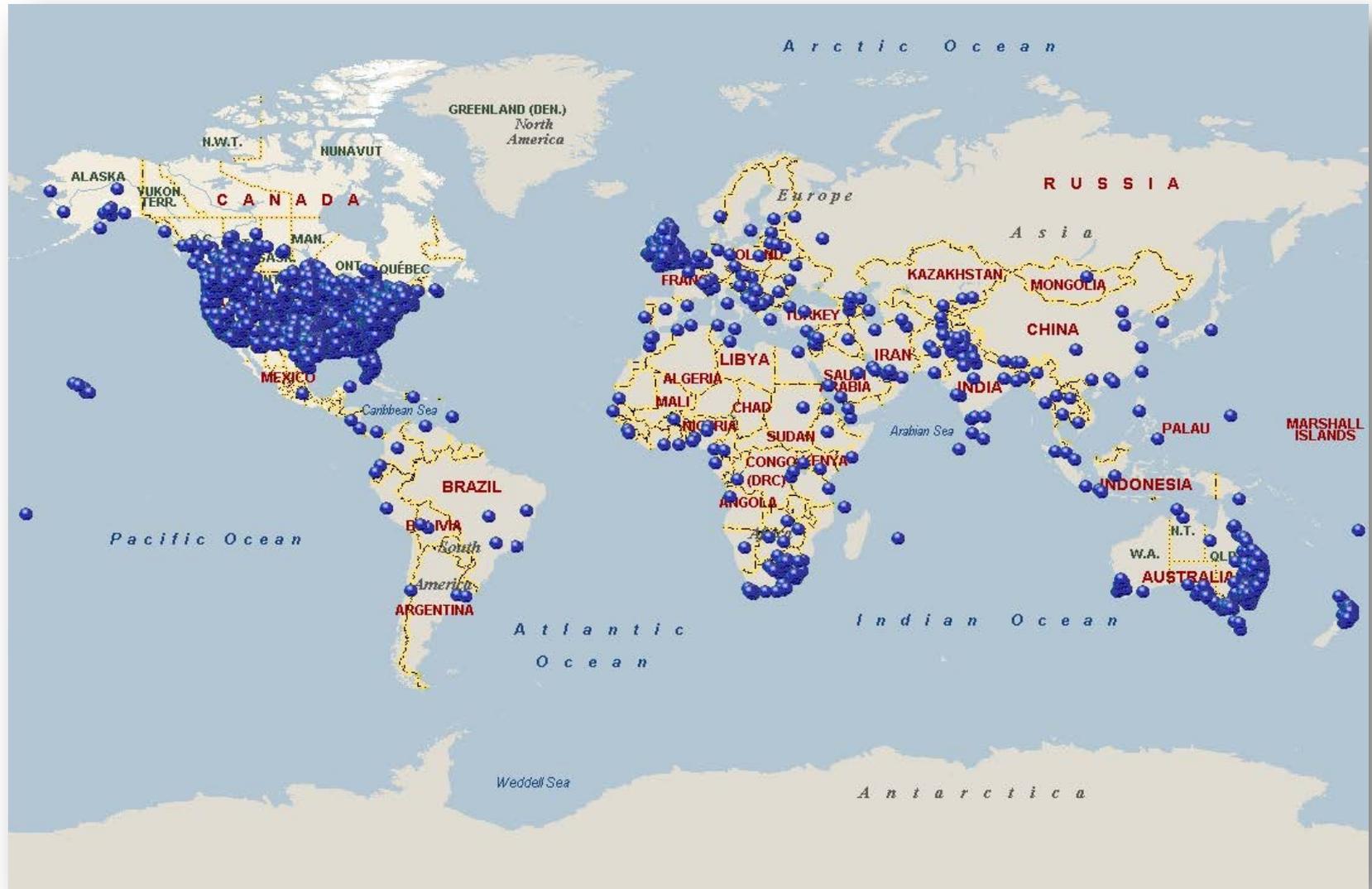


The Evolving, Yet Unique Landscape of the Developing World's Newspaper Industry



Tim Russell

Vice President International Division
NewsBank, inc.



Agenda:

- The changing newspaper **trends** around the world
- What will the **future** look like?
- Unique **challenges** of making both historical and current news from developing nations available
- The publisher/library economic conundrum: how can this news become more widely **available**?

What's Driving the Change?

- A steep overall decline in news revenue
- Consolidation
- New technologies and new news platforms
- The threat of online sources/competition/free papers (ie Metro)
- Changing reader trends
- The expense of preservation and archiving of digital content
- Access and changing business models
- Changing values and changing definitions of “news” as we know it

Digital vs. Print Advertising Revenue Potential



Source: Pew Research Center's Journalism Project

Save Strategies:

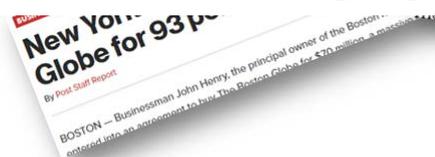
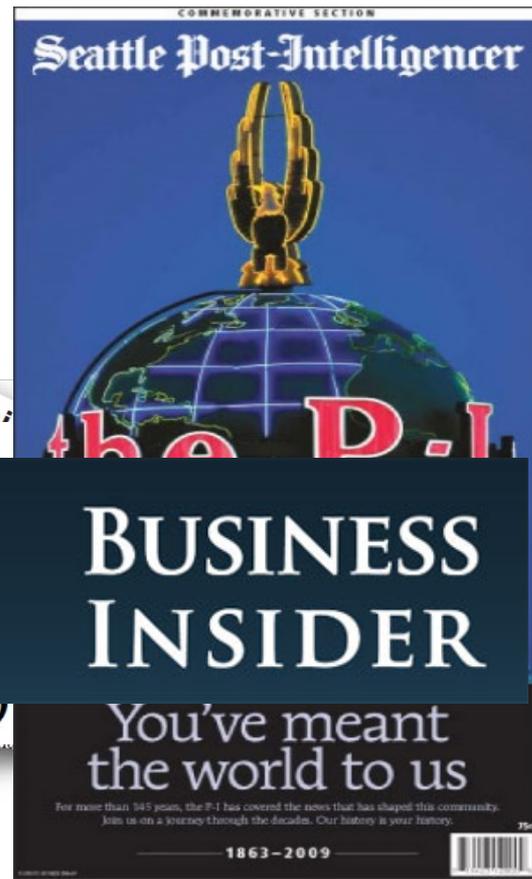
- Reducing the size of the newspaper
- Reducing publication frequency
- Shift to online-only
- Consolidation
- Bankruptcy or sale



2006

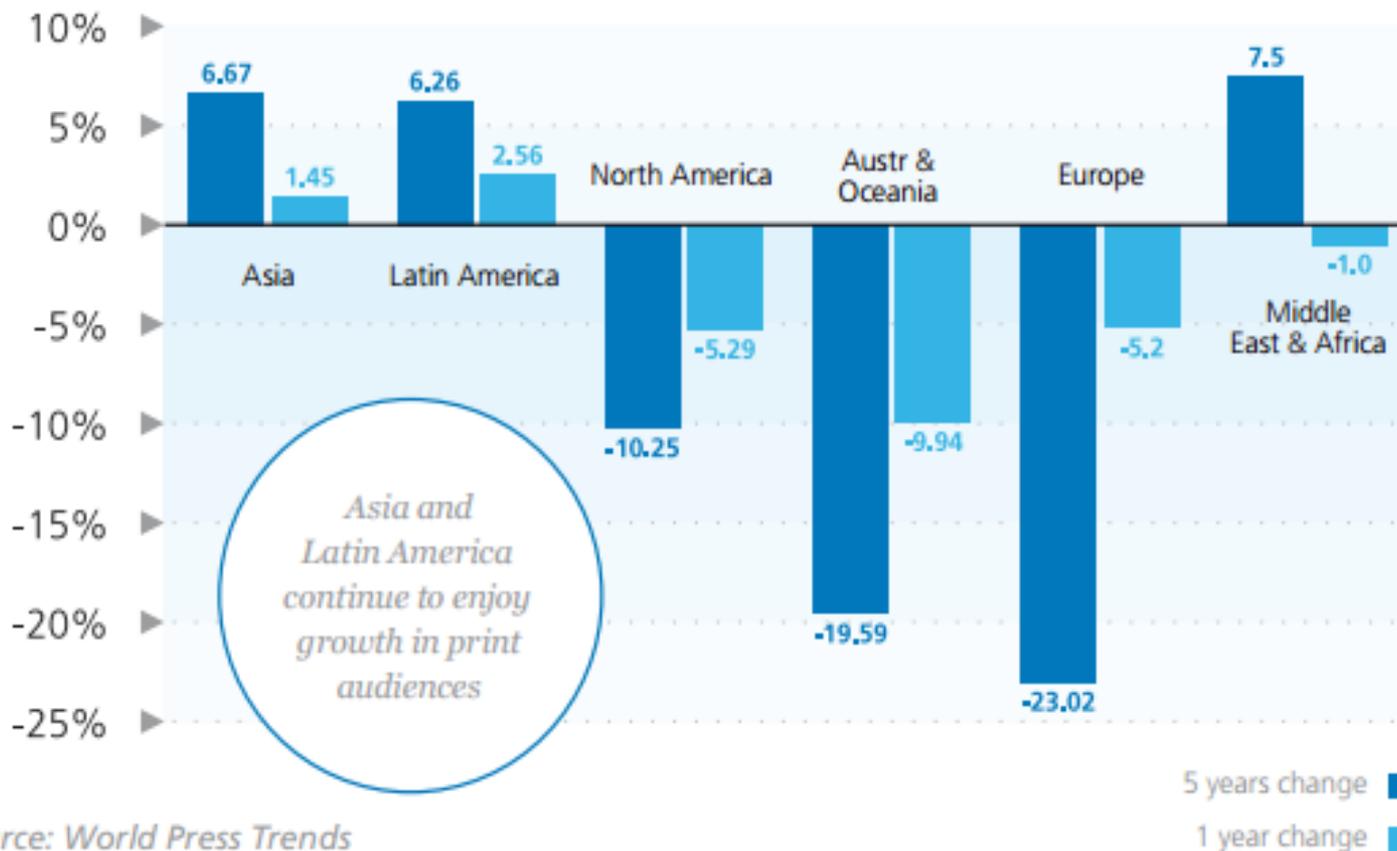
axel springer

Wash



2010

Global Daily Print Newspaper Circulation 2013 (in %)



Source: World Press Trends

Newspaper extinction timeline

When newspapers in their current form will become insignificant*



- USA **2017**
- UK, Iceland **2019**
- Canada, Norway **2020**
- Finland, Singapore, Greenland **2021**
- Australia, Hong Kong **2022**
- Denmark **2023**
- New Zealand, Spain, Czech, Taiwan **2024**
- Poland, Sweden, Switzerland **2025**
- South Korea, Metro Russia, Belgium **2026**
- Netherlands, Ireland, Metro Brazil, Italy **2027**
- Austria, Slovakia, Greece, Portugal, U.A.E. **2028**
- France, Israel, Malaysia, Croatia **2029**
- Germany, Estonia **2030**
- Japan, Metro China **2031**
- Hungary, Lithuania **2032**
- Latvia, Metro Mexico **2033**
- Serbia, Saudi Arabia **2034**
- Bulgaria, Chile, Uruguay **2035**
- Russia, Turkey **2036**
- Metro South Africa, Thailand **2037**
- Mongolia **2038**
- Argentina **2039**
- Rest of the world **2040+**

 — stripes indicate that newspapers will be extinct in metropolitan areas before regional areas

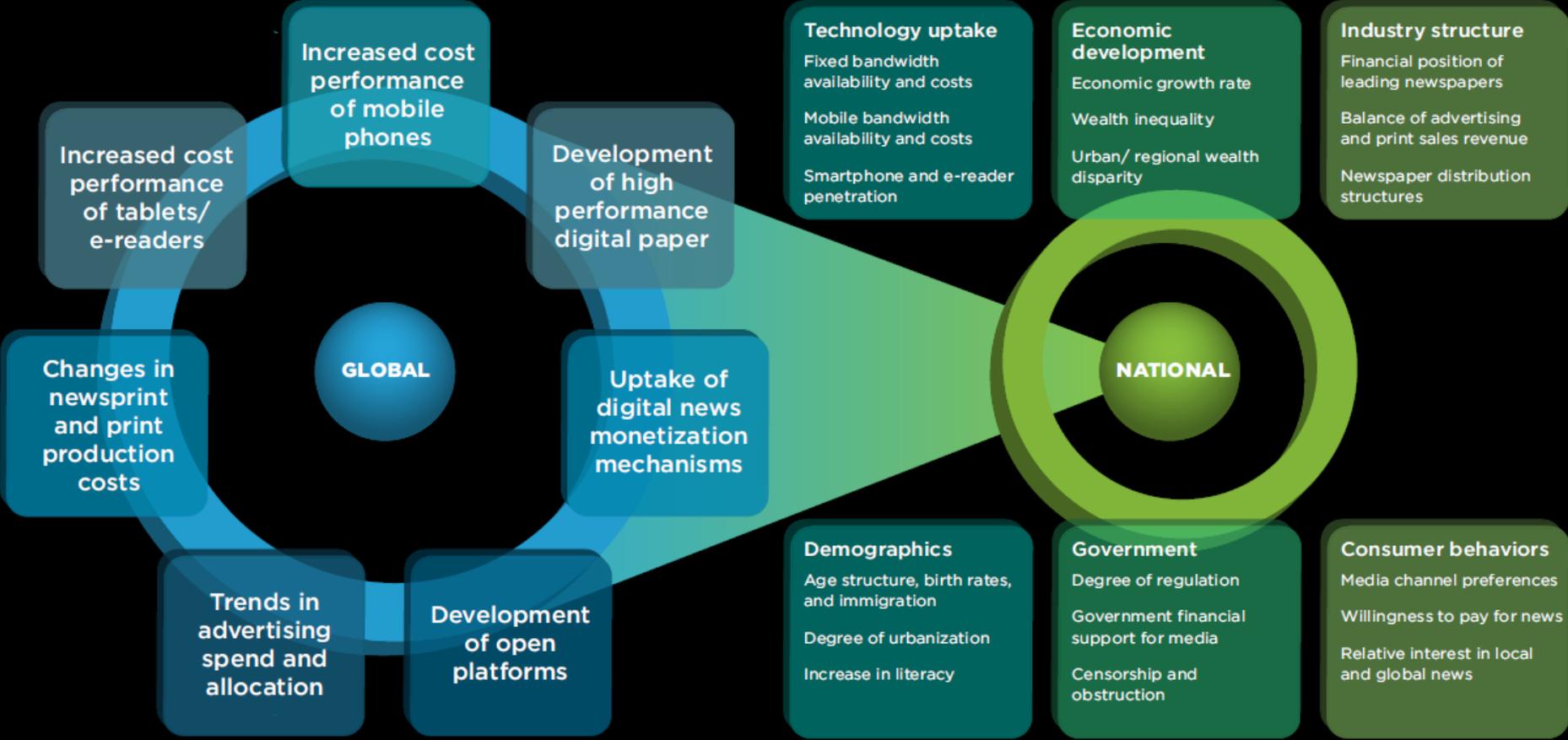


- Media strategy
- Thought leadership content
- Scenario planning

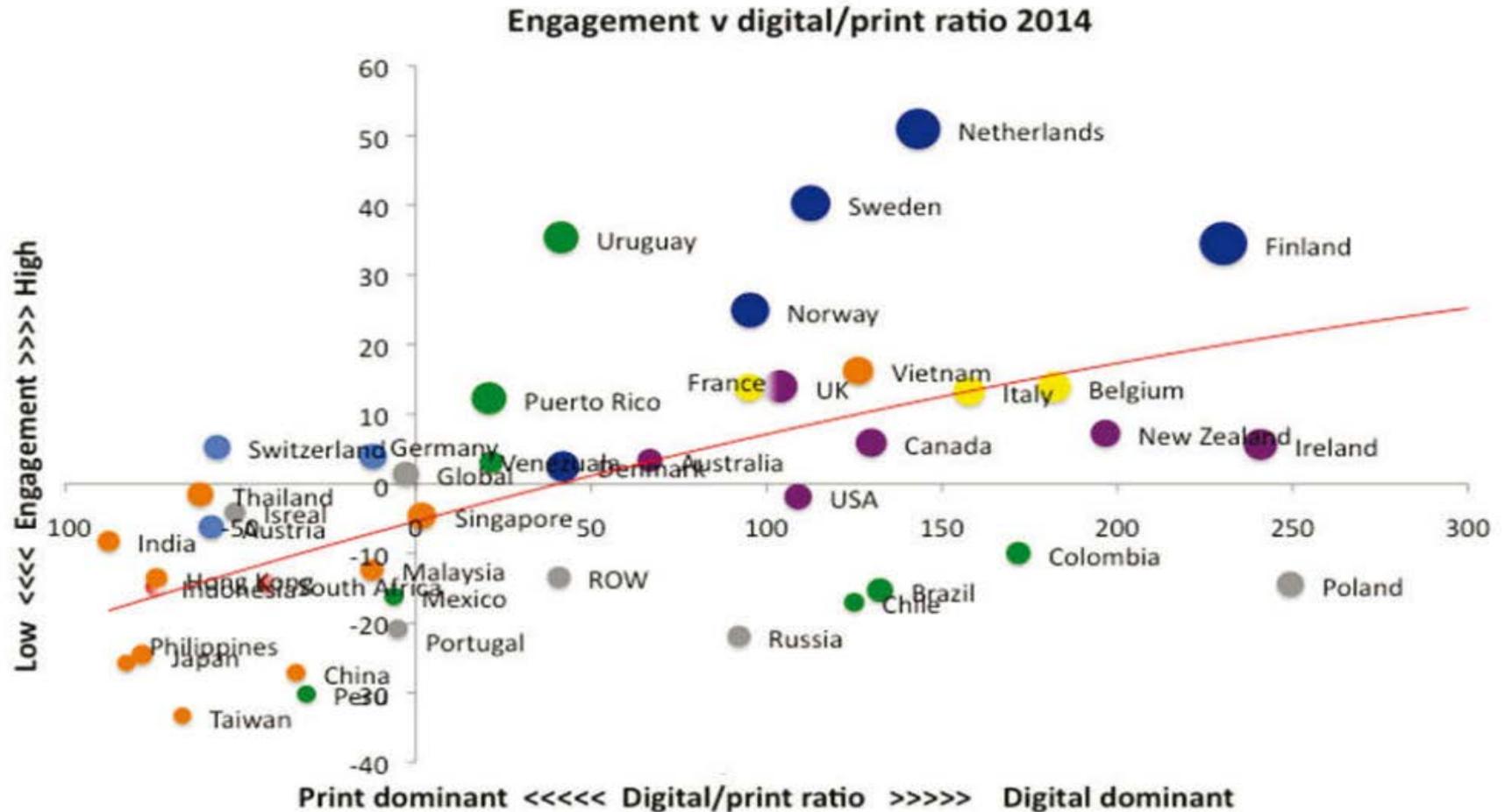
www.futureexploration.net

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Newspaper extinction timeline: key factors



Geographical Analysis of News Audience Behavior





What will the future look like?

- Cacophony of Digital Noise, Editorial Voice lost in the mix – but **greater overall output**
- News starts with **mobile**
- **Quality** and authority of content will vary widely
- Web 2.0 – Social Media – User involvement, **user** generated value
- Citizen & corporate **Journalism**
- **Video**, multimedia
- **Hyper-local** emphasis, National, International news deemphasized
- **Advertising** integrated everywhere
- Using news for analytics and data mining - **INCREASED VALUE!**



Today's librarian

CRL's ICON: <http://icon.crl.edu/digitization.php>

Germany

Amtspresse Preussens

Open access archive to two widely distributed and influential Prussian newspapers from the second half of the 19th century, the *Provinzial-Correspondenz*, 1863-1884 and the *Neueste Mittheilungen*, 1882-1894.

Bayerische Landesbibliothek Online - Schwerpunkt Zeitungen

Historical archive of newspapers from the Bavarian State Archives and others. Contains *Coburger Zeitung* [1854/61-1935], *Coburger Nationalzeitung* [1930-1945], and others.

Compact Memory

A digital collection of 118 Jewish periodicals from German-speaking countries, 1806-1938.

digiPress – Digitalisierte Zeitungen Bayerns

Digitized newspapers held by the Bavarian State Library. Limited text searching, but full browsability.

Digitale Sammlungen Darmstadt

Regional papers from Darmstadt.

Digitales Forum Mittel- & Osteuropa (DiFMOE)

Historical German-language periodicals and newspapers from (primarily) Central and Eastern Europe.

DDR-Presse (Staatsbibliothek zu Berlin)

Digitized versions of three East German newspapers (*Neues Deutschland*, *Berliner Zeitung*, and *Neue Zeit*). Requires registration, may be open only to patrons in Germany.

Exilpresse Digital : Deutsche Exilzeitschriften, 1933-1945

Newspapers and periodicals published by various exile communities before and during World War II.

Frankfurter Allgemeine Zeitung Archiv

Offers two portals to access historical content of the *Frankfurter Allgemeine Zeitung*: F.A.Z.-Biblionet (offering coverage from 1993-present) and F.A.Z.49-92 (covering historical content back to the

The Challenges of digitising African newspapers

The Public's Unanimous Verdict.

FOR CARTOON SEE PAGE 5

RAND DAILY MAIL

"CASTLE" Beers are the

JOHANNESBURG, THURSDAY, DECEMBER 18, 1930.

<p>M. Harris & Co's Sales.</p> <p>SPECIAL SALE OF</p> <p>12 FIRST-CLASS PIANOS,</p> <p>8 "Hamilton" American Organs,</p> <p>8 Gramophones, 10 Radiograms,</p> <p>24 Gramophones, 10 Radiograms,</p> <p>At the New Building, 100 Johannesburg,</p> <p>To-Day (Thursday), Dec. 18</p> <p>at 10.30 AM and 2.30 PM.</p>	<p>Lezard & Company's Sale.</p> <p>TIMBER, IRON and TOOLS.</p> <p>TO-DAY (Thursday) Dec. 18th,</p> <p>at 10.30 AM.</p> <p>AT OUR SALE YARDS,</p> <p>CHURCH AND JOHANNESBURG STREETS,</p> <p>QUARTERS 13 CROSS STREET, JOHANNESBURG, AND BRIDGE AND RAYFIELD, JOHANNESBURG, ETC., ETC.</p>	<p>Lezard & Company's Sale.</p> <p>A SALE OF NEW FURNITURE</p> <p>Being the Balance of Stock in the Warehouse of G. H. LEZARD and others.</p> <p>at 10.30 AM.</p> <p>TO-DAY (THURSDAY),</p> <p>at 10.30 AM.</p> <p>at G. H. LEZARD'S STORES, 100 JOHANNESBURG ST., JOHANNESBURG.</p> <p>SOLE AGENTS, NORTH OF THE CAPE, FOR THE SOUTH AFRICAN TRADE, THE SOUTH AFRICAN FURNITURE CO., LTD., JOHANNESBURG.</p>
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The Graham's

ON CAPE OF GOOD HOPE



PUBLISHED WEEKLY, ON SATURDAYS

Vol. X, No 30. BLANTYRE, NYASALAND, SEPTEMBER 14, 1927. SINGLE COPIES, 6d

The FINEST WHISKY ever imported into B.C.A. is Grant's "Liqueur" Whisky.

Sole Agent in British Central Africa— W. F. James, Wine and Spirit Merchant, General Retail, BLANTYRE.

RAND Daily Mail

No sign of hunger strike—Biko doctors

'Brave little soldier' blows himself up

A 'Mail' special investigation

Speed kid, Ernst

We can't go alone, Mudge tells

Call to bill SA for SWA 'damages'

SALE

Property.

LIZABETH.

of the late W. Wright, Esq.

AUCTION.

WEDNESDAY

Sept. next,

100 BROADWAY

D-STREET,

JOHANNESBURG.

Messrs. A. Wares & Co.

THE MANY IMPROVEMENTS

of these States, as well as leading places, the present changes in them of business

PROVINCE.

and will be made of Sale.

ESTABLISHED 1830.

D. A. SANDBROOK,

Auctioneer,

Valuer.

NOTICE

WESTERN HOUSE

J. Williams

NOTICE

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J. Williams

Challenges Scanning Historical Texts

- A national treasure
- Quality of source material – poorly filmed images, damaged print, obscured text
- Lack of adequate local digitisation facilities
- **OCR of Historical Text; spelling variants (“neceffary”)**

	ESTABLISHED	Journal	PROVINCE
Machine Pass 1:	IXtABIIS□ED	□ONINAL	PRSVIMOE
Machine Pass 2:	ENTA8HSHED	□ONRIIAL	PROVINOE
Machine Pass 3:	INTABLISHED	HOURNCIL	PRSVINCE
NewsBank V11.2	ESTABLISHED	Journal	PROVINCE

Challenges Scanning Historical Texts

- **Recouping the expense!**
 - Size of archive
 - Digitisation quality (display and/or preservation)
 - OCR quality
 - Platform, search engine and hosting
- Potential Market Size

How can news become more widely available?

PUBLIC

- Public and/or government support of public digitisation efforts
- Donor entities – individuals or organizations

ACADEMIC

- Content sharing amongst academic institutions

COMMERCIAL

- Form or join consortia to increase purchasing power

