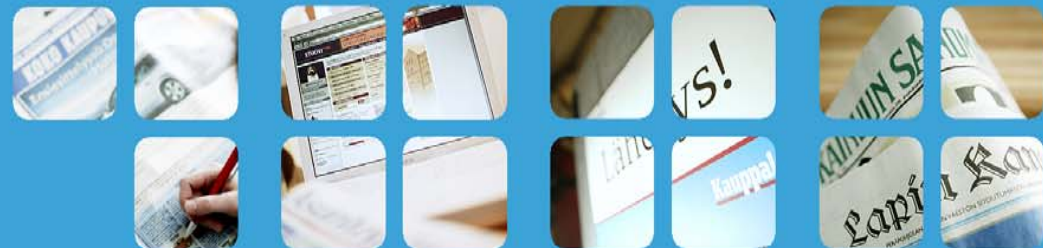


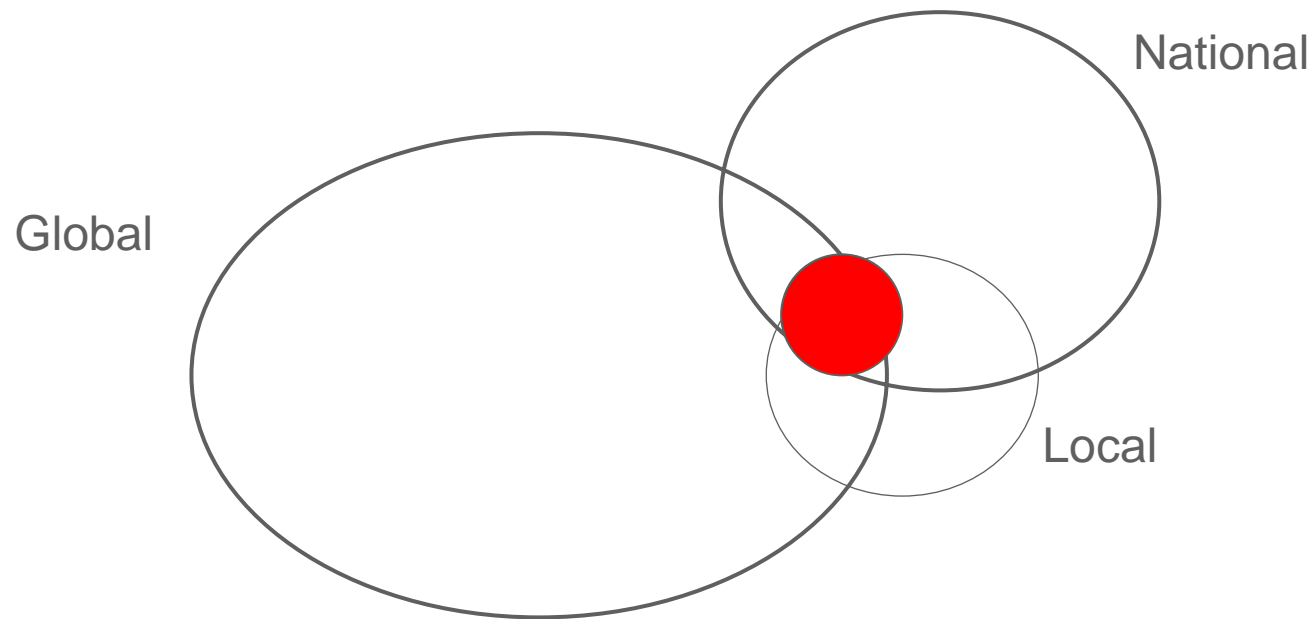
Newspapers in the Centre of the Picture

Matti Apunen
Editor-in-Chief, Aamulehti





Newspaper interprets the world





The Way Through Change

- To find their way amid these bewildering changes, media companies must shift their focuses from products and services to the lives of their customers. As the landscape keeps changing, the central question is: "What indispensable roles can we play in the lives of the consumers and businesses?"

*American Press Institute:
Newspapers Next – Transformation Project (2007)*



The Role of Newspapers

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*American Press Institute:
Newspapers Next – Transformation Project (2007)*



What Role Can We Play?

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*American Press Institute:
Newspapers Next – Transformation Project (2007)*



What the Consumers Want

- People do not want to buy a quarter-inch drill, they want a quarter-inch hole. So focus on the holes, not the drill.

-Ted Lewitt



Four Reasons to Follow Media

- Keep me up to date
- Keep me entertained
- Help me make smart choices
- Keep me connected (with people like myself)

API



Four Reasons to Read Newspapers

1. They are more intimate.
 - News analyses: What do the decisions mean for me, here and now?
2. They are reliable.
 - More than 80% of Finnish media consumers considered newspapers a reliable source of information (SL Research 2006)
3. They are closer.
 - Where else could you get the same amount and selection of local information in one place?
4. They do things for you.



Alma Media's Journalistic Operating Principle

- We regularly scan our core products from the user's perspective
- Systematic method based on RISC Monitor's attitude and consumer modelling
- Result: a number of new business opportunities founded on serving the citizens



Alma Media's Journalistic Operating Principle

- Alma Media's solution for product development is a continuous change process involving regular product updates. The idea: minimise cost, minimise risk.
- Flexible use of the workforce, continuous shifting of focus areas.



Generic R&D

- Example: Visual design and structural overhaul for Aamulehti, November 2007
- Generic model for all Alma Media's provincial newspapers
 - Centralised R&D: Immediate competitive advantage to regional papers
 - Journalistic checkpoint
- Design by Palmer Watson, Edinburgh
 - (The World's Best Designed Newspaper, 2006)



AAMULEHTI

sisällys	18
muutokset	18-19
Yhteiskunta	20-21
Uutiset	22-23
Elämä	24-25
Liikenne	26-27



WWW.AAMULEHTI.FI
JAANA PELKONEN JA MIKKO LEPPILAMPI VIDEO-HAASTATELUSSA
www.aamulehti.fi/video

MUOTI 2007
EI TAASKAAN MITÄÄN UUTTA MUOTI-HUONEILTA
 Teemu, 200



Perjantai

Perjantai 11. joulukuuta 2007
 Aamulehti

Pitko



MATTI PITKO
 Matti Pitko, 50

Holkerin giljotiini

Tuomari Matti Pitko on ollut Suomessa tunnettu jo vuosikymmeniä. Hän on ollut mukana useissa oikeusprosessissa ja on kirjoittanut useita kirjoja. Pitko on ollut mukana myös useissa televisio-ohjelmissa ja on ollut mukana useissa oikeusprosessissa. Hän on ollut mukana myös useissa televisio-ohjelmissa ja on ollut mukana useissa oikeusprosessissa.

... (Additional text about Matti Pitko's work and opinions on the legal system.)

Kolme peräkkäistä tuomari- ja oikeusministeriä
 ... (Text discussing the changes in the Ministry of Justice.)

Uusi perustuslaki
 ... (Text discussing the new constitution and its implications.)

Vastakäsky
 ... (Text discussing the 'Vastakäsky' (counter-command) in the legal system.)

Yliopistoundistus: Yhdessä asiasta valtakunta on samaa mieltä: Suomalaisen korkeakoulutuksen taso ei ole mitä sen pitäisi olla. Yliopistomme eivät pärjää vertailuissa.



Huippuja hihnalta

ALMA MEDIA
 Jari Hiltunen

Yliopistot ovat Suomessa olleet pitkään korkeakoulutuksen ydintä. Ne ovat olleet mukana useissa oikeusprosessissa ja on kirjoittanut useita kirjoja. Pitko on ollut mukana myös useissa televisio-ohjelmissa ja on ollut mukana useissa oikeusprosessissa.

... (Continuation of the article text.)

... (Continuation of the article text.)

... (Continuation of the article text.)

teoreettisesti on olemassa
 ... (Text discussing theoretical aspects of the education system.)

Miksi tällainen?
 ... (Text discussing the reasons behind the current state of the education system.)

... (Continuation of the article text.)

... (Continuation of the article text.)

... (Continuation of the article text.)



Generic R&D, 2

- Example: Alma Media's Helsinki editorial office (1+10)
- Societal focus
- News victories in summer 2007



The Development of Journalism

- Journalistic customs and conventions will change remarkably over the next few years.
 - ASF: Alternative Story Forms
 - "Do this" journalism: Doing things for the reader
 - Focus: Female readers
 - News: Shorter fuse, longer life-span



The Closer the Better

- Newspapers dominate the market for local information, with an unparalleled amount of information filtered, organised and distributed





Why Readers Like Newspapers

- "We are cheerleader, teacher, critic, watchdog and friend. We are often dismissed or looked down upon by the big-city media outlets, which have largely forgotten their reason for being."

-Patricia M. Larson, *Fort Mill Times*, SC

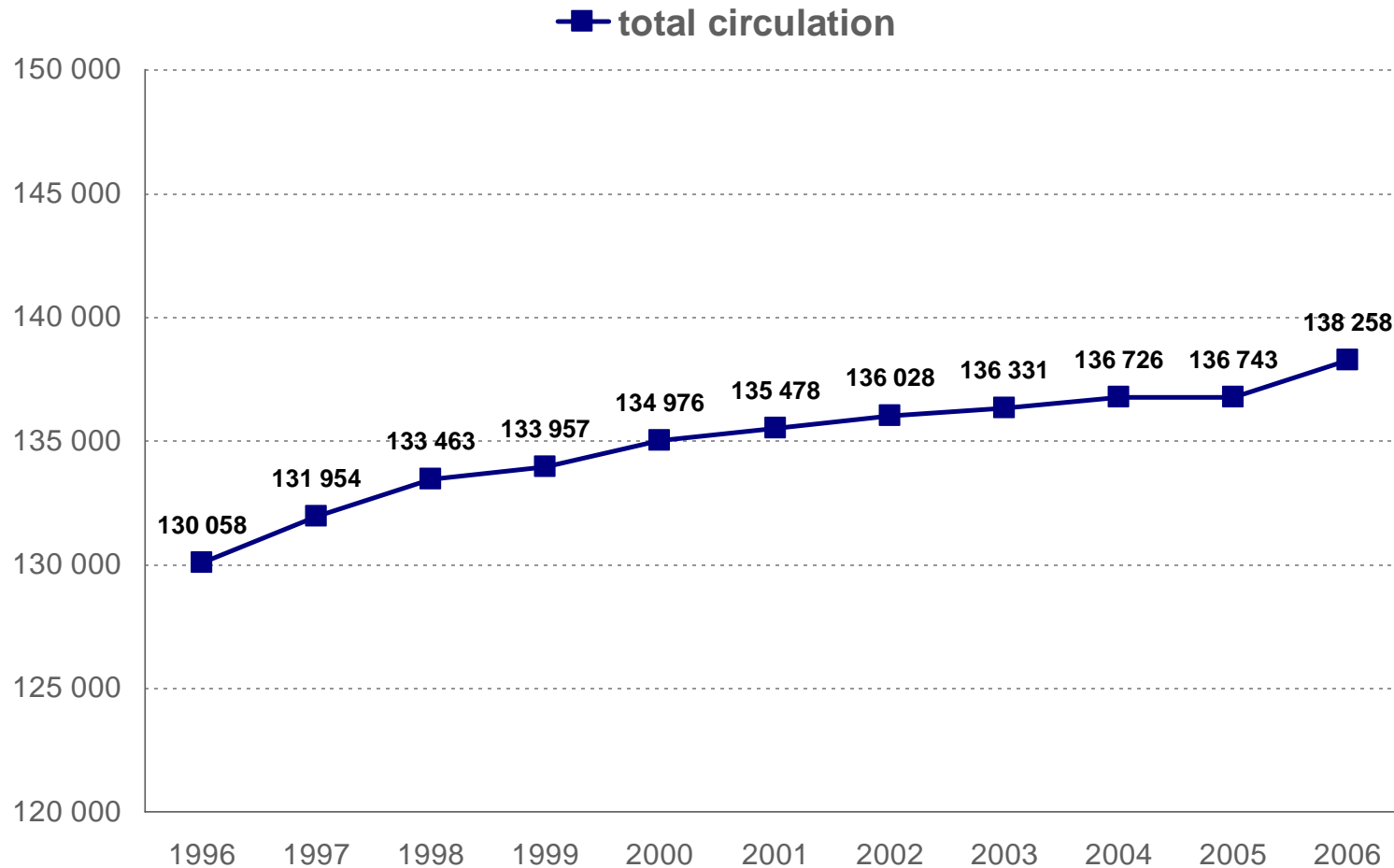


Supple Movement: Salsa

- Started in October 2006 encompassing all Alma Media newspapers
- Technical platform FatWire CS7; technical partner TietoEnator
- Salsa integrates the different technical solutions into one platform, forming the technical basis of all future online solutions for the newspapers



Aamulehti's total circulation has increased



Source: Levikintarkastus 1996-2006



Chance favours the prepared mind.

-Louis Pasteur