Newspapers are dead?
Long live the content!
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
1. Field Research
2. Discovery Interviews
3. Quantitative Research
11 new emerging behaviors
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.
#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.
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.
People comment on social networks, but in an increasingly private and selective way.
People seek both authoritative and entertaining content, but do not accept both from the same source.
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
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

Design for a Rithm
Explore progressive discovery
Explore content curation
1. Hillary Clinton Lets Big Banks Off the Hook for Financial Crisis

Blame game

2. Outsider Candidates’ Fundraising May Prove More Durable

Strength in numbers

3. Tommy Thompson Endorses Jeb Bush Walker pick-up

4. On Oregon Shootout Obama Faults Gun Inaction Yet again

5. Guggenheim: My Daughters Could Be Malala

The Bloomberg Politics Interview

6. How Is Bush Handling the Rubio Threat? Tables turned

7. Sanders Gives Run for Her Money Cash machine
Explore alternatives approach

Good morning.

Netflix is suddenly available in almost every country in the world.

Almost every?

Yeah, it’s still not available in China, North Korea, and Syria. CEO Reed Hastings said it could take “many years” to launch Netflix in China.

What’s the strategy? Next
Thank you

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