

Oberhessische Presse

The Multimedia-App of Oberhessische Presse

WAN-IFRA
XMA Cross Media Award 2011

iOS



Android



English Version

Attention!

We provide the main presentation as an app.

To download the app please visit the following URL directly in Safari on your iPad:

www.mymedia.de/ifra

After that you will be asked to install the app.

This handout contains all relevant texts from the app in English language.

Editorial

A small media company sets new standards in the field of infotainment

Let's go

What does the multimedia app created by Oberhessische Presse offer?

Workflow with audio slide show

How do the articles come from the newspaper to the tablet PC?

How does the app work?

Various designs deliver strong arguments

„app“ solutely the best

Playground: the most elaborate and attractive dossiers

Tablet vs. print

What offers the app what the newspaper cannot do?

Facts and figures

Q & A about the media company

Focused

Ads on the Tablet PC: New opportunities for customers

Into the future

Outlook: where does the development of the multimedia app go?

Editorial

For the first time, WAN-IFRA grants the XMA award this year for user-friendly apps for tablets and smartphones and prizes particularly clever business models in this segment. A premiere. We are pleased to accept this challenge. Oberhessische Presse (OP) is the first local newspaper in Germany which offers more than the 1:1 implementation of the printed newspaper.

The premiere of this product in December 2010 was expanded by offering by an e-paper version in June 2011 and shortly afterwards another premiere: as the first media company in Germany, we provide this multi-media daily magazine for tablets with google's operating system Android 3.0 (Honeycomb).

For the tablet edition, we consolidate all existing designs of a product and create a new media experience: many hours before the printed edition will be delivered, our customers are informed by video, audio, information graphics, image and text about the major topics and events in the region. They see, read and hear in advance the topics of tomorrow will be and how the editorial staff of the OP is utilizing this new medium.

From Monday to Friday, we transfer top multimedia messages into a fascinating combination of content and form. We stay true to our principle that OP readers are informed faster and better about news in and around Marburg and implement local events as intensive as ever. Our editors, photographers and multimedia designers are developing a thrilling mix of serious journalism in an exciting design – pure infotainment. Regular customers will be rewarded for their loyalty: the print edition subscribers receive the new product at a monthly preferential price and those who have no iPad yet, can purchase this from us at special conditions.

Read more about our digital way to our customers in this special issue.

Let's go

- the „magazin“ of the Oberhessische Presse
- first app of a daily newspaper with exclusively local content
- the best of the newspaper - reading stories, reader service and the most important news from the region, presented by at least 20 multimedia files per day
- attractive topics by consolidating all multimedia elements. Photo galleries, videos, comments and audio files linked with all background and additional information
- beneficial value for the reader
- high-quality appearance offers special ad space for advertisers
- individual prioritization of topics, independent from print edition
- daily appearance (Monday to Friday)
- easy operation - with one finger rub to next topic
- due to significant earlier appearance (10 pm), the reader is informed sooner about the most important topics - compared to the reader of the print edition

Workflow

Our multimedia app has one objective: produced with the multimedia elements of a tablet PC, it delivers the best of the print edition. Enriched with photos, videos, backgrounds, graphics and audio files, the app provides a powerful visual presentation which is easy to use.

The efforts of various departments in our media company merge into one product. All our editorial departments have a significant awareness for the multimedia business. All editors who are working for the print edition do also contribute to the multimedia edition.

Planning of the product is controlled by the chief editor, the general manager and the producer who are assisting the production from the planning in the morning until finalisation at 10 pm in the evening.

Text from audio slide show

How do the best stories, backgrounds and service topics of the print edition reach the iPad app? Most important basis certainly is... communication.

Needless to say that precise agreements between all departments and local editors are a key success factor. Editors, photographers, camera operators and others who are involved in the production, have developed a strong awareness of cross-media work.

The planning of the new edition already starts with the evaluation of the daily newspaper. Which story has been implemented well content-wise and visually? Which story raised questions, what can be done better? Where do we go in detail? All these issues will be discussed during the daily evaluation – both for the print edition as well as for the iPad edition. Our motto is to learn from mistakes and to constantly improve what goes well already. The rough framework will be agreed in the early morning meeting. What are the hot topics? What are the people in the city and in the region interested in? What might be the cover story?

The chief editor, the general manager and the producer decide upon the agenda of the day. They are responsible to direct the topics into different channels. What will be published in the newspaper? What will exclusively be published for the iPad? How will these topics be implemented online? The photo and the video team is involved in all multimedia business.

They have to meet all requirements of cross-media work, deliver different motifs - thinking out of the box, for still images as well as moving images. The more concrete the storyboard was discussed in advance, the more precise they can work together on site.

There are some more steps needed until the iPad product - or dossier, as a range of topics is called – is finished. Finally, various components need to be assembled. Text, image, backgrounds, photo galleries, videos - all items should be presented centrally, and ultimately appealing.

The first step in this process is „flowing“. This means that the contents of the print edition are transferred from the DTI editorial system to the display format of the iPad production. This depends primarily on the format of the photo, which is used with the text. Is landscape, portrait or even a full format appropriate?

This decision is taken by the producers. They are responsible for editing the texts, select the photos and prepare the post-production. This includes to investigate on additional contents for the dossiers and to give more importance to the service factor by digital means.

Post-production takes over fine-tuning by linking photo galleries and videos, creating scrollable reading areas and working out graphic details, in short: the so-called refinement provides the functionality of the app.

Once these steps are completed, one last quality control will be completed by the chief editor and producer. Are the headlines correct? Do all additional elements such as video and audio work properly? Does the cover picture arouse enough interest to represent the Oberhessische Presse virtually?

If these criteria are met, the issue can be offered for download no later than 10 pm. The reader gets the most important and best of the day several hours before the print edition appears and information is much more comprehensive. The classic newspaper follows the other morning on paper.

How does the app work?

On this page you will find various stories and news as an example for different designs. On one hand, in a classic, editorial design, on the other hand, in special formats to ensure higher quality of information transmission. Simply touch the screen shots.

„app“ solutely the best

Rub, type, wipe – anyone who holds a tablet PC in his hands for the first time, can try functionalites out easily.

No doubt: a tablet PC can do much more than just deliver information.

We profit from these additional functions for every multimedia app in new editions. The reader expects at least one dossier where additional content can be found by typing, rubbing or wiping.

These little gimmicks require significant extra work being justified by increased app user satisfaction.

Our motivation: those using a tablet PC want to be surprised, not bored. Expect the unexpected – this is the motto of the multimedia app of the Oberhessische Presse. Attached you can find some examples. Simply touch the stars.

Tablet vs. print

Brave, bold and striking – this is how the individual dossiers of the multimedia app appear. Appealing graphics and eloquent titles put the topics of the day in perspective.

Creativity without limits, anything goes.

The „magazine style“ and the fresh design of the multimedia does more and more influence design of the print product in the meantime. Graphics, specifically developed for the tablet PC, are increasingly used for illustration of the the print products.

A synergy effect where especially the print edition of the newspaper can benefit from. The reader will be surprised by a younger and bolder design, not known so far.

Facts and figures

Future-oriented and yet traditional: Oberhessische Presse managed the change from a newspaper to a media company.

Readers and customers are expecting a number of additional product options in addition to the print product, this is what makes Oberhessische Presse extremely distinctive.

120 employees work daily for various products and guarantee highest quality. This does not only affect the print products. Video, photo and internet editors join the team of the OP to guarantee a maximum of multimedia flexibility.

In addition, media designers are responsible for the optimal design of individual products. The package is completed by the full service agency mymedia, which supports OP services and takes care of the individual customer needs.

This development requires new insights and reconstruction of all employees. The willingness is awesome - the results motivate. More than 300 readers are already using the OP app, trend continues upwards. The launch of new tablet PCs is supposed to double this number by the end of 2011.

The media company

- 120 employees in the publishing house
- Oberhessische Presse (circulation: 28,000), first edition of the newspaper in 1866
- Gießener Zeitung (since 2008, circulation 127,500), Germany's first participatory newspaper with more than 5,000 registered private reporters. Supported and designed by employees of Oberhessische Presse
- Advertising journals „Marburg extra“, „Anzeiger extra“ and „Hinterland extra“ (118,143 copies)
- „Mein Samstag“ (87,500 copies), complementary and service-orientated supplement to Oberhessischen Presse
- www.op-marburg.de (1,8 Mio Page Imp., 200,000 Unique Users)
- Oberhessische Presse television
- Apps for iPhone, iPad, Android 3.0
- Video production für business partners
- Participatory-portal www.myheimat.de (2,400 private reporters)
- Full service agency mymedia
- Mail services via Citipost Nordhessen

Multimedia app

- Start: 6th December 2010
- Produced with Woodwing software
- daily issue (Tuesday - Saturday)
- Content: best-of newspaper with focus on illustration and magazine topics, multimedial design
- Retail price iPad-Store: 0,79 Euro/issue
- iPad-Abo OP (update May 2011): 310
- Target until end of 2011: 500 -700 Abos for tablet PCs
- Price (duration: 24 Monate)
9 € per month for print subscriber (App plus print 36,40 €/month)
16 € per month for non-print subscriber
- in addition, subscribers can purchase iPad 2 for 16 € per month (min. duration: 24 Monate)
or for a single payment of 360 €
- printed ads for the abo: Oberhessische Presse, advertising journals, supplements as well as movie ads, online ads, „Abo configurator“ and viral via social media as Facebook, Twitter, etc.

Advertising with iPad

Not only the newspaper receives a new design on a tablet PC, even the advertising opportunities increase significantly.

Whether short image videos, image galleries or interactive files - advertising space on the tablets is creative and innovative. Tablets of creative and innovative.

Users profit from special effects: advertising is innovative and, more importantly, surprises. Graphic and technical means highlight the advert, the user can find the product on his own. The user is visiting the ad longer and the advertising effect is significantly increased.

App advertising is developed in close cooperation with customers and media experts from the OP and tailored to the individual needs of the client.

The minimum period for booking an ad is one week each. It will be displayed in full-screen format between other editorial content and appears when you scroll between the files.

The price depends on the volume - the design opportunities are unlimited. Currently, the publishing house is working on technical means to improve advertising effectiveness.

Into the future

1st May 1866

First daily newspaper appears under the name of „Oberhessischer Anzeiger“ within Marburg region. Today, this newspaper is known as „Oberhessische Presse“, still aiming for the same objective: inform readers and present background information.

4th April 1998

Under www.op-marburg.de OP readers can get information online about the most important local events.

2006

Faster access: through SMS options, OP readers are informed about the most important local events – wherever they are.

August 2007

Short videos of local events add to the online presentation of Oberhessische Presse. This required the creation of a video editorial.

June 2010

Short, rapid and concise: iPhone app informs about the most important events in Marburg and the region.

6th December 2010

Oberhessische Presse launches the first multimedial newspaper for iPad. Simultaneously, the video format „The region in 100 seconds“ starts daily with short newsletters from the region.

7th June 2011

ePaper app from Oberhessische Presse can be downloaded in App Store. It is a 1:1 version of the printed edition with all contents including ads – free of charge for subscribers.

11th June 2011

Oberhessische Presse provides a new app for tablet PCs with google's operating system Android 3.0 (Honeycomb). This app can be used with Motorola Xoom, Samsung Galaxy Tab 10.1v and Acer Iconia A500.

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