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Visit [www.ipadnewspapers.wordpress.com](http://www.ipadnewspapers.wordpress.com) to view this project online with links to app videos.

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## The Device

The iPad is a flat mini-computer with a touch screen. It is a mobile device and can be used anywhere. <sup>3</sup>, W LV PHDQW WR EH DV WUDQVSRUWDEOH DV D P FDSDELOLWLHV DV D ODSWRS ¶¶

Apple not only makes the device, but controls the content being played on it through apps which it distributes and from which it collects part of the profits.

Apple sold 14.8 million iPads in 2010 after being released in April and predicted sales are for 48 million in 2011 <sup>[4]</sup>. These figures make the iPad the fastest ever adoption for an electronic device, eclipsing even the iPhone and DVD player. Sales are expected to explode over the next four years with tablet computers the

**iPad 31% Laptop/Computer 26% Mobile phone 12% Print 24% E-reader 7%**

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Source ±Cooper Murphy Copywriters

Media companies

Newspaper organisations have embraced the Internet with a proliferation of high quality news

Newspaper companies worldwide have learned from their mistake of giving away valuable content for free on the website and have instead produced paid-for iPad apps. The same research revealed that while 16% of online publishers currently had paid-for iPad apps, another 60% were planning to introduce one in the next year.

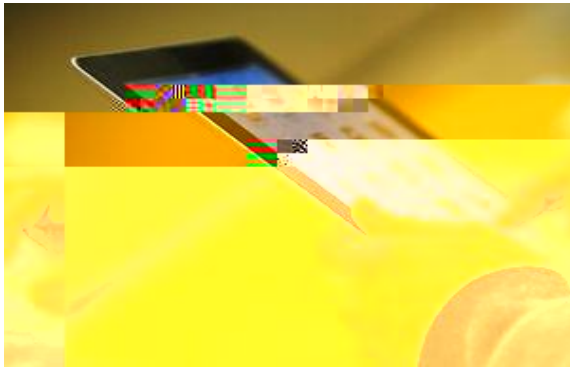
What publishers such as Döpfner were so excited about, was the potential to once again deliver an editorialised package of news to readers, but in a digital form. This view of what the iPad had to offer is reflected in the decision by the British newspapers studied for this report to produce apps using all or most of their printed material reproduced in an almost identical format to a newspaper.

However, Head of Journalism at London City University and former International Editor of

One in ten had already cancelled and had switched to reading digital newspapers on their iPad.

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rather than going to a news website which are usually free. When asked what factors would influence their news-application or newspaper-subscription decisions, iPad users most often said "a price lower than the price of a print subscription."

Publishers therefore need to weigh up the resource needed to reproduce their newspaper on an app and any parallel drop in print subscriptions to decide if the investment is worth it.



### **Industry examples**

This research studied the coverage of the phone hacking scandal across web, print and iPad editions in The Times and The Telegraph in July this year. This approach was used to investigate how different companies approached one story across multiple platforms and how the iPad fits into this new digital landscape. The Sunday Times was a late addition to the research project and therefore was not studied in the same detail during this time.

#### The Times

The Times is a unique news organisation to study because, unlike the vast majority of newspapers, its website can only be accessed via payment. Therefore there is no question of what information will be given away for free on the website as opposed to paid for in the print or iPad edition which was launched in May 2010.

In July 2011, The Times was offering a special subscription package of £1 for the first month of access to both The Times and The Sunday Times websites and iPad editions, then £9.99 thereafter. This is a website subscription offer which means Apple does not get the 30% cut it takes if sold through the app store. The digital subscription model also allows The Times to gather information about its readers which Apple does not allow through the iTunes store.

Figures released by News Corporation in July 2011 showed the Times and the Sunday Times had more than 100,000 digital subscribers just over a year after charging to access the website. More than 35,000 editions of The Times were being downloaded daily on to iPads and 31,000 editions weekly of The Sunday Times. <sup>[11]</sup>

The Times app is an exact replica of the printed edition formatted for the iPad. When the iPad edition was first launched it had News, Business and World sections, but no Features. Since Christmas 2010, it has had all daily sections and since April/May 2011, all Saturday pages are also found on the app.

#### Key characteristics

- Downloaded from 5am each morning.
- Read in either landscape or portrait by swiping through the pages on a carousel or by finding particular sections or articles on a pop-up menu at the bottom of the screen.
- The hierarchy of stories within the paper is replicated in the iPad edition by starting some halfway down the page and with smaller headlines.
- Photos within the app can be enlarged, photo slide shows are used and there are a large number of graphics.
- Video is used extensively ±up to five per day provided by SKY news, another subsidiary of News Corp.
- Multiple editions on big news days and exclusive content from The Times archive.
-



the app does in its current form. Links to websites can be done within the app so readers are not led elsewhere for information, never to return.

Another aim is for both advertisements and content to be customised according to the reader and their location. However, all new ideas are dependent on resourcing. As Prowse says; <sup>3</sup> you are going to be limited not by imagination ± WKH UH ¶ V DOZ D ± Mut by U H D W L C I L Q D Q F L D O F R Q V W U D L Q W V ¶ ¶

He does not believe in updating the app during the day as the website updates rely mostly on agency copy while the integrity of the Times brand relies on the work of its own journalists. Resourcing means it would be very difficult to regularly update the iPad edition without damaging that brand.

Prowse therefore favours the one-edition-a-day model with extra editions on big news days. However, things that could be updated easily would be sports scores or financial markets information.

Since the completion of this research, The Times has introduced an android app which is complimentary to all subscribers. An internal link to The Times website has been added as a feature in the android app.

### **The Phone Hacking Scandal on Print/iPad/Web**

#### **Print**

- Front page news lead and photo every day.
- Extensive coverage including background features, comment and analysis
- Excellent use of graphics and break-out quotes to tell the story at a glance.

#### **iPad**

- All front pages are the same as the print edition, but with comment and analysis pieces highlighted in a right-hand column.
- All editorial copy is identical to the print edition.
- Embedded videos supplied by Sky News
- 6 O L G H V K R Z V V X F K D V <sup>3</sup>+ R O G W K H ) U R Q W 3 D J H 7 K U R G H Y L F H ¶ V R S W L F D O T X D O L W L H V
- July 19, The Times does a special 8pm update of the iPad edition when James and Rupert Murdoch appear before the Culture Select Committee, leading with the attack on the older Murdoch by a pie-wielding comedian.
- The front page is changed and the update includes six new pages of stories about the appearance and attack including a statement from Murdoch, a page of selected Twitter remarks about the meeting and extra video and photos.

#### **Website**

- Live updates throughout the day involve short sharp paraphrasing of the unfolding events and embedded Tweets.
- Extensive use of video added during the day, making it more up-to-date than the iPad.
- Additional documents such as full statements of key players like James Murdoch and Rebekah Brooks are available online which are not in the iPad or print edition.
- Stories attract a large number of comments.

The phone hacking case is a perfect example of what The Times iPad app is aiming to be. In a fast-moving breaking story, readers would not go to their iPad newspaper for the latest news, but would keep up-to-date on their mobile or lap top during the day and use the iPad to read the expert analysis and background when they have time in the morning or evening.

Contrary to what one might expect, the information on the iPad app about this saga did not seem stale by nightfall, though some stories did become irrelevant if supers H G H G E \ W K H G D \ events. Instead, the flow of biographies of the main protagonists and articles on the history of the News of the World and its links to those in power provided context to the unfolding events.

A highlight feature of the app was an interactive graphic of the members of the Culture Select Committee. While watching the appearance of the Murdochs live, one could press on the seat of committee members to see their biography and special interests in regards to the phone K D F N L Q J F D V H 8 Q I R U W X Q D H A E B \ ' W K H D V H D U L Q Q R W 3 B X U W J X

Whilst the app delivers a very elegant digital version of the newspaper, the iPad team appear too busy just getting the stories uploaded to be constantly thinking about new ways of telling stories on the device. Prowse was in complete control of the iPad edition with no input from editorial staff and said reporting staff was not at all engaged with the new medium. This means their input into what extra material is available or ideas for different narrative forms is entirely under-utilised.

Therefore, though the product is perfect for people who enjoy reading The Times newspaper, its ability to attract new readers is limited. The Times is relying on the digital platform itself to appeal to younger readers, rather than supplying new content or ways of telling stories. 3 U R Z response to questions about W K H D S S \ V a Great New Gadgets D O i d n e R of W K L V Y L H Z 3 , W \ V D P X O W L D J H G H Y L F H Z H Z R X O G K R S H G H P R J U D S K L F V '

### The Telegraph

Tim Rowell, iPad director of The Telegraph, explains that W K H L 3 D G H G L W L R Q L V 3 Q I I R U S U L Q W D Q G Q R U V K R X O G L W E H \ \

The Telegraph attempted to have an app go live on the day of the iPad launch. It was one of only three media companies given a prototype iPad which was kept chained to a desk, locked in a room with only two people allowed to enter. They had just eight weeks to build an app for launch which they decided was too short, so they decided to wait and introduce something better into the market at a later date.<sup>[12]</sup>

The Telegraph released a free app to test the market in Sept 2010. It had 160,000 downloads in total and still had 70,000 individual users by April 2011. Research showed people used it on average 7-10 times per month. Weekends were more popular than week days and usage peaked at 7am and after 9pm. The average time spent reading was 20 mins ± compared to 4-5 mins on the web - and people read about 40 pages per use. *ibid*

More than 60,000 users consented to telegraph.co.uk collecting data about them. About half of all users were aged between 35 and 54 and were spread all over the world. The Telegraph







- The Sports section has up-to-date scores of games throughout Sunday.
- An envelope icon means you can tap to email the author.
- The app also includes exclusive offers such as a weekly movie download.

The

## **Digital strategists - their thoughts on the potential of newspaper apps**

Digital newspaper strategist Kevin Charman-Anderson believes the lack of interconnectivity both within newspaper apps and linking to outside websites, as outlined above, is where British newspapers are failing to harness the potential of their iPad products.<sup>[14]</sup>

He argues that too many news organisations mistake navigation, such as scrolling or multimedia, as being interactive when true interactivity is the ability to engage with the content in an interactive graphic

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## Impact on journalism and journalists

All experts spoken to as part of this research believe that the iPad will not fundamentally change the way journalists work - at least in the short term. The impact has certainly been minimal to non-existent so far.

However, they all agreed that the iPad has great potential to encourage more long-form journalism, investigations and analysis. 'HVFULEHG DV D<sup>3</sup>OHDQ EDFN' GHYLF  
to invest a lot more time reading on it than on other digital platforms.<sup>[5]</sup>

In this respect, the iPad could herald a move away from the multitude of skills and tasks expected of journalists today ±live blogging, tweeting videoing ±and a return to the very core of what journalists do, which is dig up stories and tell them in an engaging way.

Some commentators already point to a resurgence in long-form journalism thanks to dedicated websites such as ReadItLater and LongForm.org which allow readers to save articles and read them later offline, much like articles can be read offline on iPads.<sup>[15]</sup>

Llewelyn-Williams believes the iPad is a platform where good journalism really shines through.<sup>[13]</sup>

<sup>3</sup> 7KH RSSRUWX QELMg to Lvcom R h V W Red From the web perspective the drive is to make stories shorter snappier -





be easily updated during the day. The Times and The Telegraph both have plans to update sports results and financial information as is already done by The Sunday Times. Extra editions should be used on big news days and I would suggest using a ticker at the bottom of an app as a convenient way to update readers about ongoing news events without changing the content of the app.

Making the app interactive is also important. The huge popularity of social networking amongst younger people suggests that functionality allowing readers to comment on and share stories via favourite social media sites is a key component of encouraging younger readers to invest in newspaper apps. Stories within the app should be able to be bookmarked for later; send or share via social media; comment or copy. The Sunday Times has a new idea which takes advantage of the tactile nature of the device and can increase revenue.

One newspaper does not necessarily mean just one app. Unique apps could be one-offs about significant news events and used by schools as a teaching resource. They could be specialist Travel, Fashion or Entertainment apps, using the app to link to a bank and historical resources to become a must-have for people interested in these areas. A restaurant or film app could include all the information to show people what is on in their area at any given time.

The newspapers in this report are aware of this potential and are all considering independent apps for different sections of the newspaper. As this research paper was being finalised, The Telegraph released a new Pictures App for iPad with a daily gallery of 12 pictures and a 14-day archive.

Throwing away traditional ideas and starting again is not an easy task. Achieving success will most likely need the

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