

Newspapers are dead?

Long live the content!

A scenic view of a harbor at sunset. In the foreground, a wooden pier with metal railings extends into the water. The water is calm, reflecting the warm colors of the sunset. In the background, a large, dark mountain rises from the water, and a city with lights is visible on the distant shore. The sky is a mix of blue, orange, and yellow.

hi, I'm Luca from Sketchin

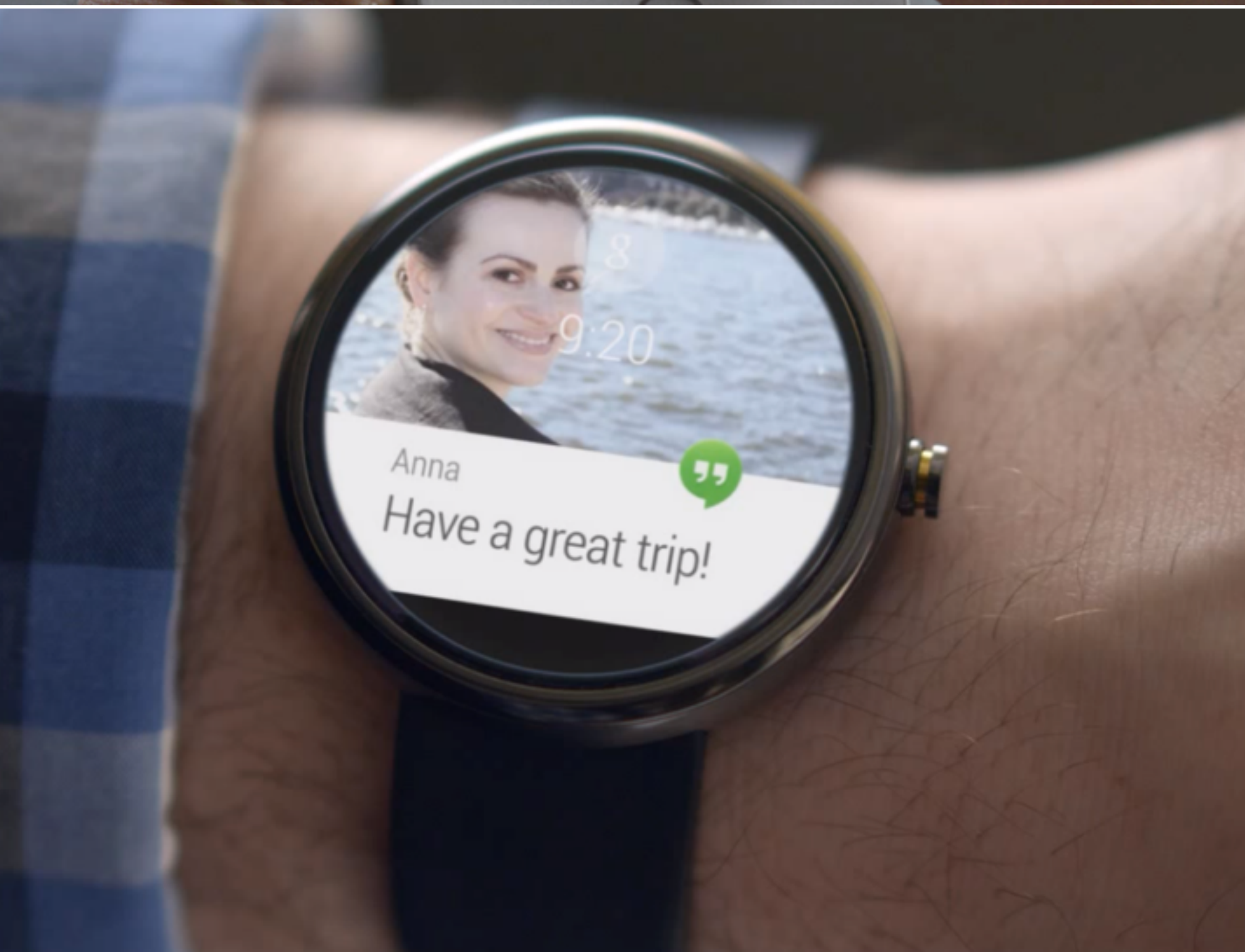


This isn't a newspaper anymore





This is a newspaper



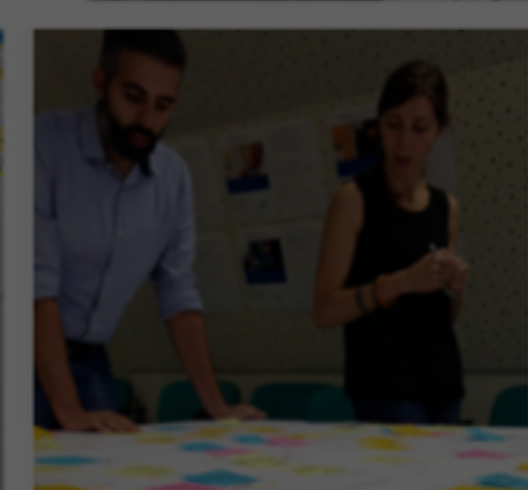
a new level of expectation

everything, everytime, everywhere





discovering new behaviors and needs

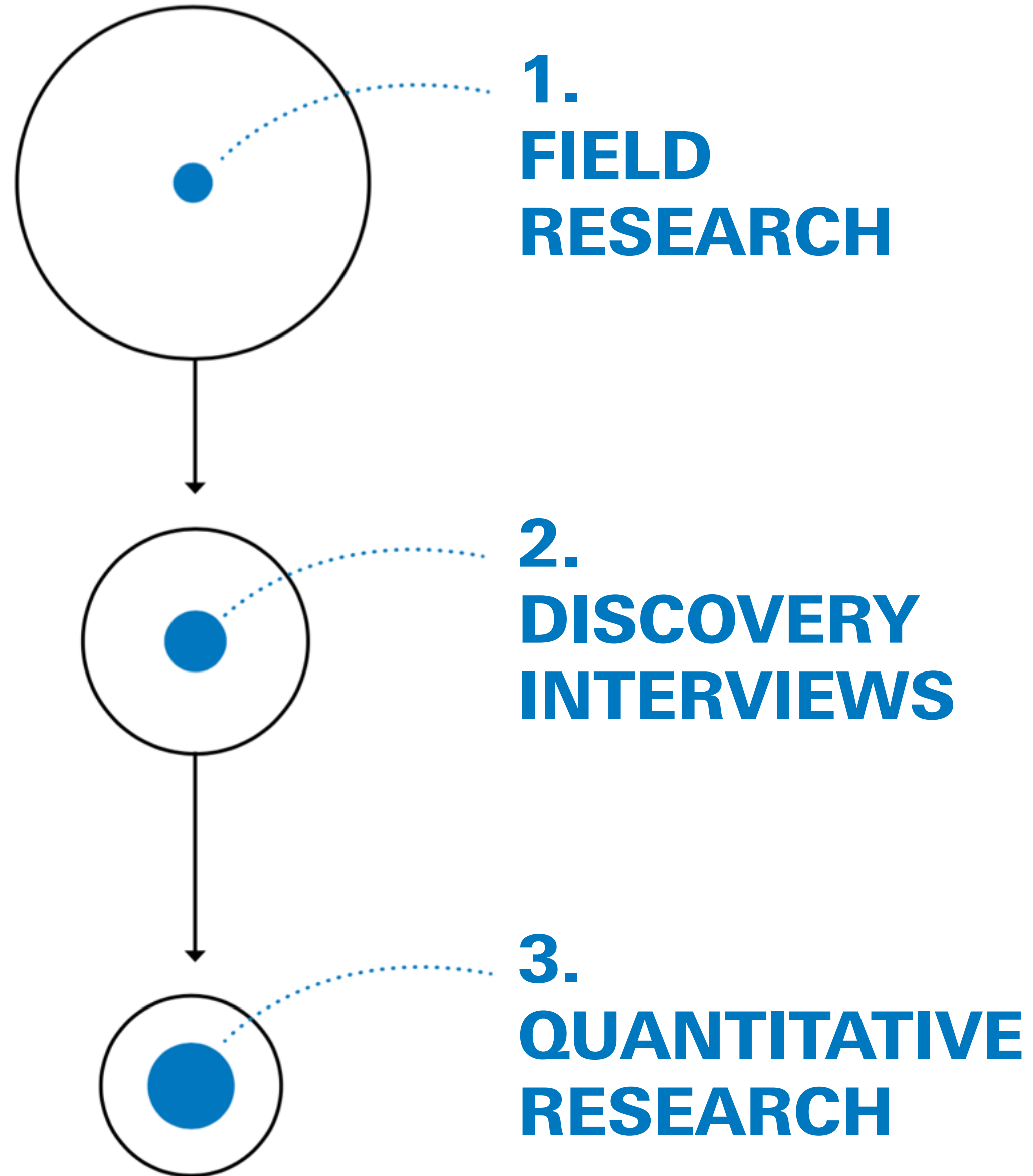


5 countries

25+ projects

10'000+ hours research





11 new
emerging
behaviors





#1

People inform themselves using the device nearest to them, independently of context.





#2

People seek information online as soon as they become aware of a piece of news or an event.



#3

People acquire further insight into content starting with paper and continuing to digital.



#4

People do not distinguish between digital, paper, and television brands and always expect total coherence between them.



A blurred background image showing a crowd of people, possibly at a protest or public gathering. The colors are muted, with shades of blue, grey, and brown. The focus is on the text overlay.

#5

People never draw from only one single source.



#6

People switch the channel they are using based on the succession of news, regardless of the platform that provides them.





#7

People are prepared to pay for a specific digital content only when they are in need of it.





#8

People love publishing products that are simple and with a strong value proposition.





#9

People comment on social networks, but in an increasingly private and selective way.



#10

People seek both authoritative and entertaining content, but do not accept both from the same source.





#11

People take the multimedia for granted, without perceiving it as a plus.



strategy & design for editorials today





a future-friendly model



Social + Mobile
& content first



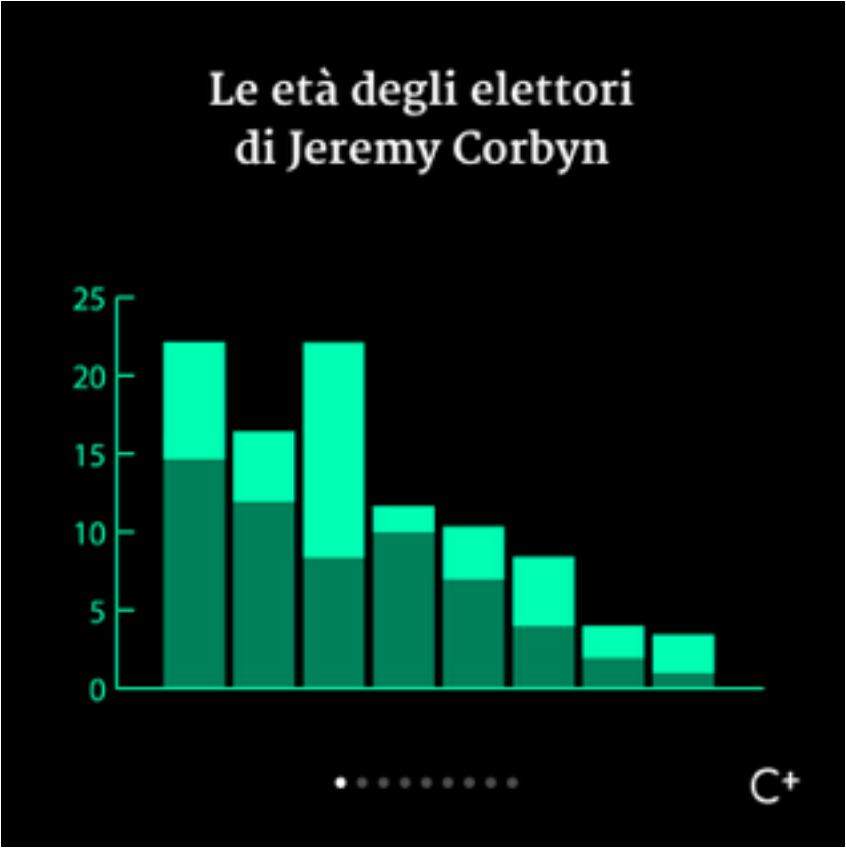
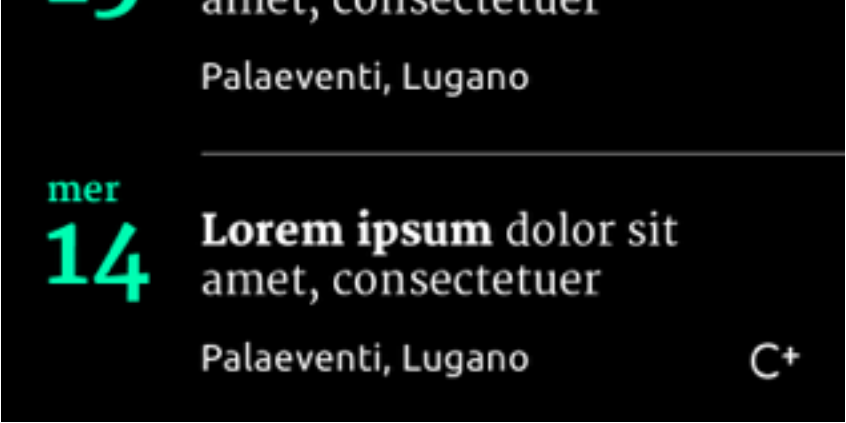
Create a
unique
physical-digital
design system



Create an omnichannel language



Create a content system



Design for a Rithm



Frequenza consigliata

1-2 post/giorno

Fasce orarie consigliate

- 13:00-16:00 settimana
- 12:00 - 13:00 weekend

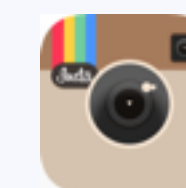


Frequenza consigliata

5+ post/giorno

Fasce orarie consigliate

- 13:00-15:00

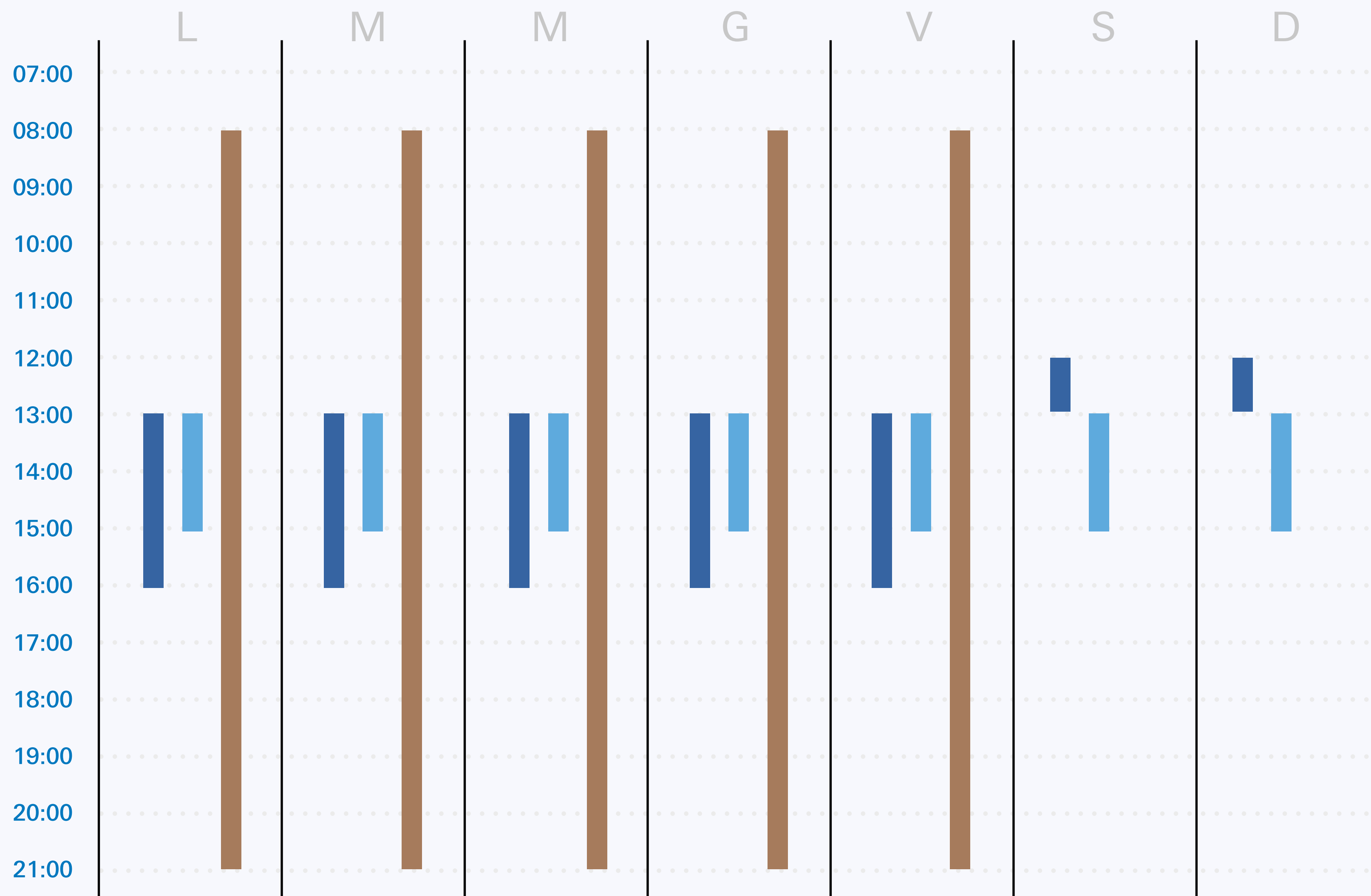


Frequenza consigliata

1-2 post/giorno

Fasce orarie consigliate

- 8:00-21:00 settimana





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By Brian Patrick Byrne on Jan 05, 2016 at 6:26 PM





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TOMI UH

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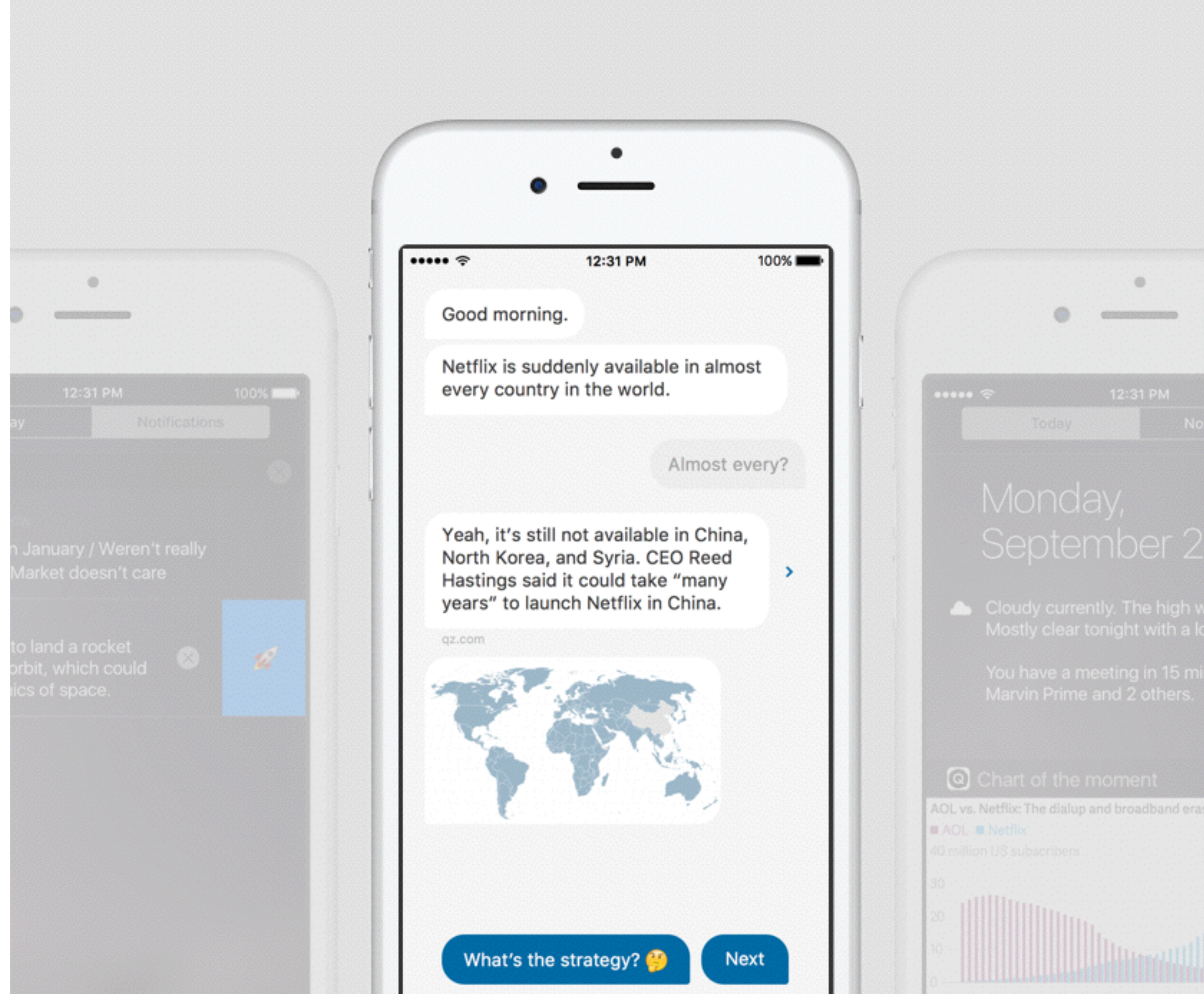
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