

Newsflash

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Looking to the future at Intergraf's Direct Mail Seminar

Multi-industry experts from across Europe joined one another at the HP Experience Centre in Barcelona last month to network with stakeholders from across the print value chain and discuss the current state and future of the direct mail sector in Europe.

Coordinated by Intergraf, in cooperation with FEPE (the European Envelope Manufacturers Association) and with the support of leading market research company Smithers Pira, the Direct Mail Seminar followed-up on Intergraf's successful 2015 workshop on the future of book printing.

Lisa Kretschmann, Managing Director of FEPE, said that "it was exciting to see that our industries' strong trust and

interest in direct mail is justified: It is powerful and transparent, with major brands starting to realise that they may have overinvested in digital media. Part of the decline in volume is due to improved analytics and targeting, meaning that direct mail is more efficient and offers good opportunities for our industries to pick up on or even shape the use and development of direct mail technologies".

Motivated by a wealth of high-level, cross-industry speakers and a pre-commissioned market report from Smithers Pira, seminar participants took part enthusiastically in several interactive sessions designed to analyse the direct mail sector and look towards the future. Participants also took part in a

guided tour of HP's Graphics Experience Centre, as well as a visit to a local direct mail or digital printer.

Beatrice Klose, Secretary General of Intergraf, explained that "this event was a great opportunity for interested parties to meet in a rare cross-industry forum to learn and discuss about issues of great relevance in such a specialised sector. Direct mail is experiencing a resurgence in Europe, with many companies (re-)exploring this communication channel to promote their products or services. These developments offer exciting opportunities for direct mail producers".

Please contact Alison Grace, agrace@intergraf.eu, for more information.

Crisis in the print media under discussion at the EU

“Quality journalism comes at a cost and cannot be done properly by underpaid journalists in understaffed newsrooms”

European Parliament



On 28th November the European Parliament organised an expert hearing to address the “dual crisis” that print journalism has suffered from in recent years: “an economic downturn translating into lower revenues from advertising and consumers’ migration to online media”.

The hearing allowed for different views to be presented regarding readership, current EU legislative proposals (notably in the field of copyright), innovation in Europe’s press sector, the role of advertising and the situation of journalists.

Presentations were given and comments made by representatives of the magazine, journalism and publishing industries. One of the key topics

discussed was the importance of journalism and print media in providing proper research and oversight to the provision of news. Another important issue brought to light was the responsibility of social media platforms like Facebook for the content published there as limited oversight on these platforms poses a potential threat to journalism. Importantly, it was also clarified that investment in print media continues to remain valuable, despite TV advertising receiving the lion’s share of investment.

For more information you can contact Luca Conti, lconti@intergraf.eu.

Smithers Pira forecasts 17.5% annual growth for digital textile print



Digital textile printing is *“one of the most exciting market opportunities in the print and textile supply sectors”*

Smithers Pira

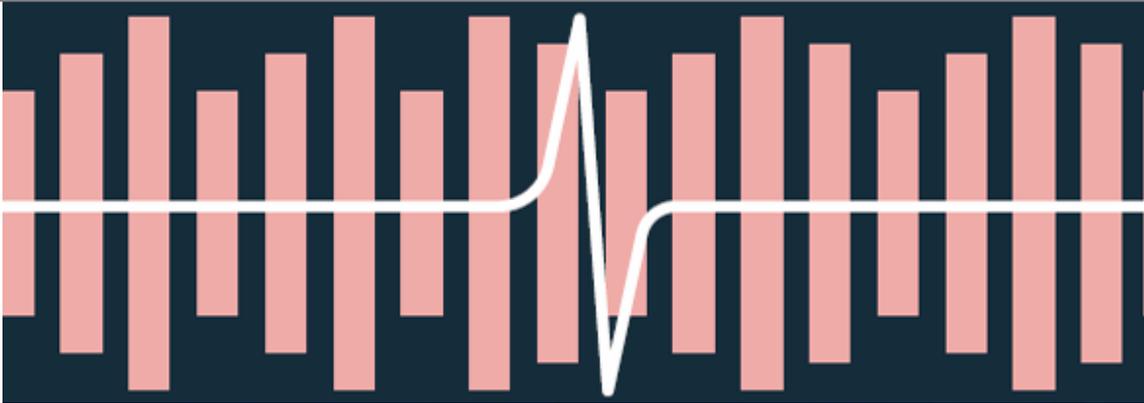
According to a recent Smithers Pira market report, digital textile printing offers exciting opportunities for growth worldwide, with growth forecasted at an annual average of 12.43% for 2016-2021—more than double the value of the previous 5 years.

It is projected that the most rapid increases will be experienced in the volume of fabric printed with inkjet equipment—from 870 million m² in 2016 to 1.95 billion m² in 2021. This includes clothing and household textiles, as well as displays and signage. Due to a perceived lack of focus on niche markets, technical textiles, on the other

hand, will likely lose some ground.

Smithers Pira also highlights the changing dynamics of the global textile printing industry—with Asian economies becoming more important. There has also been some “backshoring/reshoring of production to North America and Europe to ensure quality in high-value applications”, however. Changes to the industry have also included mergers and acquisitions, enhancing growth and encouraging increased investment.

For more information or to purchase the full market report you can refer to Smithers Pira’s [press release](#).



Identifying optimistic trends in print media for 2017

With the aim of rounding up the key issues and trends in today's media industry, TheMediaBriefing, with the support of CrowdyNews and Fiare, has recently published a forward-looking report on The State of the Media 2017, inclusive of an analysis of print.

Gathering information from media executives using a survey, TheMediaBriefing shows that despite some declining trends, 67.5% of respondents were optimistic about prospects for 2017, at least for their own businesses. Many will also continue to rely on print income, with 29.6% of respondents identifying that they rely on this revenue stream to pay the bills.

The full report provides information about 12 key publishing sectors: print, data, digital display advertising, ecommerce, email, events, memberships & paywalls, mobile, off-platform publishing, social media, sponsored content and video. Major trends in each of these sectors are discussed, as well as how organisations are facing up to the various challenges they pose.

Success in the printing industry "seems to depend on how niche you can get". For example, a recent 'pop-up' paper 'The New European', conceived of and launched within nine days of the UK's Brexit vote, sold approximately 40,000 copies of its launch issue, bucking the downward trend that can be seen in the newspaper industry as a whole. This has resulted in its publisher, Archant, extending the newspaper's schedule past the initial 4 weeks. The weekly's "narrow pro-European focus; a hit with Remain voters resentful of the anti-European stance taken by UK mainstream media" is thought to be behind its triumph.

Another success story cited is Forbes Magazine, which will turn 100 years old in 2017. Currently experiencing its highest ever readership figures, independent research has also credited the business title with 6 million regular readers—8.8 million for its best-read issue. Despite price increases, Forbes' newsstand sales are growing, a trend that has been put down to "emphasising the uniqueness of the print magazine experience, with

better paper, better photography and better packaging of information" (Randall Lane, Editor of Forbes). Features in the print edition have also been lengthened, leaving shorter articles for the web, where they work better.

The New European and Forbes are among the more 'niche' printed publications that demonstrate the potential for such an approach to succeed, despite overall downward trends. It is projected that other, less targeted, areas of the print media industry will continue to experience fewer sales in 2017.

Of particular note for 2017 is the difference in outlook between newspapers and magazines, as "magazines are not in the same bind as newspaper publishers". Part of the reason for this may be that magazines are niche by nature, and thus can continue to drive high sales using business models that are based on drawing in audiences with a heightened sense of collectability and high production values. Daily newspapers, on the other hand, continue to experience an acceleration in the rate of decline.

For many newspapers, the gap between print-loss and digital gain continues to affect operations due to falling print revenues—a state of affairs that tends to affect daily newspapers more acutely than those with less frequent circulations. Solutions to this have included executing aggressive plans for digital growth in the form of subscriptions, or growing emerging digital advertising formats like sponsored content and video. Other newspapers may simply stop their print operations altogether, although "few publishers that still have a print product will write it off entirely".

In summation, the report advises that based on the information gathered both magazine and newspaper publishers should be looking towards moving carefully towards more niche content. This will help them to continue to thrive and adapt in a changing market.

For more information, you can download TheMediaBriefing's full report on The State of the Media 2017 for free by following [this link](#).

"Success in print is coalescing around modest ambitions for distribution, tightly-targeted niche credibility and the collectability of premium products"

The State of the Media 2017

"Digital subscriptions and new online advertising formats are seen as the cure for declining ad revenues"

The State of the Media 2017

Increased flexibility in TV advertising would impact print



“One minute of TV advertising in prime time in Germany takes approximately one billion Euros out of the advertising spend that could go to other media”

Jörg Hausendorf,
member of the
Executive Board of
Bauer Media Group

What impact could the ongoing review of the Audiovisual Services Media Directive have on Europe’s press publishers? Future Media Lounge last month hosted its 7th debate session to find out.

The event saw “a general acknowledgement of the need to support media pluralism and media diversity in Europe”, with speakers from related industries, the European Parliament, European Commission and other experts elaborating on how this might be achieved and regulated at EU level.

The current EU proposal is being monitored by Intergraf and aims to bring existing legislation into line with new digital realities (i.e. the inclusion of video-sharing platforms). It is expected that greater flexibility for advertising on TV will increase

advertisers’ interest and budget in this channel at the expense of other media, including print.

Jörg Hausendorf, Bauer Media Group Executive Board, explained that the proposal could put the achievements of media diversity at risk because of the distribution of advertising money between media players. It would further deregulate TV advertising to achieve a “level playing field”, likely resulting in the decreasing ability of print media to keep advertising as a viable revenue stream. Hausendorf demonstrated that TV advertising over the past 10 years in Germany has already gained much of what has been lost by print.

For more information you can download an event [summary](#) or refer to this [website](#). You may also contact Alison Grace, agrace@intergraf.eu.

Changing faces at the European Commission



The Commission will work to “*deliver a targeted and positive agenda that brings concrete results to protect, empower and defend citizens*”

**Commission Work
Programme 2017**

Following the recent resignation of Kristalina Georgieva from her post as Vice President for Budget and Human Resources at the European Commission, Günther Oettinger will soon become Commissioner for Budget, leaving his current post as Digital Economy & Society Commissioner vacant.

Enacting its mandate to propose new legislation, the Commission has also recently released its strategic work programme for the year 2017. Among the most important political priorities and initiatives for the printing industry over the next year are the Implementation of the Action Plan on Circular Economy, the Implementation of the Digital Single Market Strategy, and the Data Protection Package.

The work programme also outlines some pending proposals of higher priority that will be worked on during 2017. These include the Circular Economy Package, the definition of a new Copyright Reform, Audio-Visual Media Services, and the Emissions Trading Scheme. In addition, the Commission will also work on some REFIT exercises in the areas of the environment, REACH, ecolabel, data protection, food contact material, forest-based industries and health & safety.

Intergraf already monitors all of these policy areas and will continue to keep you informed of developments over the course of 2017.

For more information about please contact Luca Conti, lconti@intergraf.eu. You can also refer to a summary of the new initiatives [here](#).

Consumers see no divide between digital and print media



Consumers value “more flexibility, freedom and convenience in when and how they consume their preferred content”, rather than perceiving a significant divide between digital and traditional media, PWC reports.

In their latest edition of the *Global entertainment and media outlook*, in which key global highlights are outlined, PWC state that it is now a global trend that “consumers call the shots, as content experience trumps delivery platforms”. It is demonstrated in the report that consumers look for attractive content, easy discovery, social community and an inspiring, personalised experience, rather than being concerned with how the content is delivered.

This knowledge offers an opportunity to traditional printing sectors, many of which continue to provide products that are desired by consumers. PWC notes that “a key feature of this multifaceted environment is the resilience—and in some cases resurgence—of aspects of ‘traditional’ media, including the shared, live media that consumers still love”, highlighting the continued competitiveness of many printed products in this environment.

Another trend noted by PWC is that of newspaper consumption, “with consumers increasingly willing to pay for premium content”.

For more information you can refer to PWC’s [online article](#).

“Overall, what’s emerging is an environment where consumers regard any distinction between ‘digital’ and ‘non-digital’ as irrelevant”

PWC

Linking disability rights and the printing industry



European Day of Persons with Disabilities 2016



Accessibility and the inclusion of persons with disabilities in Europe has been increasingly in the spotlight in recent years due to the 2006 introduction of a United Nations Convention on the Rights of Persons with Disabilities, under which the EU is bound as a signatory.

The role of the printing and related industries in producing books for blind, visually impaired or otherwise print disabled people in Europe has also been in focus at a European level in the run-up to 2016’s European Day of Persons with Disabilities on 29-30th November. For instance in petitions to the European Parliament and in various policy proposals aimed at increasing the number and availability of accessible printed materials:

1. Proposed Directive on copyright in the

2. Digital single market;
3. Proposed Regulation laying down rules on the exercise of copyright and related rights applicable to certain online transmissions of TV/radio programmes;
4. Proposed Directive on certain permitted uses of works protected by copyright and related rights for the benefit of persons who are blind, visually impaired or otherwise print disabled;
5. Proposed Regulation on cross-border exchange between the EU and third countries about accessibility related to the above.

For more information please contact Luca Conti, lconti@intergraf.eu.

“The Commission considers that people with reading disabilities should be able to have access to books in accessible formats, and that it is unacceptable that so few books should be available”

European Parliament, Petition 0924/2011



“Big Data is bearing down on us right now—by land, by sea and from every other direction”

Steve Gray, VP of Strategy and Innovation at Morris Communications

How to harness the opportunities of Big Data

Local media companies need to think bigger about the prospects offered by Big Data, says WAN-IFRA, the World Association of Newspapers and News Publishers. Big Data offers an “enormous opportunity” to innovate in the sector, which is calling to be taken advantage of.

Local media companies are the controllers of some of the most important and insightful data about their subscribers: demographics and interests (as well as names and addresses), web actions that reveal purchasing paths, lifestyles and characteristics (as well as simple page views) and data about everyone else (people and businesses) in that market.

Steve Gray, Vice President of Strategy and Innovation at Morris Communications, explains that local media companies “have become the leading masters of local Big Data on individuals, households and businesses

and how best to reach them—unmatched by any other local competitor”. The data is there, but to harness the opportunities brought by Big Data better analysis is required.

By deploying the right strategies in a data-driven business model, companies can ultimately become more profitable, as with improved Big Data analysis they will be able to better target and specifically cater to the desires and expectations of their audiences. Some local media companies have already moved in this direction, but additional opportunities are there for the taking.

In the words of Steve Gray, “Big Data is pouring into and out of our markets. Let’s mobilise and develop the killer data-driven strategies that we could integrate into profitable new initiatives”.

For more information you can refer to WAN-IFRA’s full article [here](#).

If you have a story for Newsflash let us know!
Email: agrace@intergraf.eu

INTERGRAF Events calendar

European Federation for Print and Digital Communication

December '16	1st	Article 6 Committee, Brussels
December '16	6-7th	Keep Me Posted EU meeting, Brussels
December '16	5-9th	European Vocational Skills Week
March '17	7th	Environment Working Party, Brussels
June '17	8-9th	Intergraf General Assembly, Copenhagen
September '17	4-5th	Intergraf Directors' Conference, Luxembourg

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