

Newsplex reports on newsroom transformation

DARMSTADT, GERMANY/PARIS, FRANCE: Newsplex, the editorial strategy and newsroom consultancy and training academy of the World Association of Newspapers and News Publishers (WAN-IFRA), has released two new reports on recent newsroom reorganisation projects in Switzerland and the United Kingdom.



The reports provide case studies of Ringier's Blick Group in Switzerland, which now operates out of a multi-title newsroom, and Archant in the United Kingdom, which transformed the operations of five editorial centres and more than 60 titles.

Ringier's Blick titles have long been major players in the popular press market in Switzerland. In 2008, the ambitious project began with the objective of running three newspapers and an online portal from a common, integrated newsroom. The new report provides an account of that transformation, from the physical architecture to the management structures to the impact on marketing and identity.

Raising the standards

Archant is the UK's largest independently-owned regional media business, active in regional newspaper and magazine publishing, contract printing and internet communications. By transforming the editorial operations of all its newspapers - new workflows and technology - it has raised the standards for regional publishing organisations to fundamentally change how content is planned, created and produced across a large number of titles.

"Ringier: The integrated newsroom of the 'Blick' Group," (in English and German) and *Archant: Newsroom transformation in the British regional press*, (in English) will be available at the IFRA EXPO in Hamburg next week and can be also ordered by contacting Dr Dietmar Schantlin, WAN-IFRA executive director of Publishing, Editorial and General Management, by e-mail at dietmar.schantlin@wan-ifra.org.

The Newsplex advisory and consulting services for editorial operations concentrates on systematically supporting newspaper management in the development and implementation of editorial and newsroom strategy that follows a media-convergent publishing approach. For more on Newsplex, go to www.ifra.com/newsplex.

WAN-IFRA has more than 30 years experience in a wide variety of consulting and advisory services in all areas of newspaper operations. For more on WAN-IFRA consulting, go to www.ifra.com/consulting.