



next

MEDIA

*A TIVIT
PROGRAMME*

**Tivit Foresight and Business
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**Marja-Leena Tuomola
Chief Digital Officer, Finland
Sanoma**

www.nextmedia.fi

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Sanoma: 20 countries – 290 million consumers

- Net sales 2 761,2 million €
- 56% of turnover outside Finland
- EBIT 245 million €
- 15 400 FTEs
- Significant player in digital media in Finland, the Netherlands, Hungary and Bulgaria



Sanoma: Multichannel approach consumer in the center



Huuto.net

oikotie.fi

Vartti

keltainen PORSSI

Hintaseuranta.fi
a Sanoma company

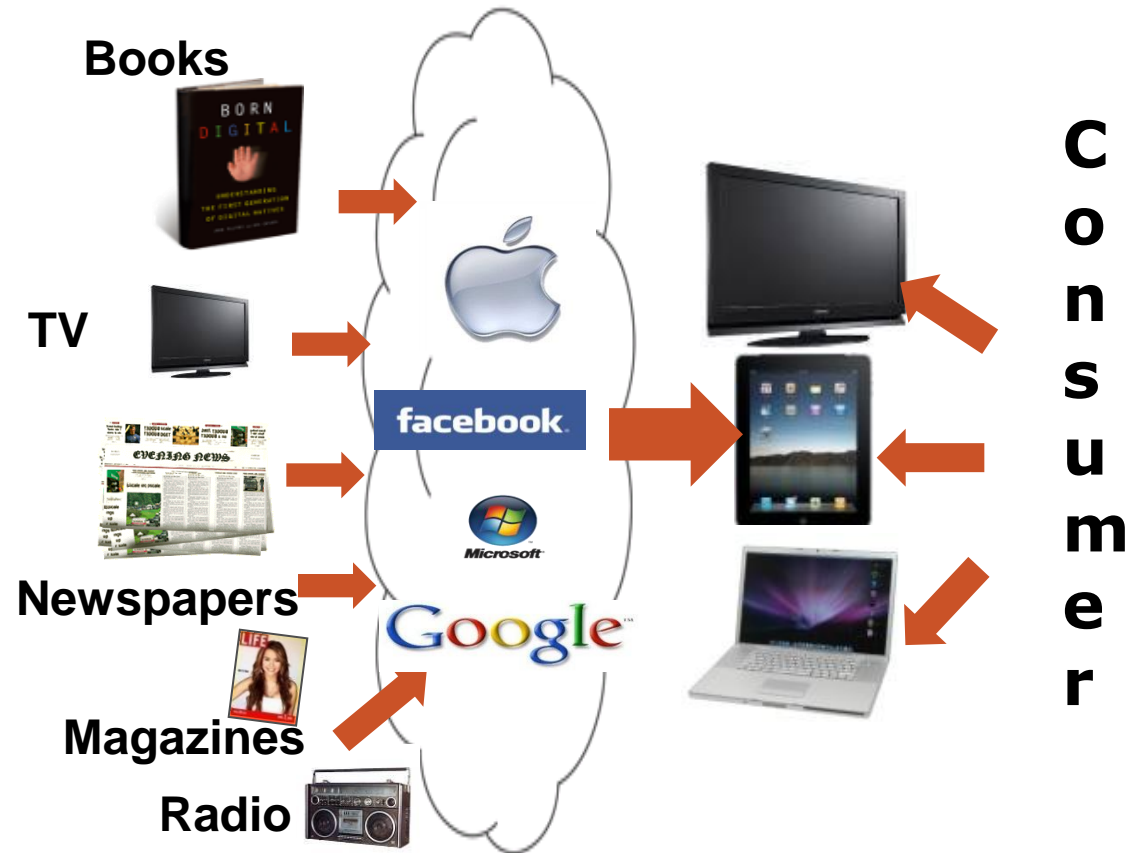


Sanoma: Future media is a service



Media business is in the middle of a big transformation process...

- Digitalisation of content
 - Convergence
 - No more media silos
- Digitalisation of distribution channels
 - No scarcity
 - Fragmentation of channels
- New end-user devices
- From local to global competition
- From single media to platforms to ecosystems
- Change in consumer behaviour



And simultaneously building the future digital media

- Content production processes digitised already two decades ago
- Only now development of digital consumer terminals enables quality media experience to which consumers have been used to
- Now we need to
 - Create standards for new media experience
 - Build the new value chain / ecosystem
 - Create standards for new digital advertising & media currency
 - Deepen customerships



“Making the media sector winner”

Next Media aims at innovations in media experience, new business models, concepts and technology.

Breakthrough target:

Next Media aims at renewing the business environment of the media sector by breaking the limits of media content and changing the way media is created, configured, serviced and consumed.

Based on
the media
industry
strategy



Planned for 2010-2013

57 companies
9 research organisations
100 person years
10 M€

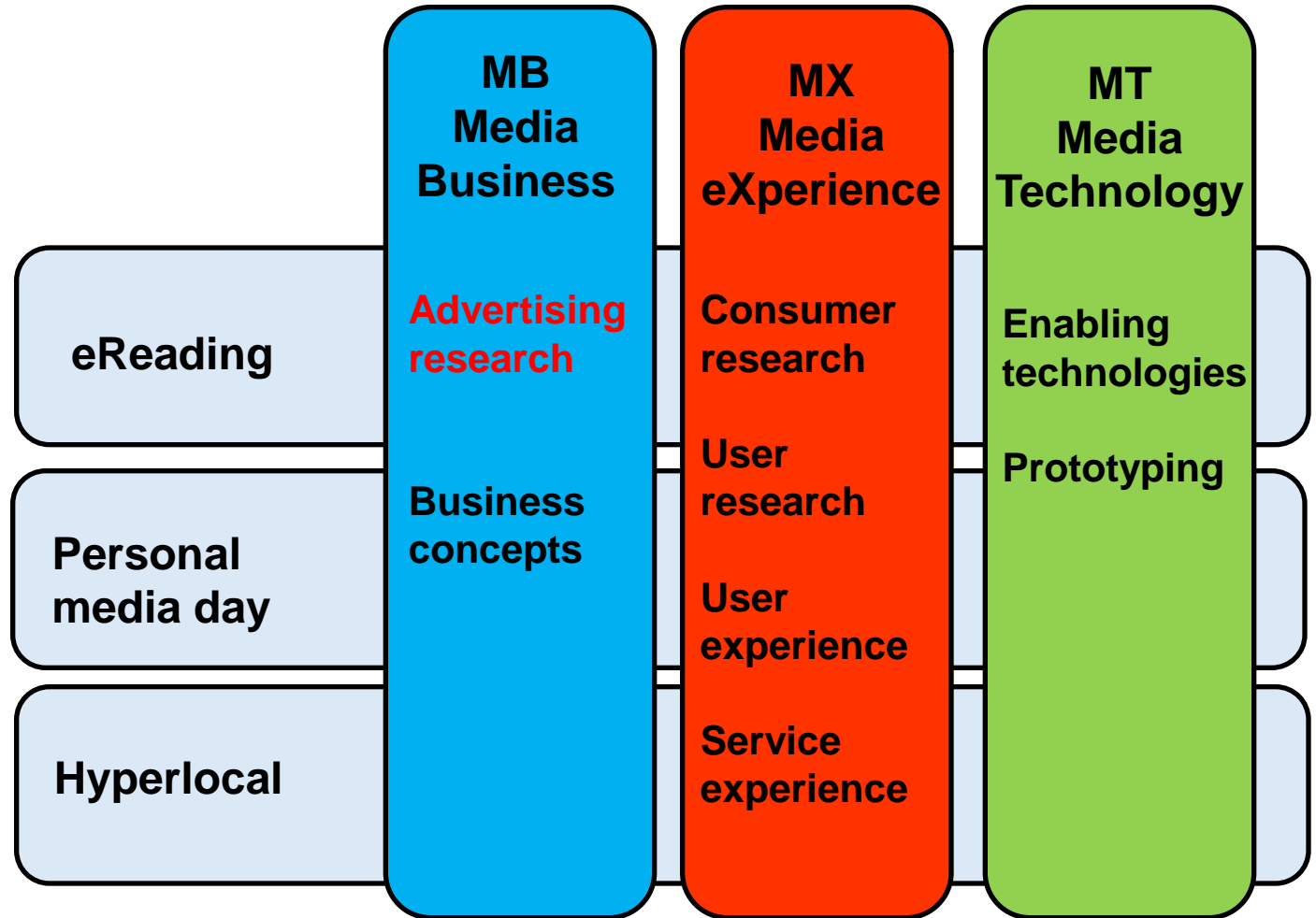
Coordinator



Next Media programme structure 2012

Research themes

Business development themes



eReading: Thinnest eReader in the world

- The local news in Vantaa are delivered to a very thin, low consumption eReading device that has been developed in Finland
- The delivery takes place via digi-TV network
- The device is only for receiving content
- Sanoma News is studying whether local news and ads can be delivered to the readers in a completely different way
- Next test will be made in Shanghai China with People's Daily



eReading: Goal to create world class knowledge of media eXperience

Media/user experience

Web pages, application menus

Media experience

Media professional's view

OLD VIEW OF USER EXPERIENCE:

- Usability
- Interactivity
- **Other media experience dimensions:** Usefulness, Brand, Interestingness, Unexpectedness, Arousal, Familiarity, Trustworthiness, Playfulness, Pleasantness, Understandability, Spatial presence, Price/ Value, Social Presence

50%



PRESENTATIONAL FACTORS:

- 1) Aesthetics/Beauty:** Visual appearance perceived very quickly
- 2) Abundance:** The richness and variation of the options offered on a page
- 3) Hierarchy:** Journalistic and visual order of the content by different levels of importance
- 4) Visual navigation:** Visual aids for user orientation in the content

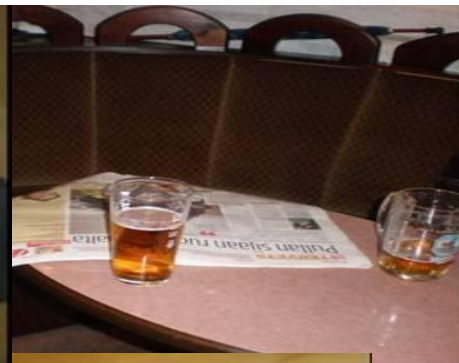
50%

Personal Media Day: Understanding changing consumer needs

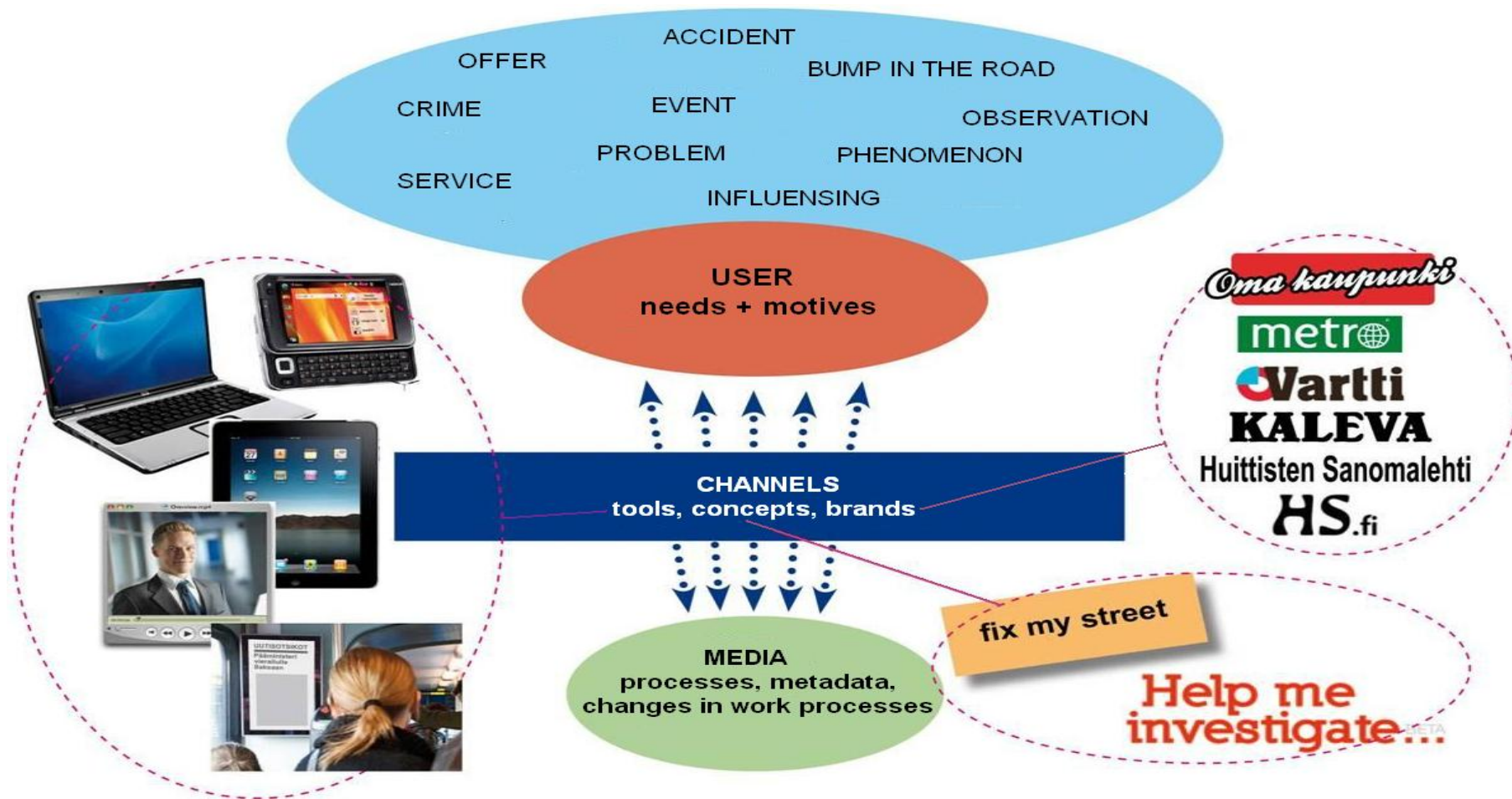


Whenever
Wherever
However
Interactive
Social media
Self-expression
Context
Location

Personal Media Day: Location, Context, Social media...



Hyperlocal: scaling, open data, crowdsourcing, automatisisation...



Next Media is about transforming the media experience onto digital platforms

