, such as vehicle capacity, mileage and speed and fuel prices have a bearing on efficiency, he noted. As regards rural distribution, main and sub-van routes as well as bike routes have to be streamlined for quick and effective delivery of the newspaper in perfect condition within the assigned time, he pointed out.

Mailroom management systems are another important aspect of optimising resources. In this
connection, areas of focus should be distribution of work, intelligent packing, speed monitoring, combo packing and well-trained employees, Velitinger said.

Trade Management is the third facet of optimizing resources, Velitinger pointed out. This includes circulation of newspapers from depot to reader, involving agents, sub-agents, hawkers and beat boys.

Based on the TPML experience, Velitinger’s advice to the audience was “follow the reader”. Milk collection centres, fuel stations, restaurants and petty shops can be capitalised on for distribution. Tie-ups with newspaper delivery boys and milkmen can ensure better service. Combo-selling is another good option, he added.

Talking of the threats facing the distribution process, Velitinger listed increase in fuel prices, drastic rise in early morning traffic, difficulty in getting line boys, natural disasters and digitisation.

Joint distribution is the way forward, according to Velitinger. “We can reach the market more effectively,” he told the audience. App-based direct distribution and newspaper vending machines are also the future, he said.

The topic was in line with the overall theme of the conference – Driving Revenue and Excellence in Challenging Times.

Velitinger oversees the sales operations of The Printers (Mysore) in Karnataka and has over 24 years of experience in the newspaper circulation (sales and distribution) function in various companies. He has been General Manager – Circulation at The Printers (Mysore) since 2014.

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DC winds up Bengaluru, Kerala editions

Deccan Chronicle has closed down its Bengaluru and Kerala editions, according to media reports.

It has 11 editions coming out of Tamil Nadu, Andhra Pradesh and Telangana. Deccan Chronicle also runs The Asian Age in Mumbai, Kolkata and New Delhi. This February, the publication shut its other editions from Mumbai, Delhi and Hyderabad.

(Courtesy: exchange4media.com)
The trends impacting CMS considerations

A content management system sits at the heart of a publishing operation, so it is advisable to take a long-term approach when considering the purchase of a new system. Ideally, the CMS should be able to adapt to new developments, to ensure your publishing company remains at the forefront. WAN-IFRA asked industry veteran Luc Rademakers about technological trends that should be kept in mind when planning for a new system.

WAN-IFRA: Do media companies need to invest more in personalisation?

Luc Rademakers: Absolutely. Personalised media treat consumers as individuals, rather than just an anonymous part of a mass behavioural pattern. What individual doesn’t want to be recognised as a valuable and unique person? That’s why personalisation in content and advertising offers makes sense. If you don’t focus on relevance to the individual, that individual will ignore your medium.

What is the way forward with data analytics being embedded in CMS?

New technologies generate massive amounts of data. In our enthusiasm about data, we must never forget data on its own doesn’t tell a story. Media consumers want the story behind the data. The next generation of CMS must be in a continuous learning modus, efficiently absorbing the most relevant data and intelligently reacting to real-time situations.

Publishers are still struggling to find the right balance of editorial and commercial information that their consumers and potential consumers are open to, and the information that could surprise them.

Collecting the right data and deploying the right analytics, with a clear strategy that is well embedded in the company, is often a challenge. Most companies have a progression margin in the profitability analysis of their content, ads, and advertorials.

Collecting the data that fits in with your strategy can lead to better insights. But even the best tech solutions will never create a fully comprehensive yield optimisation solution across different revenue types. Effective tech implementation is mostly a people business. The implementation of a new CMS can accelerate a change process; changing a company’s mindset is a leader’s job.

What impact will artificial intelligence have on media, in your opinion?

AI and IoT (Internet of Things) offer tremendous new opportunities for the media business. Content distribution will become much more integrated in cross-selling propositions. The convenience level
– access to information everywhere at every given moment – will determine which information providers will survive. AI will definitely, and already in some cases, improve the productivity of news companies, stimulate them to redefine existing tasks, design new creative jobs, and offer new business contexts.

How will AI affect CMS and work processes at media organisations?

Thanks to AI we will know what, how, and when to communicate even before the event happens, and before anyone will have any idea of what will happen. News companies will have to introduce pre-reporting, since limiting newsrooms to post-reporting activities will rapidly be outdated.

Now that digital giants such as Facebook, Apple, Google, Alibaba, Baidu and Tencent are facing difficulties in creating new value models, media companies need to focus on what they are historically good at: connecting people with relevant and unique content. And especially do that in a climate where sustaining an agile culture is critical, same for product innovation, and in responding to regulatory, security and moral issues.

Investing in AI power when your traditional business must survive in a shrinking market is not an obvious thing to do. Media companies lack the resources that big tech companies have. AI can be very helpful in being more efficient in what you’re good at: serving and surprising your audience.

What about the impact of 5G on the media industry?

It will definitely bring the quality of instant distribution to the next level. The tech industry is developing next-generation technologies to take advantage of always-on, super high-speed connections. Instant reporting, agility, and technical quality are no-brainers. 5G will be crucial in capturing and distributing live video footage of breaking news events. We are still in the early days of 5G, and it’s too early to experience the real benefits of it, but 5G will definitely transform the way we communicate in the new world of mass connectivity.

What applications will we see first?

Real-time tele-presence will become commonplace. Socialising around content at different kind of events will be accessible at all times. Adding data, video chatting, VR, and AR experiences will be necessary for creating a direct interface between your physical and digital environment and your personal behaviour and needs.

Even more promising are the extra services, innovations and data that will enrich instant sports reporting, thanks to extra bandwidth, faster data sharing and faster broadcast capabilities. News organisations need to be prepared for that revolution.

What’s the potential of voice and visual search-based queries for the news industry?

Convenience is crucial in every user experience (UX). Most consumers favour convenience over privacy. Genetic-based recognition and access modes will dramatically change the way we log in and the way we will be served. In China, several spectacular and strong UX applications of recognition have been recently tested and introduced.

Once the ownership, security and exchange questions raised by recognition are tackled sufficiently, the industries can start to integrate recognition technologies. The gain of time and energy would be huge for news companies, no less than in other industries.

Consumer demand for voice devices is best illustrated in the automotive sector. In the news indus-
try, innovation in voice devices is still poor. In the coming years, websites supporting visual and voice search will score higher in customer acquisition, loyalty, market share, and revenue.

**Generally speaking, what do you see as the most important challenge for publishers?**

Media organisations are used to covering the past and the present. Preparing for the future in an entrepreneurial way is key. To reinforce their front-runner position, media managers and employees need to move faster than technology-based innovation does. Speed of change will determine who runs in front and who does not.

*(Luc Rademakers is associate director at PMP, an international strategy consulting company in media and telecoms, among other sectors. Rademakers has broad experience leading media transformation in executive roles. He is also an associate of the Global Advisory Team at WAN-IFRA. This article had appeared in the Tech Directory,)*
A mixed year for major news publishers around the globe

2019 was a period of slowdown around the globe. The impact was felt in the news media industry, which had already been going through a not-so-easy transition period from print to digital. Lower spend from advertisers, along with other factors such as reduced consumer spending and increased costs, made it rough for several of the largest publishers. Elizabeth Shilpa, while focusing on select listed media companies, analyses the results and paints a broad picture.

From The New York Times, which witnessed a 6.7-per cent fall in advertising revenue in its third quarter of FY ’19, to DB Corp in India, whose advertising revenue declined by 11.2 per cent in the second quarter of FY ’20, the trend was more or less consistent around the globe.

Nonetheless, it was not all doom and gloom. Reviewing the data from a few listed media companies, it can be seen that 2019 was also a year where encouraging trends such as growth in digital subscriptions were witnessed.

The New York Times

Mark Thompson, president and chief executive officer, described the third quarter of FY ‘19 as “the best-ever third quarter for new digital news subscriptions, the fourth best quarter in the history of its pay model and a very encouraging quarter for the company as a whole.” The company stood at more than 3 million subscriptions for its digital news product, more than 4 million total digital subscriptions, and 4.9 million total subscriptions.

Subscription revenue grew by 3.7 percent from the corresponding quarter in 2018, thanks to the growth in the number of subscriptions to NYT’s digital-only products. Revenue from NYT’s digital-only subscription products increased by 14.5 percent and total revenue increased by 2.7 percent.

However, the growth in the number of digital subscriptions did not carry over to advertising income. Despite being one of the most successful publishers in shifting from print to digital, advertising revenue at NYT saw a decline of 6.7 percent in the quarter. Digital advertising revenue, which currently constitutes 48.1 per cent of NYT’s total advertising revenues, alone decreased by 5.4 per cent. Print advertising revenue fell by 7.9 per cent.

According to the company, the decrease in digital advertising revenue primarily reflected lower direct-sold advertising on its digital platforms, partially offset by growth in podcasts. “Like other publishers, we’re seeing continued turbulence in the digital advertising space,” Thompson said.

Axel Springer

Germany-based Axel Springer found its revenue development weaker than expected, but its total revenues remained stable with an organic growth rate of 0.2 per cent (adjusted for consolidation and
currency effects.) Revenues from digital activities increased organically by 6.1 per cent and expanded their share of total revenues from 69.2 per cent in the prior-year period to 73.4 per cent. According to the company, the unexpectedly slow revenue development was caused by macroeconomic developments, combined with the digital tax that was introduced in France.

On September 30, Axel Springer announced extensive restructuring measures for the News Media National subsegment. Mathias Döpfner, chief executive officer of Axel Springer SE, said, “We are now setting an even stronger course for long-term growth. We want to be the global market leader for digital journalism and digital classifieds.”

Schibsted

Like NYT, Schibsted saw its digital subscription revenues growing and digital advertising revenues weakening in Q3, hampering its operating margins. While operating revenues increased by 6 per cent, online revenues from its Nordic operations grew by 4 per cent. The company said the reduced digital advertising revenues were a result of the strong market contraction following the regulatory tightening of the gaming industry in Sweden. “In Q3 we also experienced declining digital advertising revenues at VG in Norway in a competitive market,” the company statement said.

“In news media, the revenue decreased due to a decline in advertising revenues, partly curbed by strong growth in digital subscription revenues. This also impacted the EBITDA negatively in the quarter, somewhat balanced by an increasingly good cost control,” it said.

Singapore Press Holdings

Singapore Press Holdings recorded net profit of $213.2 million for FY ‘19, but driven by higher income from property. The media segment went through a rough patch, with its revenues falling by 12 percent. Print advertising revenue decreased by 14.9 per cent and total circulation revenue declined by 7.3 per cent. Thanks to innovative products such as the news tablet, the digital segment saw some healthy growth. Daily average newspaper digital circulation recorded an increase of 19.3 per cent, while newspaper digital ad revenue grew 6 percent year-on-year.

“The news tablet campaign, which was launched in March with the Chinese newspapers, has gained over 10000 sign-ups, of which three-quarters are new subscribers. The latest campaign, launched in September 2019, was for Berita Harian, which has also received a strong response. The media segment is also investing in data analytics for better understanding of the audience and customers,” the company said.

However, with advertisers cutting back on advertising spend against the backdrop of an uncertain macroeconomic outlook, revenue remains a challenge for SPH in the media segment.

DB Corp

DB Corp, which publishes Dainik Bhaskar, India’s top circulated newspaper, saw a decline of 11.2 per cent in advertising revenues in Q2 FY ‘20. Circulation revenue fell by 2.4 per cent and total revenue fell by 9.2 per cent. The company attributed the results to the lacklustre market conditions primarily because of the economic slowdown, resulting in weak demand and tepid consumer spending.

Sudhir Agarwal, managing director, DB Corp, said, “While we too have witnessed the impact, our innovative product strategies and growth-led initiatives aided in not only maintaining market leadership in all our major markets but also gaining share in newly forayed markets.”

Going forward

While the results of last year didn’t give much to cheer about, publishers are more or less optimistic about the coming year. “We remain confident in our strategy, which has a particular focus now on major advertising relationships like the recently announced multi-year deal with Verizon, one of the largest commercial agreements in our history, and on new advertising
opportunities like podcasting, where we are seeing spectacular growth,” NYT’s Thompson said. The company is expecting a challenging fourth quarter, largely because of comparisons to a very successful Q4 of 2018 and forecasts of a 15-per cent fall in digital advertising. The silver lining continues to be digital subscription revenues, which are expected to rise by about 15 per cent.

In the case of SPH, it has announced that the group will be streamlining its media operations in line with a new integrated sales approach. This is expected to result in a rationalisation of its media sales and content teams and see an approximate 5-percent reduction in staff numbers across the media group.

Meanwhile, DB Corp pins its hopes on cost control measures and softening newsprint prices. “Further, the initial signs of festive demand are positive and we are cautiously optimistic about growth revival,” said Agarwal.

(The writer is business analyst with WAN-IFRA South Asia based in Chennai. This article had appeared on the WAN-IFRA website.)

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IRS Q3: Dainik Jagran takes No. 1 position

On 20th January 2020, the MRUC (Media Research Users Council) has announced the release of full and complete data for IRS 2019 Q3, which included data for Andhra Pradesh. The 2019 Q3 data is a rolling average of the last quarter of IRS 2017 (Q4) and three quarters of IRS 2019 (Q1+Q2+Q3). IRS 2019 Q3 fieldwork covers August 2019 through November 2019.

The survey found that dailies have managed to hold on to their loyal readers. Dainik Jagran has remained the No. 1 daily despite a significant drop in its average issue readership while The Times Of India has topped English dailies. Malayala Manorama remained the largest read regional daily in the country.

As per Q3 IRS 2019, Dainik Jagran continues to lead among the other dailies. Jagran has garnered Total Readership (TR) of 72559000 in Q2 IRS 2019 compared to TR 70430000 in Q3. Dainik Jagran Average Issue Readership (AIR) stood at 17496000, a marginal drop from 18146000 in Q2.

Dainik Bhaskar is the second-largest read daily. Its TR has grown to 52622000 in Q3 2019 IRS against 52111000 in Q2 2019 IRS. Hindustan’s TR in IRS Q3 2019 saw a marginal drop from 52866000 to 51308000.

In English Dailies, The Times Of India was amongst the most read daily. Its TR saw a hike from IRS Q2 2019 16126000 to 16986000. The survey also released the data for the top magazine where India Today Hindi, as well as English, took the No. 1 spot. India Today English total readership (TR) saw growth in number. In IRS Q2 2019, it was reported to be 9156000 and in IRS Q3 2019, it was reported to be 9243000. The Hindi edition saw a decline in readership from quarter 2 of IRS data.

(Courtesy: exchange4media.com)
Companies often collect data because they collect it! And the connection with decision-making is usually tenuous. This is not new, and has nothing to do with technology – it’s more about mindset. Let me illustrate with a few examples.

Last year, a client asked us to design and run a customer satisfaction exercise. We discovered that multiple surveys were conducted by different departments, with differing objectives. They had lots of historical data – and kept collecting more. Data was stored in multiple disaggregated documents. Analysis was sporadic, ad-hoc, and limited to a single dataset at a time. When we asked for a comprehensive list of data sets and samples – they could not even find all of them.

In another instance, we were developing a ‘competitive intelligence framework’ for a large corporate. Multiple business units (Finance, Sales, Strategy, Marketing, etc) were collecting the same information – competitor news, commodity prices, customer news, industry trends and the like. Little of this was shared, and colleagues were unaware of valuable information or insight sitting in the next cubicle. Less than a third of the data collected was actually used in any analysis.

All companies today use CRMs, but most are unable to do even rudimentary win-loss analysis. This is largely because of the poor quality of data – incomplete or incorrect information, and missing data fields that are critical for analysis. In the end, it becomes too cumbersome to clean up – so there’s never any analysis possible.

Do these sound familiar? Companies have always collected a lot of data, and this is only growing. Yet the answer may not lie in getting fresh data – but in first figuring out how best to use what you already have. And this has nothing to do with technology.

Ideally, organisations must drill down from business objectives to define their key intelligence topics (KITs) and key intelligence questions (KIQs). Ultimately, the answers to the questions must aid decision-making – that is, be actionable.

The KIQ process is non-trivial and requires the inputs and time of decision makers. Only after this, are we in a position to think about what data or information is needed, where we will get it from, and how. At this point, we can audit existing data sets and assess what’s useful, and how we might fill the gaps.

And then finally, we come to technology. Or, how do we process or analyse the data? While AI might help, not all businesses are dealing in ‘big data’, and most B2B businesses have relatively small customer data sets. A lot can be done with fairly basic tools like Excel or SPSS. But again, technology is not the problem – it’s the mindset.

Do we think about what needs to be collected? Do we understand how this will be analysed? Do
Students must train themselves with commitment, determination’

The School of Engineering of Avinashilingam Institute located in the second campus celebrated the 71st Republic Day with flag hoisting and a parade. All staff members and students, including students from the Department of Printing Technology, clad in white khadhi sari, took part in the parade and saluted the national flag.

Gowri Ramakrishnan, trustee, The Avinashilingam Education Trust, and former registrar, Avinashilingam Deemed University, hoisted the national flag. After the flag salute and parade, she administered the oath. Students and staff pledged to uphold the honour and integrity of the nation. Student representatives read verses on courage from the three Holy texts – the Bhagvad Gita in Sanskrit along with its English translation, the Holy Bible in English and the Holy Quran in Urdu along with English translations.

K. N. Raja Rao, director, School of Engineering, delivered the Republic Day message in which he recalled the patriotic traits of the freedom fighters that are of relevance even today and which need to be practiced by the youth of the country. He said students, especially women, are the greatest asset and they have to train themselves with commitment and determination in a scientific manner (systematic or methodical way of doing tasks).

The Institute was founded by T.S. Avinashilingam, the first Education minister of Madras Presidency, an ardent devotee of Ramakrishna Paramahamsa and a staunch follower of Mahatma Gandhi.

Faculty and students help organise the event.
QIPC-EAE automation for Shanghai United

Shanghai United Media Group can continue to rely on press automation of QI Press Controls (QIPC) and EAE Engineering Automation Electronics (EAE) in the future. The Chinese media group, one of the largest in the country, is updating its existing QIPC automation with a new mRC-3D colour register control system. The EAE control system will be updated as well.

The new installation of the Dutch specialist in measuring and control equipment for the printing industry will replace an old QIPC system. The positive experiences with the previous QIPC installation made Shanghai United Media Group decide to go with the Dutch automation again.

“We used the old system for about ten years,” says Jian Dai, project manager at Shanghai United Media Group Printing. The media group, which produces around 1.6 million printed copies every day, would like to continue the collaboration. Adds Jian Dai: “In those ten years, QIPC automation has proven to be more stable compared to other systems. The fault margin is very low.”

In 2018, the EAE Print control system was installed at Shanghai Media Group. The new QIPC hardware is a next step in the collaboration between QIPC and Shanghai Media Group and is the result of the Dutch company’s focus on the Chinese market.

“The Goss printing press at Shanghai Media Group.”

“QIPC-EAE already has quite a few installations in China,” says Erwin van Rossem, director of Global Sales & Marketing at QIPC-EAE. He sees great future potential at Shanghai Media Group, and also at other printing companies throughout China. “The Chinese market remains very important to us. We can serve new and existing customers perfectly, both from Europe and locally with our agent Pande Graphic Equipments.”

The new mRC-3D system will be installed on a Goss Universal press. The 12 cameras will control the colour register. The EAE control system will be updated as well, with 6 new EAE control consoles, 2 Info systems and NETPC. “The reason for this investment is mainly because the existing system is outdated,” says Erwin van Rossem. “To ensure that production continues in the future, an update is required. Instead of the old system, Shanghai United Media Group will have a system that is more efficient and future-proof.”

Jian Dai is counting on a reliable automation system: “We believe that this system is maintenance-free and will further optimise our press.”

QIPC–EAE is the result of the acquisition of EAE by QI Press Controls in 2014. QI Press
Controls, the number one supplier of innovative, high-quality optical measurement and control systems, joined forces with EAE, the leading supplier of control, automation and software solutions for the printing industry. Supported by a global service network, the QIPC – EAE joint-venture delivers total solutions for web offset presses in the printing industry. From prepress to mailroom, QIPC – EAE provides solutions that not only lead to production reliability, but to enhanced performance as well.

Cellesche Zeitung continues with QIPC

Cellesche Zeitung is using the necessary update of its QI Press Controls (QIPC) automation systems to further intensify its collaboration with the Dutch specialist in measurement and control equipment for the printing industry. The local German newspaper will further enhance the automation of their press. “It was logical for us to choose QIPC automation again.”

The Cellesche Zeitung currently has a QIPC IRS system for colour register and cut-off control. The new mRC-3D will also control sidelay register “This additional automation fits the Cellesche Zeitung production process best”, says Bernhard Schmiedeberg, sales manager at QIPC-EAE. “In the first place this is a substitute investment, but we have taken the opportunity to add an extra control function”, says Werner Heyer, site manager of Cellesche Zeitung, as a reason to choose this extra automation.

The QIPC IRS system, which the Cellesche Zeitung has used with great satisfaction in the recent years, is no longer supported. This necessary replacement is now used to add extra automation. “The IRS system has always proved to be very reliable,” says Heyer. “And so far, the controls have also been impeccable. It was logical for us to choose QIPC automation again.”

Nine mRC-3D cameras will be installed on the K&B Colora press in Celle to replace the five IRS cameras. They not only control the colour register and cut-off control, but also the sidelay register. “We are counting on a professional and fast integration of the control of our press,” says Heyer.

Besides the automation of QIPC, Cellesche Zeitung also uses the operating systems of Engineering Automation Electronics (EAE), which is a sister company of QIPC. The alliance between the two companies offers Cellesche Zeitung extra options for the future.

Grafičar secures edge with Rapida 105 Pro

In July 2019, a new six-colour Rapida 105 Pro with coating and UV capabilities went into production at Grafičar d.d. Ludbreg in Croatia. The installation has secured an important competitive edge for the company on the packaging market, and at the same time opens the door to a whole new realm of quality, facilitating expansion into further market segments and offering interesting export opportunities.

The Grafičar Group counts over 450 employees and is one of the leading packaging companies in Croatia. With an extremely diverse product portfolio, ranging from folding cartons via labels of the most varied types to bags and sacks for fillings
Industry Updates

from 0.5 to 50 kg, it has established itself as a competent partner in all matters relating to packaging production. Since the incorporation of publishing house Znanje d.o.o. and its printing facility, it has furthermore ventured into book production and is in the meantime also offering its services as a supplier of commercial print products.

To cater for this wide range of products and the ensuing diversity of paper, board and film substrates, Grafičar uses both the offset and flexo printing processes. “It is this combination which makes the difference and places us in a unique position on the Croatian market,” says director Franjo Beser, who manages the company together with his sons Siniša as sales director, Dalibor as technical director and Ivan as head of research and development.

Dalibor Beser explains the background to the investment decision: “Today’s markets place increasing performance demands on offset printers when it comes to speeds, quality and production reliability, and that made it simply necessary to purchase a modern press.”

Offset printing technology from Koenig & Bauer has already played an important role in expansion plans at Grafičar in the past. “The Rapida 104 is one of the kingpins of our press room and that naturally gave Koenig & Bauer a certain initial advantage over other manufacturers. But once we had analysed all the features, there was absolutely no doubt in our minds that an investment in the Rapida 105 PRO was the right choice,” says Ivan Beser.

The service and support offered by Koenig & Bauer, with local service technicians to ensure smooth commissioning and training and to safeguard the availability of the press in three-shift operation, was an equally decisive factor. Furthermore, any minor issues can already be solved in advance via the remote maintenance module PressSupport24.

In response to the growing demand for high-quality finishing, Grafičar configured its six-colour press with an inline coating tower. Thanks to the fully automatic FAPC plate changing systems, moreover, all six plates can be changed within just two minutes, and that across all jobs. Two minutes is also sufficient for simple makeready on the coater. Further important contributions to makeready savings are derived from the DriveTronic technology. All format and air settings for the full spectrum of substrates used by Grafičar are in the meantime stored on the ErgoTronic console. That accelerates job changeover significantly and makes work so much easier for the press operators.

CleanTronic Multi washing systems, with their separate solvent circuits for use with conventional
and UV inks, simplify switching between the two processes and provide for cost-effective hybrid production on the Rapida 105 Pro. “The high level of automation, in combination with an outstanding maximum speed, has boosted our productivity significantly and enables us to compensate the market trend towards ever shorter runs,” says Dalibor Beser.

It is one thing to attain high quality at a given moment, but quite a different matter to maintain this quality over time. Accordingly, Grafičar has deliberately configured the Rapida 105 Pro with a number of cutting-edge quality control modules. Inline colour control is handled by QualiTronic ColorControl.

A 4K camera system installed after the coater automatically scans a colour bar to determine the optical densities. If any deviations are detected, countermeasures are initiated to achieve the maximum possible colour stability over the entire length of a run. This quality monitoring and control system has been expanded further with the option QualiTronic PDFCheck, which adds two additional quality functions: Sheet inspection and comparison with a pre-press PDF.

“Especially in packaging printing, this form of quality control is enormously important, and that is all the more true when you are working – as we do – in the ultimate discipline of pharmaceuticals packaging. The system spots flaws in even the smallest font sizes,” says a delighted Ivan Beser.

Each sheet is numbered by the Sheet Ident inkjet system already before it enters the press. With the error report generated by the quality control system, it is then a simple matter to localise any imperfect sheets in the pile and to remove them before further processing.

“With the installation of the Rapida 105 Pro, we have taken a giant step forward and can now offer our customers even better service in terms of quality, reliability and availability. At the same time, the Rapida 105 Pro helps us to further develop our product portfolio and opens up additional opportunities in export business,” says director Franjo Beser in summing up the experience gained to date.

How Vogtland Kartonagen has boosted efficiency

It could be said that Vogtland Kartonagen from Reichenbach in Eastern Germany already foresaw Koenig & Bauer’s recent activities and company acquisitions relating to the packaging market many years ago. The company has been using die-cutting equipment from Iberica since 1998. The original purchase was replaced with a newer model in 2005.

One year later, the first folder-gluer from Duran was installed. In the meantime, both suppliers have been integrated into the Koenig & Bauer Group. Alongside these developments, large-format sheetfed offset presses from Koenig & Bauer have been the printing machines of choice since 2002.

Over the past two years, managing partner Hagen Szepanski has been investing once more. Given the very good experience with machines from Duran and Iberica, he saw no reason to take his custom elsewhere. An Optima 106 was installed in 2017, and an Omega Allpro 110 went into production just a few weeks ago.

Both machines naturally incorporate significant further developments compared to their predecessors. The Allpro from Koenig & Bauer Duran implements many of the ideas and wishes result-
ing from 10 years of production with the earlier machine. Hagen Sczepanski: “Many of the things which we had identified as desirable improvements to a folding carton gluer, irrespective of the manufacturer, have already been integrated into the Allpro. The feedback between users and Koenig & Bauer Duran functions perfectly.”

Meetings ahead of the first investment already left a lasting impression. “I was asked how many reference installations I wanted to visit,” Sczepanski recalls. As many as 20 were offered almost immediately. “We looked at several different folder-gluers, visiting printers who were working for pharmaceutical companies and thus boasted a configuration with all the bells and whistles, as well as simpler businesses where higher-volume production also ran like clockwork day after day.”

Even though the new Allpro has only been in use for a few weeks, it has already enabled an increase in output of around 20 per cent. This is attributable firstly to the high production speeds, which in some cases can only be maintained by deploying additional personnel to remove the boxes. At the same time, the fast changeovers between different constructions, formats and materials are convincing.

If the box construction remains the same, most of the work is done in just 15 to 20 minutes. But even for a more complex changeover, for example between different styles and materials, the make-
Industry Updates

February 2020

Vogtland Kartonagen is continuing a century-old tradition of packaging production in Reichenbach. The 40 employees produce between 50 and 70 million units of paper, solid board and corrugated packaging every year. The customers are primarily SMEs from various branches of industry; for example brewing, medical equipment, agricultural and food products or fasteners. Products are supplied throughout the German-speaking regions of Europe.

As was already the case when the Green Dot Scheme was introduced, Sczepanski sees the current ecology debates as a major opportunity for solid and corrugated board packaging. Everyone wants to replace plastics wherever possible. “We promise appropriate solutions for environment-friendly packaging,” he says, “and can respond flexibly to every product and customer requirement.”

Spanish company built around RotaJet 225

Newly founded Spanish company Mimmetic was set up to implement a business plan built around use of a new RotaJet 225 press for decor printing. Mimmetic is a subsidiary of the Losán Group, one of the largest manufacturers of wood-based products in Spain.

“With our new RotaJet from Koenig & Bauer, we are preparing to enter the market for decor printing. We believe in digital printing and we think that in the decor market, a new reality is possible. Given the specific market demands which apply in this segment, for example fast time-to-market production, individualized decors and short runs, we are certain that this press will secure the success of our business,” says Jonathan Caballero, senior manager at Mimmetic.

The new press is scheduled to commence production in Curtis in the A Coruña province of Northwest Spain in the coming spring. A new hall is currently being erected to accommodate the RotaJet. Says Christoph Müller, member of the management board of Koenig & Bauer: “We are convinced that digital print will continue to grow in the areas of decor and packaging. And with our RotaJet presses, we can offer every customer a specific solution to match individual requirements.”

It is more than 50 years ago that the brothers Manuel, Luis and Emilio López Sánchez first set up a small carpentry business. In the meantime, Losán is one of the branch leaders in the manu-
facturing of wood-based products with over 1500 employees and a presence on three continents.

“We have been pursuing a course of growth and expansion for many years, and are constantly exploring the opportunities in new markets. The founding of Mimmetic is thus a logical next step for us. We are attracted to the challenges and we are really proud to be the first company in the world based purely in digital printing,” says Luis López Rico, member of the executive board of the Losán Group. Mimmetic will also operate from the group location in Curtis.

Nazdar has new business development manager

Nazdar Ink Technologies has announced the appointment of Dean Allen as OEM business development manager for EMEA and North America. Dean joins Nazdar’s international sales team and will be responsible for developing industrial OEM partnerships.

Based from Nazdar’s Stockport, UK offices, Dean has extensive sales and marketing experience in print and associated industries throughout EMEA. Dean most recently held the position of key account manager for Xaar Plc where he mainly focused on OEM printhead sales throughout the EMEA region. Prior to joining Xaar, Dean spent two years as business development manager (Industrial Packaging) for EFI, focusing primarily on the flexo packaging market.

With manufacturing facilities in the UK and US, Nazdar Ink Technologies strives to be the most knowledgeable and dependable supplier within the graphics industry and is committed to enhancing its full range of high-performance ink solutions with outstanding service and customer support.

Color-Logic case study has P&G example

The latest Color-Logic case study—detailing the importance of metallics to Bass Printing of Fort Worth, Texas shows how a retiree from Proctor & Gamble uses his branding and consumer packaging experience to leverage his commercial printing business. The case study is available by request from the company and may be downloaded from the Color-Logic website (www.color-logic.com).

In the case study, Bass Printing owners Alrick and Paula Warner describe their deployment of Color-Logic software in their marketing efforts. Commenting on the case study, Color-Logic director of Sales and Marketing Mark Geeves said: “Al Warner valued Color-Logic when he worked at P&G, one of the largest brands in the world. Then, at Bass Printing, where he and Paula had invested after retiring, he knew Color-Logic software would differentiate their business as well as their customers’ printed products.”

Color-Logic develops colour communication systems and software tool sets for a variety of special effect printing applications. Color-Logic decorative effects utilise the existing workflows of printers and designers, yielding dynamic results without the use of special equipment. The company works with designers and printers to enhance their printed media.

Color-Logic certifies specialty printer SP/Dow

Color-Logic has certified SP/Dow, a manufacturer of specialty printed products. Among many other devices, the company operates a Mark Andy digi-
tal press. Discussing the certification, Color-Logic co-Founder and director of Sales and Marketing Mark Geeves said: “SP/Dow is an unconventional printer using a wide variety of printing and printing-related processes to produce an amazing variety of industrial products. We are pleased that they recently selected Color-Logic as the latest addition to their vast arsenal of printing processes.”

SP/Dow of Wilmington, MA, is an ISO 9001-2915 and ITAR-registered custom manufacturer of membrane switches and switch assemblies, membrane keypads with embedded LEDs, rubber keypads and assemblies, EMI/RFI/ESD shielding, graphic overlays, and more. The company has received the Massachusetts Quality Award, a state award based on the Malcolm Baldrige National Quality Awards criteria.

The company is privately owned by Walter T. Dow, CEO, who has served and guided the company since its inception in 1969. The company started in a 4000-square-foot space with four or five employees and has since grown to 75 on-site employees in a 36000-square-foot facility with 34 presses, digital printing, wide format, roll label, thermoforming, laser cutting, and pick-and-place equipment.

**Branded Wraps scores with Drytac media**

Fans heading to a winter sports complex are set to receive a warm welcome thanks to a new ceiling mural, printed and installed by Branded Wraps using Drytac products. Sean Jeffreys, owner and president of Branded Wraps, has been in the graphics sector since he was a 16-year-old in 1990. He recalls that the first car he ever wrapped was a brand new 1996 Ford F-150, giving him the initial experience required to set up his business - now a specialist in vehicle wraps and lettering. In addition, Branded Wraps has expanded its service portfolio to include interior murals, wallpaper and window graphics.

Based in Ancaster, ON, Branded Wraps has completed several projects for the Sixteen Mile Sports Complex in the nearby city of Oakville, an arena which hosts major hockey tournaments, ice skating competitions, sledge hockey contests and a variety of other events throughout the year. Recently, this has included printing and installing graphics in its main arena entrance.

“It is a mecca for the sports enthusiast and deserved an entrance that showed it,” says Sean. “We had already wrapped some of the exterior windows for the arena itself and for one of their tenants, Skate Oakville, who also have the walls surrounding their customer service desk wrapped. Our clients have seen the results from having their interior walls wrapped - how it draws attention to their business even in a busy arena like this one - and they continue to call Branded Wraps to have this work cared for.

“Sixteen Mile Sports Complex wanted a durable indoor product which would bring the entrance to a whole new level. We immediately thought of Drytac as we love their interior wallpaper products but we were looking for a more permanent adhesive. Our supplier recommended Drytac Polar Premium with matte laminate and it was a done deal.”

To create the ceiling graphic, Branded Wraps combined Drytac Polar Premium, an 80μ (3.2 mil) polymeric PVC film with a high-quality, solvent acrylic adhesive, with Drytac Interlam Pro over-laminate film with matte finish. Pairing these two products enables easy installation with excellent

![A new ceiling mural, printed and installed.](image-url)
durability against UV light, weather and temperature changes.

Sean Jeffreys comments: “Installing a large ceiling mural is not something you want to be doing every day, especially with an overly aggressive adhesive or super-soft or floppy vinyl. The Drytac combination we used worked amazingly well. It was a challenging project but a definite success. Our client emailed us to say, ‘Thanks Sean, it looks great!’”

Sean claims that Branded Wraps is Drytac’s ‘number one fan’, having used Drytac Polar for exterior installs in cold temperatures, Drytac Polar Grip for low-energy plastics on vehicle and Ski-Doo wraps, and Drytac ReTac textures with linen finish for interior walls.

Sean adds: “We also really love the quality of print; we use an HP 560 Latex printer and the quality of the final print is amazing. Drytac provides awesome print profiles as well, and the service is second to none.”

**Colourful, accurate, durable graphics... and Drytac**

Cartoon Network Hotel recently opened, decorated with colorful floor-to-ceiling graphics printed on Drytac ReTac Smooth 150 media. Animation fans can now eat, sleep, play and swim surrounded by their favorite characters from Adventure Time, The Powerpuff Girls, Steven Universe, Johnny Bravo and more in the hotel in Lancaster, Pennsylvania, USA.

Local signage business Graphik Masters worked with Cartoon Network and amusement park brand Dutch Wonderland to produce colourful, accurate and durable graphics for walls and windows, both indoors and out. In total, the project spans 155 standard hotel rooms and four master suites, plus retail, dining and lobby areas.

To create the graphics, Graphik Masters chose Drytac ReTac Smooth 150 on the recommendation of Carew Alley, Owner of supplier Digital Color Ink. A 6 mil (150μ) white polymeric printable PVC film, ReTac Smooth 150 features Drytac’s innovative ReTac ultra-removable adhesive technology that maintains its adhesive strength over time. This allows graphics to be repositioned and removed without damaging or leaving residue on the surface underneath.

“From among the samples Digital Color Ink provided, both Graphik Masters and our clients Cartoon Network and Dutch Wonderland agreed that ReTac 150 Smooth would be best for ease of installation along with its smooth, matte appearance,” says Craig Swartz, Co-Owner of family business Graphik Masters. “In addition, the media..."
is phthalate-free and ultra-removable which we hold as commendable characteristics of the media. The Drytac product prints very well and provides a high-quality presentation of graphics when installed."

The graphics were fitted by Cassel, also based in Pennsylvania, following an on-site installation demonstration by a Drytac representative, which Craig Swartz describes as “going the extra mile”.

Perfect Moment skiwear brand uses Drytac for PR

Globe Park Print Store completed a multi-application project for skiwear brand Perfect Moment using Drytac media, in place for just one day. Perfect Moment contacted United Kingdom-based print business Globe Park Print Store to print and install the hundreds of graphics required for a festive pop-up shop showcasing its winter sportswear ahead of Christmas. The turnaround was short but the list of applications was long, as Globe Park Print Store explained.

Globe Park Print Store said: “For one night only! When a client asks you to do a print and install project, for one night and you need to install and place 475 printed graphics, in 3 hours, what do you say? We like a challenge, yes. This was such a great (if brief!) project to work on. We used Drytac media to print the graphics on for Perfect Moment.”

Globe Park Print Store used a number of products from Drytac supplied by CSL Digital. In total, the project comprised of sixty star-shaped wall graphics on Drytac ReTac Smooth 150 Gloss, sixty star-shaped graphics on ReTac Textures Sand, sixty table stickers on ReTac Smooth 150 Matte, a 12m panoramic wall graphic printed on ReTac Smooth 150 Gloss, ten 4m rink graphics and four 2m wall graphics printed on ReTac Smooth 150 Gloss, seven backlit displays on revel Blacklit, several large hanging signs printed on Polar Grip Matte and several window graphics printed on VizPrint Impress Clear.

Drytac ReTac shines brighter with gloss finish

Drytac has increased its ReTac range with a new gloss finish on ReTac Smooth 75 and ReTac Smooth 150, giving users a high-shine alternative to the established Matte product. ReTac Smooth 150 Gloss (150μ/6 mil thick) and ReTac Smooth 75 Gloss (75μ/3 mil) are printable phthalate-free polymeric PVC films that are coated on one side with Drytac’s innovative ReTac ultra-removable adhesive. The composition of the adhesive allows exceptionally easy installation and repositioning on smooth flat surfaces, with clean, residue-free removal after use.

This makes ReTac Smooth ideal for interior wall graphic applications such as murals and interior décor, decals and stickers, and point-of-sale displays. It is recommended for curved, textured or angled surfaces where conformability is a priority, with the new Gloss finish giving an extra eye-catching dimension to these graphics.

Drytac has ensured that ReTac Smooth films have achieved several fire ratings, meaning they are suitable for installation in public areas that require compliance with strict fire regulations. This includes airports, hotels and hospitals.

“ReTac Smooth is a great product for a range of both interior and exterior display graphics applica-
Belying all apprehensions of the perceived slowdown in the economy in general and the printing industry in particular, PAMEX 2020 presented the face of a vibrant industry, raring to reinvent itself and ready to move forward with optimism. The 14th edition of the event saw a 15 per cent growth in exhibitor area and a whopping 20 per cent higher visitor turnout.

However, the real success story of PAMEX was “not in the increased numbers alone but also in the quality and the geographical range of visitors that it attracted,” says Deepak Chawla, GM-Marketing, Technova. The event concluded on 9 January 2020 at the Bombay Exhibition Centre in Mumbai.

Several exhibitors reported many serious enquiries and also significant sales on the ground. The visitor enthusiasm seen a few months before the major industry event, drupa, held great portends for the international industry players that are looking to India to provide an even greater footfall to the International event than the 19000 printers that it sent in the last edition.

The world thought leaders converged in the parallel WPCF conference to brief the printers on new industry trends and opportunities as they gear themselves to meet the growing challenges posed by shrinking traditional business and changing customer expectations. The industry also found time to honour its stalwarts at the VCLA award and celebrate the excellence of its printers at the NAEP Awards in glittering functions that added a lot of allure to the ongoing exhibition.

“The success of an event of this magnitude does not happen as a co-incidence. A lot of meticulous planning and hard work goes into the promotion and organising of the event. I congratulate the entire AIFMP and Print-Packaging team for pulling off a great exhibition with such élan,” says Kamal Chopra, chairman, PAMEX who had spearheaded an international outreach programme and a grassroots ‘print odyssey’ in the months leading to the exhibition.

The next edition of the PAMEX will be held from 23 to 26 March 2022 at the same venue and will include a separate hall for the label industry suppliers.
RIND Technical Seminar

On Friday, 21st February 2020

COLOUR MANAGEMENT IN PREPRESS

The subject, useful for production executives and pressmen from newspapers, will include the following sessions:

10.00 – 11.15  Colour and colour management
Why do we still talk about colour management? Applying colour management principles in day-to-day production

11.15 – 11.45  Tea / Coffee Break

11.45 – 13.00  Standards and ICC profiles – ISO 12647-3
What standards are available — Which profiles to select for newspaper printing — Optimise the profile settings. Achieving better results with ISO 12647-3 standards

13.00 – 14.00  Lunch Break

14.00 – 15.15  Cameras, monitors and colour separation
Handling images from different sources, importance of monitor calibration, colour separation, fine tuning and adjustments

15.15 – 15.45  Tea / Coffee Break

15.45 – 17.00  Photoshop for pre-press and graphics executives
Producing better images with Photoshop — tips and techniques

17.00 – 17.10  Summary and wrap-up

Speaker names will be announced later.

The participation fee is Rs 2500 (includes 18% GST). Payment can be made by DD/ payable-at-par cheque favouring Press Institute of India and mailed to the Director, Press Institute of India, Second Main Road, Taramani CPT Campus, Chennai 600113. For more details, please contact Geetha at +91 88707 25022 or rindgeetha@gmail.com.

REGISTER NOW!
Manoramaonline.com bags Best News Website Award

Manoramaonline.com, the online news portal of Malayala Manorama, has bagged the WAN-IFRA South Asian Digital Media Award for the best news website for the year 2019. The digital version of Kerala based Malayala Manorama newspaper is one of the largest regional language news websites in India. In 2016, Manoramaonline.com had won the award for the best news website at the WAN-IFRA World Digital Media Awards. In the best news website category, the publisher also grabbed the second spot with its ‘Manorama Mobile’ offering.

The award for the ‘Best News Startup’ went to The Wire (English) run by Foundation for Independent Journalism. The Wire also bagged gold in the Best Use of Online Video category for its web series Sadak Se Sansad, which covered stories from 55 Lok Sabha constituencies across India.

Two categories - Best Marketing Campaign for News Brand and Best Native Advertising / Branded Content Campaign - saw the Gold Award being shared by two contestants each. Sangbad Pratidin’s Augmented Reality Face Filters during Durga Puja - Pujor Face - fetched it the top position for the best marketing campaign. It also won the bronze medal in the same category with its ‘MaaClicks’ campaign. The Hindu’s #UnderMyWatch campaign made it the other top scorer in the same category. The Hindu also emerged winner in the Best Paid Content Strategy with its “The Hindu+” programme.

In the Best Native Advertising category, Prothom Alo’s Alor Poth bagged gold while Shusthyotar Jonyo by ABP took it to the top spot.

The fourth edition of the WAN-IFRA’s South Asian Digital Media Awards saw more than 80 entries from over 20 South Asian media companies, which were evaluated by an international jury comprising of high ranked professionals from the media industry. Manoramaonline.com won Best News Website of the Year Award. BBC News, The Wire, NDTV Hop, Arre, Sangbad Pratidin, Prothom Alo, and The Hindu were among winners of the Awards 2019.

The South Asian Digital Media Awards presented by WAN-IFRA recognise publishers who have adopted digital media and mobile strategies as part of their total product offering to meet the major changes in how people consume news today. Winners will be presented trophies at the Digital Media India 2020 conference to be held in Dehli on February 18. The gold winners in each category of the Award will compete in the World Digital Media Awards that will be presented at World News Media Congress (Zaragoza, Spain, June 17-19, 2020).

Winners were selected from 10 categories including Best Data Visualisation, Best Digital News Startup, Best Digital Project to Engage Younger/Millennial Audience, Best in Lifestyle, Sports, Entertainment Website or Mobile Services, Best in Social Media Engagement, Best Marketing Campaign for News Brand, Best Native Advertising / Branded Content Campaign, Best News Website or Mobile Service, Best Paid Content Strategy (incl. membership or crowdfunding models), and Best Use of Online Video.
WINNERS OF WAN-IFRA’S SOUTH ASIAN DIGITAL MEDIA AWARDS

1. **Best Data Visualisation**
   Gold - BBC News - How many promises did the Narendra Modi government keep?
   Silver - The Federal - Chandrayaan 2 Mission
   Bronze - Prothom Alo - Prothom Alo - Election Portal

2. **Best Digital News Startup**
   Gold - Foundation for Independent Journalism - The Wire English
   Silver - The Federal
   Bronze - ETV Bharat

3. **Best Digital Project to Engage Younger/Millennial Audience**
   Gold - NDTV Convergence - NDTV Hop
   Silver - Sangbad Pratidin - Pujor Face - Augmented Reality Face Filters during Durga Puja
   Bronze - BBC News - BBC’s Beyond Fake News Project

4. **Best in Lifestyle, Sports, Entertainment Website or Mobile Services**
   Gold - Arre
   Silver - The Hindu - Sportstar

5. **Best in Social Media Engagement**
   Gold - M M Publications Limited (Vanitha) - Ivide nalla vishesham campaign
   Silver - BBC Media Action (India) Limited - #FlushKeBaad: A social media initiative for public awareness on faecal Sludge Management
   Bronze - The Daily Star - Bangladesh in World Cup

6. **Best Marketing Campaign for News Brand**
   Gold - The Hindu - #UnderMyWatch
   Gold - Sangbad Pratidin - Pujor Face - Augmented Reality Face Filters during Durga Puja
   Silver - ABP Pvt Ltd - Santanan Dehi
   Bronze - Sangbad Pratidin - MaaClicks

7. **Best Native Advertising / Branded Content Campaign**
   Gold - Prothom Alo - Alor Poth
   Gold - ABP Pvt Ltd - Shusthyotar Jonyo
   Silver - Quintillion Media Pvt Ltd - The Bold Brunch
   Bronze – Times Network Digital – Jan Nivesh

8. **Best News Website or Mobile Service**
   Gold - Malayala Manorama - Manorama Online
   Silver - Malayala Manorama - Manorama Mobile
   Bronze – Quintillion Media – The Quint

9. **Best Paid Content Strategy**
   Gold - The Hindu - The Hindu+
   Silver - Quintype - BQ Blue
   Bronze – Vikatan – Appappo

10. **Best Use of Online Video**
    Gold - Foundation for Independent Journalism – The Wire - Sadak Se Sansad
    Silver - BBC News - Ink of the Earth
    Bronze - Quintillion Media Pvt Ltd - The Making of Lynchistan: Killing in the Name of the Cow
    Bronze - BBC News – Hand in Hand: A story of faith and friendship at Kumbh
T.S. Sridhar passes away

Cartoonist, playwright and traveler T.S. Sridhar alias Bharanitharan alias Marina passed away in Chennai recently. He was 94 and a bachelor. Multifaceted personality T.S. Sridhar was born to scholar T.N. Seshachalam and Rukmini on Christmas day in 1925. After his graduation in commerce, he found a calling in cartooning.

V.S. Srinivasan, alias VSV, his nephew and a writer, recalls how he initially started with cartoons under the name Cheeli and then started drawing as Sridhar in Swadesamithran. “He used to write travelogues and religious articles under the pen name Bharanitharan and he wrote dramas, steeped in humour, as Marina.”

In 1956, he joined Ananda Vikatan and retired in 1986 as the journal’s joint editor. “He was a very joyful person, but became serious when drawing cartoons. He was a very ardent devotee of Mahaperiyava of the Kanchi Mutt. He also had a troupe called Rasika Ranga. His plays were staged by the Kalanilayam troupe,” Srinivasan says.

Cartoonist Keshav recalled how Sridhar brought him into the cartooning field. “I joined Ananda Vikatan in 1983 and he used to send me to the Music Academy to do music sketches. He was my source of encouragement for political cartoons,” says Keshav who recalls Sridhar as a good teacher.

After visiting many pilgrimage spots, Sridhar shared his experience through his articles in Ananda Vikatan, serialised as Aalaya Darisanam. As many as 246 holy spots of Tamil Nadu were discussed elaborately.

(Courtesy: exchange4media.com)

Broadcasting Complaints Council has new members

The Board of Directors of Indian Broadcasting Foundation (IBF) has appointed Meenakshi Gopinath, Pallavi Joshi and Dipa Dixit as new members of Broadcasting Content Complaints Council (BCCC), the independent and autonomous self-regulatory body for non-news general entertainment channels in the country. They replace Sharmila Tagore, Arundhati Nag and Ira Bhaskar, whose terms at the Council have ended.

Sharmila Tagore has, however, been elevated as a Special Invitee to BCCC, which was set up in 2011 and has, by now, addressed thousands of television content complaints in all Indian languages and English over the 89 meetings it has conducted.

Tara Murali, an expert on Tamil content, is the other special invitee to the 13-member Council, chaired by former Supreme Court judge, Justice Vikramajit Sen, former secretary to the Ministry of Information & Broadcasting, Uday Kumar Varma, is another member of BCCC, which also has on board representatives from the National Commission for Women (NCW), National Commission for Protection of Child Rights (NCPCR) and National Commission for Minorities (NCM), among others.

Meenakshi Gopinath is a renowned academician and former principal of the Lady Shriram College for Women. She is the director of ‘Women in Security Conflict Management and Peace (WISCOMP)’ and was awarded the Padma Shri in 2007.

Pallavi Joshi, a well-known multilingual actor, has appeared in a large number of Hindi and Marathi films, and numerous television serials, over a career spanning four decades. She has also acted in Malayalam and Kannada films.

Dipa Dixit was a member of BCCC from 2011 to 2013 in her ex-officio capacity as a Member of the National Commission for Protection of Child Rights (NCPCR). She was instrumental in the drafting of child-related Advisories that BCCC subsequently issued for the benefit of television channels.

(Courtesy: exchange4media.com)
Bob Cohn is president, The Economist

The Economist Group announced the appointment of Bob Cohn as president/management director for The Economist.

Cohn will lead the core newspaper business, focusing on expanding subscriptions and readership around the world, as well as developing new digital offerings. He will also support the Group leadership team in identifying and leveraging commercial opportunities in North America. Cohn will split his time between New York and Washington, DC.

Cohn comes to The Economist Group after having spent more than 10 years at The Atlantic, where he served as president and, before that, digital editor. Under his leadership, The Atlantic achieved record highs in revenue, profit, audience, and staffing, built successful events and consulting businesses, and launched a digital subscription programme earlier this year.

Cohn will report directly to Lara Boro, who joined The Economist Group as chief executive in September 2019.

North America is an important growth market for The Economist accounting for 55 per cent of its 1.6 million print and digital circulation. The Economist is about to embark on ambitious plans related to the US 2020 presidential election including the launch of new products and marketing campaigns.

“I am thrilled to join the amazing team at The Economist, whose journalism I have long read and admired. At a time of convulsive social disruption and growing mistrust in media, The Economist produces reporting, analysis, and commentary that has never been more essential to understanding our complex world. I look forward to helping bring this work to a wider audience,” said Mr Cohn.

(Courtesy: The Economist)

Guardian Media Group appoints new chief executive

Annette Thomas.

The former head of one of the world’s largest specialist publishers has been appointed as the new chief executive of Guardian Media Group with a mission to ensure the business can continue to support “world-class journalism” in the face of “big headwinds” in the media sector.

Annette Thomas, who will take up her role at the parent company of the Guardian and the Observer at the start of March, has a background in academic publishing and holds a PhD from Yale University in cell biology and neuroscience.

Thomas began her career as an editor on the science journal, Nature, before working her way up to run Macmillan Science and Education, one of the world’s largest specialist publishers.

The appointment comes after Guardian News & Media, the company’s main subsidiary, recorded a small operating profit for the first time in many years, aided by increased contributions from readers.

Neil Berkett, the chair of the GMG board, which made the appointment, said Thomas was well-equipped to deal with the challenges ahead. He said: “Our journalism has had a stellar 12 months, and remains world class. Even so, it’s clear that we’ll continue to face big headwinds in the global media sector in 2020 and beyond.”

After several years as an editor on academic journals, Thomas became managing director of Macmillan-owned Nature Publishing Group in 2000. After rising up the ranks in 2012, she became chief executive of Macmillan Science and Education, staying for four years and seeing through a merger with German publisher Springer.

(Courtesy: The Guardian)
Aditya Sinha appointed editor-in-chief of *Deccan Chronicle*

Aditya Sinha has been appointed editor-in-chief of *Deccan Chronicle* and *Asian Age*. He was editor-in-chief of *The New Indian Express* from 2007 to 2011 and the editor-in-chief of *DNA* during 2011-2012.

Sinha started his career with Benett Coleman and Co and has been part of several media organisations like Business and Political Observer, The Pioneer and HT Media. He has authored three books.

Sinha is an alumnus of The John Hopkins University, holds a Masters in Arts from South Asian Studies from School of Oriental and African University and MA in Philosophy from Delhi University.

*(Courtesy: exchange4media.com)*

Prominent writers feature in Mathrubhumi Award long list

Mathrubhumi Book of the Year Award has announced the long-list of 16 novels, which include an eclectic mix of writing and genres in fiction by leading writers in the country.


The annual Mathrubhumi Book of the Year Award carries a prize money of Rs 500000 and a sculpture by a leading artist. The inaugural edition of the award has received an enthusiastic response from the publishing industry across the country.

The short-list of the award entries will be announced ahead of the third edition of Mathrubhumi International Festival of Letters, and the winner will be declared and awarded during the festival from Jan 30-Feb 2, 2020 at the Kanakakunnu Palace, Thiruvananthapuram.

IRS 2019 Q3: Traditional media consumer base intact

Traditional media hasn’t lost its loyal clientele to the Internet. So, while Internet consumption in India is on the rise it hasn’t been a deterrent in growth of other media in Q3 of 2019. According to numbers released by MRUC for IRS 2019 Q3, the total reach across all media continues to grow.

Internet accessed in last one month of Q3 touched a 35 per cent reach. Q1 and Q2 in 2019 saw 24 pc and 29 pc reach of the medium. The urban reach touched 50 pc and rural 28 pc in Q3.

While Internet numbers are promising, data on the rest of the media is reflective of stability in consumption pattern.

Percentage reach of television in the last one month within 12+ aged individuals stood at a total of 76 pc in Q3 of 2019 against 77 pc and 76 pc of first two quarters. The urban reach touched 88 pc while rural clocked 69 pc reach in Q3 of 2019.

Newspapers read in the last one month stood at 38 pc total reach as against 39 pc in the previous two quarters. For urban, the reach stood at 52 pc while rural reach touched 31 pc in Q3. Magazines too just like TV and newspapers saw stability in reach with magazines read in the last one touching 5 pc in Q3 against 6 pc in Q1 and 5 pc in Q2. Urban reach stood at 9 pc and rural at 3 pc in Q3 of 2019.

Percentage reach of radio in the same time clocked 21 pc reach overall in Q3 while urban reach was 30 pc and rural reach was 16 pc. Cinema watched stood at a consistent 3 pc reach in Q3 of 2019 with urban reach at 6 pc and rural at 2 pc.
The report is based on a rolling average of data from last quarter of IRS 2017, two quarters IRS 2019 (Q1 and Q2), and one fresh quarter – Q3 of IRS 2019, and excludes numbers from Andhra Pradesh and Jammu & Kashmir.

(Courtesy: exchange4media.com)

**Nominations open for ACJ Awards 2019**

The Asian College of Journalism (ACJ) Awards will be given in the Investigative Journalism and Social Impact categories this year. The Media Development Foundation (MDF), the trust that administers the Asian College of Journalism, India’s premier journalism school, announced the opening of nominations for the two awards on its website. MDF invites journalists and news organisations to submit entries for consideration by the awards committee and jury.

Investigative journalism, for the purpose of the award, will be that which exposes wrongdoing in the public interest. Work in this domain covers a wide variety of journalistic investigation including abuse of public office, environmental degradation, human rights violation, financial fraud, corporate mismanagement, gender violence, political apathy, war crimes, civic neglect and much more. This is only an indicative, not an exhaustive, list of what could come within the ambit of investigative journalism. The judging criteria will include the nature of the investigation, its impact and the extent of the public interest involved.

The award will comprise a trophy, citation and a cash prize of INR 200000 (two lakh rupees).

K.P. Narayana Kumar, an alumnus of the Asian College of Journalism from the class of 2000, died in 2019 at the age of 39. To mark his life and work, alumni from his class have instituted this new award. The K P Narayana Kumar Memorial Award for Social Impact Journalism will honour exceptional, original reporting on important subjects with the potential to have social impact, spur reform and find solutions.

For the purposes of the award, social impact journalism involves identifying a latent social problem and reporting in a way that points to possible solutions. The reportage should ideally give voice to the voiceless and shine a light on under reported subjects lost in the drumbeat of breaking news. These stories should take aim at important social, cultural, political or economic problems and create impact.

The award will comprise a trophy, citation and a cash prize of INR 100000 (rupees one lakh).

Both awards will be presented at the ACJ Awards and Convocation Ceremony on May 3, 2020, World Press Freedom Day.

Nominations can be sent in till 5 pm (IST) on February 24, 2020. Any journalistic work that was published during the calendar year 2019 (1 January to 31 December) is eligible for nomination by a news organisation, working or freelance journalist(s). There can be up to 5 members comprising a team that can be nominated for an award. Details can be accessed and uploaded here: http://www.asianmedia.org/acj/acj-awards-2/acj-awards-overview/

The awards committee will accept nominations online or by post. Nominees can also drop off their details at the ACJ Registrar’s office in Chennai. ACJ will shortly announce the Awards Jury.

For enquiries/ press relations please contact: Nikhil Kanekal, convener, ACJ Awards Committee, nikhillkanekal@gmail.com.
February

February 18-19, organised by WAN-IFRA, in Delhi: Digital Media India 2020. More information from vijayalakshmi.murali@wan-ifra.org

February 27, organised by WAN-IFRA, in Mumbai: Print Ad Sales in the Digital Age. More information from vijayalakshmi.murali@wan-ifra.org

February 25-28, organised by INMA, in New York: INMA Media Subscriptions Week 3.0 – How to Develop a Growth Playbook for Media Subscriptions. Also, Manhattan Study Tour. More information on INMA website

March

March 1 – September 30, organised by WAN-IFRA: Newsroom Transformation Programme 2020. More information from jen.teo@wan-ifra.org / joon-nie.lau@wan-ifra.org

March 5-6, organised by WAN-IFRA, in Chennai: Newsprint Handling and Waste Control. More information from vijayalakshmi.murali@wan-ifra.org

March 6, organised by WAN-IFRA, in Chennai: Journalism for Non-journalists. More information from vijayalakshmi.murali@wan-ifra.org

March 11-12, organised by WAN-IFRA, in Singapore: Asian Media Leaders Summit. More information from wilson.leong@wan-ifra.org / joon-nie.lau@wan-ifra.org

March 18-20, organised by FESPA, in Sao Paulo, Brazil: FESPA Brasil 2020. More information on FESPA website

March 23-24, organised by WAN-IFRA, in Dubai: 15th WAN-IFRA Middle East Conference. More information from mechtild.schimpf@wan-ifra.org

March 24-27, organised by FESPA, in Madrid, Spain: Global Print Expo 2020/ European Sign Expo. More information on FESPA website

March 31 – April 1, organised by WAN-IFRA, in Vienna: European Media Digital Awards 2020/ Digital Media Europe 2020. More information from maria.belem@wan-ifra.org / virginia.melero@wan-ifra.org

April

April 22-23, organised by WAN-IFRA, in Chennai: Newsroom Leadership and Change Management. More information from vijayalakshmi.murali@wan-ifra.org

April 23, organised by WAN-IFRA, in Austin, Texas: North American Digital Media Awards. More information from daniela.pena@wan-ifra.org


May

May 14-15, organised by WAN-IFRA, in London: Multi-channel Innovation. More information from nick.tjaardstra@wan-ifra.org

June

June 16-26, organised by drupa, in Dusseldorf, Germany: drupa 2020. More information from falkenhorsttt@messe-duesseldorf.de

June 17-19, organised by WAN-IFRA, in Zaragoza, Spain: 72nd World News Media Congress. More information from geldermanns@messe-duesseldorf.de / christin.herger@wan-ifra.org
ENSURING CLOSE MONITORING OF PRINT QUALITY

A picture from Grafičar d.d. Ludbreg, one of the leading packaging companies in Croatia. It has ventured into book production and also offers services as a supplier of commercial print products. To cater to such a wide range of products and diversity of paper, board and film substrates, Grafičar uses both the offset and flexo printing processes. The company found it “simply necessary to purchase a modern press”. Investment in the Rapida 105 Pro was the right choice, the management felt. Grafičar configured the Rapida 105 Pro with a number of cutting-edge quality control modules such as QualiT ronic ColorControl and QualiT ronic PDFCheck. Inline colour control is handled by QualiT ronic ColorControl. The quality monitoring and control system has been expanded further with the option QualiTronic PDFCheck, which adds two additional quality functions: sheet inspection and comparison with a pre-press PDF. The objective is clearly to offer customers the best service in terms of quality, reliability and availability. See page 19 for more.