



# Rich content - lean production

Schwäbische Zeitung goes iPad

# Who we are: Portfolio of a regional multimedia player

Regional web sites:  
news, community, classifieds



largest regional newspaper in  
southwest Germany Circulation: 180,000

Schwäbische Zeitung 



special interest  
magazines

akzent 

seezunge

BauHerren  
RATGEBER

Gesundheit  
aktiv

business  
today

businessprofile100

radinsider

m-e-n-s-a

regioTV

3 regional  
tv stations

RADIO 7

regional  
radio station

Tablets are the likely game-  
changer in digital media

We want to challenge  
these new opportunities

Schwäbische Zeitung 

# The reason why we launch an iPad App now

There are not yet many iPad users in your region...

Now it's the time to **learn** and get prepared for the take-off.



Wait and let others make the mistakes...

To run successful E-Publishing products we must begin to **change our organization** right now and get new **entrepreneurial** spirit.



# This is what we do: Our iPad approach in a nutshell

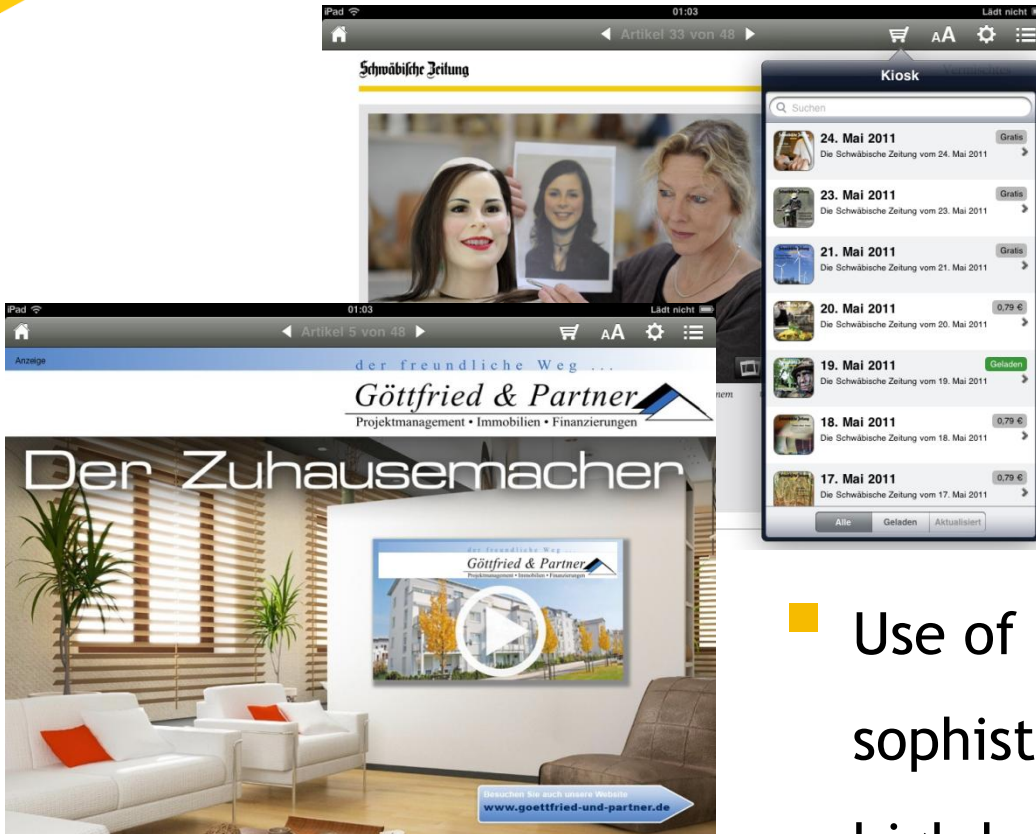
- Rich Content
  - innovative way of storytelling
  - intuitive user experience
  - all available content assets
- Lean Production
  - integration in existing systems & processes
  - automation wherever appropriate



# How we enter the tablet world: Creating a unique iPad Edition

- Dedicated iPad product
- evening edition made for „Couch Time“
- Multimedia storytelling
- superb app experience
- technically state-of-the-art
- E-Publishing solution covers complete editorial workflow

# How we keep the budget balanced: Save money through lean production



- 0,79 EUR price per issue
- local ad partners

- Use of existing systems, sophisticated metadata and a high level of automation limits production costs (80/20-Rule)

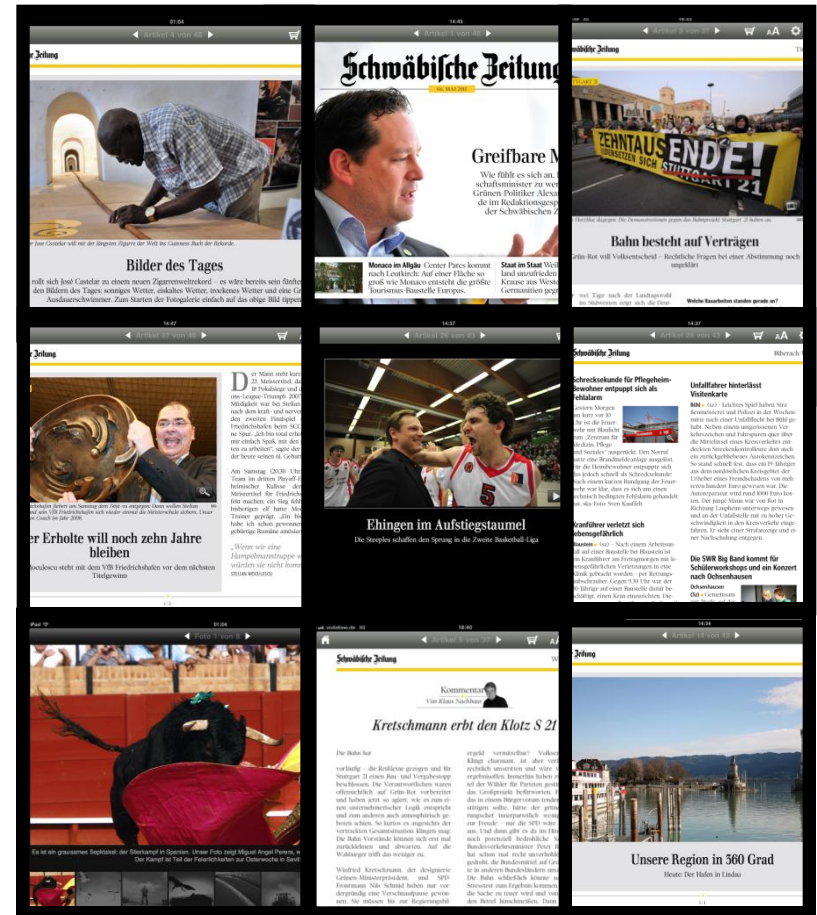
# The look and feel of our app: Paid Content must be Premium Content

- Brand „Schwäbische Zeitung“:  
high perceived value
- Design interpretes typical  
newspaper elements to  
create a classic, valuable  
appearance
- Added value exclusive for  
iPad app justifies issue price



# The editorial concept: Hot topics for the people in Swabia

- Selected newspaper articles
- iPad exclusive content
- Commentaries
- High relevance videos
- Panoramic views
- Popular blogs





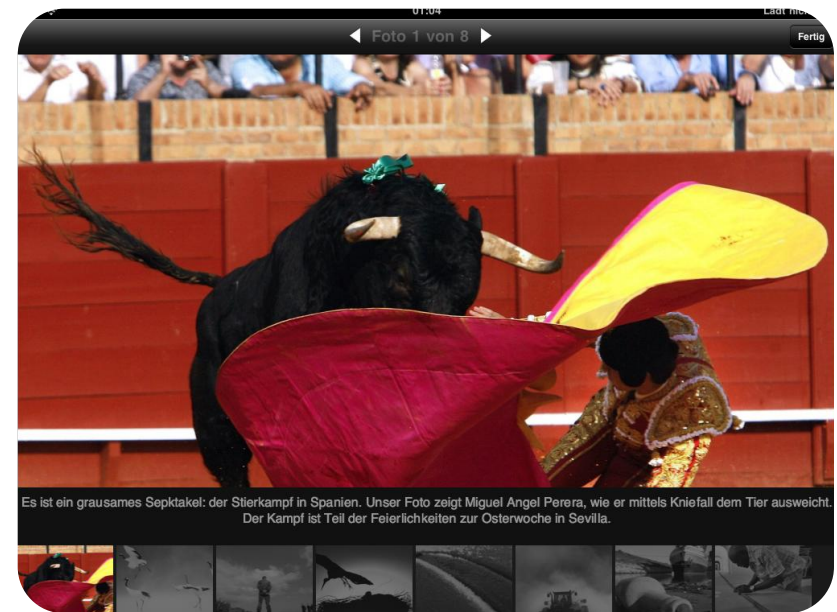
# The editorial concept: Customizable local news

Local  
teaser on  
front page

Select the  
cities you're  
interested in



# The Editorial Concept: extensive use of multimedia



# The Editorial Concept: E-Paper as a not-to-be-missed feature

- Today's and next days' E-Paper included in iPad issue
- iPad app is attractive also for occasional print buyers



# Flexible & efficient technology: The best of both with a hybrid approach

- modular framework adaptable to publishers' systems & processes
- **Efficient, Interactive, device-agnostic**  
modern web technologies (HTML5, CSS3, JavaScript)
- **Best user experience on iPad**  
Native iOS components (ObjectiveC)

**Consider  
the Future**

**Mind the  
Present**

# How get things done: Production in partnership

## Schwäbische Zeitung

- iPad Team
  - Project Management
  - Production:
  - Crossmedia Editors
- Coordination:
  - Newsroom Manager

## dpa•infocom

- Service partner for
  - publishing infrastructure
  - hardware & software tools
  - data import & conversion
  - Manage, edit & publish issues
  - Delivery
- Operations & Support

# A publishing ecosystem: An app is not enough

## Prepad: Publishing Interface

- Converting the raw data from the editorial system to an app suitable format
- Postproduction
- Issue administration
- Publish to app store

Online-Paket erstellen

Paket

Zusätzliche Angaben für iPad

Ausprägung \*

Catchline 1 \*

Catchline 2 \*

Catchline 3 \*

Ausgabe	Importiert	Editiert	Produziert
<input checked="" type="checkbox"/> swz-2011-05-21	<input type="button" value="Importieren"/> zuletzt: 2011-05-20 18:22	<input type="button" value="Editieren"/>	<input type="button" value="Produzieren"/>
<input type="checkbox"/> swz-2011-05-18	2011-05-17 15:28		
<input type="checkbox"/> swz-2011-05-16	2011-05-15 16:18		
<input type="checkbox"/> swz-2011-05-12	2011-05-12 22:18		
<input type="checkbox"/> swz-2011-05-09	2011-05-08 06:10		
<input type="checkbox"/> swz-2011-05-08	2011-05-08 06:12		

Akt.	Bild	Typ	Orte	Kicker	h1	h2
<input checked="" type="checkbox"/>		titel			Titel	
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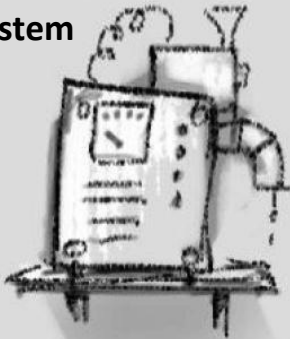
# How we manage workflows & processes

**Best-Of**  
 Production: iPad Team  
 Post-Production: Prepad

**Local News**  
 Production: Newsdesk  
 Post-Production: Prepad

**E-Paper**  
 Production: Print / IT  
 No Postproduction

**Publishers' Editorial System**



iPad Desk

Best of

Local News

E-Paper



**Prepad Publishing Interface**



**Issue In-App-Purchase**

10:00

19:00

20:00

24:00

Planning  
Pre-Production

Producing  
Best-Of

Editorial  
Deadline

Data Import  
Issue Management  
Post-Production  
Publishing

Issue  
available

Next Days' E-  
Paper  
available



# Thank you for your attention

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**Schwäbische Zeitung** 