



## THE WWW WORLD CUP



# A newspaper made by the reader

## WWW PROJECT'S SUCCESS

- 1** This year's smallest number of newspaper's unsubscriptions was verified in June. The customer service believes this was a result of the World Cup's unusual coverage.
- 2** Newspaper sales on the streets – that use to fall during the World Cup (an event basically for television) – kept the same.
- 3** The integration between both news rooms, printed newspaper and online content, represented a historical mark in the company. The same model is being used, at the moment, at the presidential election's coverage by all RBS Group.
- 4** After the World Cup, we noticed reader's participation growth at the newspaper's pages: the journalists have been stimulated to use this participation; and the reader have been stimulated to participate.