

HEAR ALL ABOUT IT

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“In our media world you cannot be married to any one platform. However, digital is the only truly interactive, multimedia, real-time and one-to-one platform. With the revamp of scmp.com the digital evolution will be a part of every day life for SCMP.”

**Chris Axberg, scmp.com publisher**



# Digital Evolution

When it comes to the integration of traditional and online media there are two distinct camps – the traditionalists and the innovators. The traditionalists believe that the print publishing business must fight off an attack from online content platforms intent on taking away subscribers and advertisers. The innovators embrace change and see the publishing business reaching new heights.

SCMP believes in innovation and counts itself among the leaders in the online content world. Plans are afoot to further develop the online business with investments in new technology and content management systems in the coming year to push for expansion in multimedia products and services.



*SCMP is committed to delivering digital content across all platforms. From laptops to PDAs, iPods to mobile phones, SCMP's audience will be able to access real time content on Greater China when they want it and how they want it*

## scmp.com Milestones

<b>Post Net</b>	<b>1996</b> Archive racing.scmp.com
	<b>1997</b> classifiedpost.com Hong Kong Handover 1997
	<b>1998</b> Hong Kong Handover 1998
	<b>1999</b> Investment in ad serving system
<b>scmp.com</b>	<b>2000</b> Content management system User registration Online ad demographic targeting Breaking news Email newsletters
<b>Premium View</b>	<b>2002</b> New platform for PDA news Paid SCMP content Free breaking news
<b>Access Model</b>	<b>2003</b> News digest Talk back China map Content licensing
<b>Digital Model</b>	<b>2004</b> SMS news alert Digital syndication On the Spot
<b>Interactive</b>	<b>2005</b> Podcast Citizen Post Greater China Outlook Sunday Morning Post Media Post Vidcast

The flexibility to package news and views in numerous ways combined with the ability to link print and online as an integrated information source is the way of the future. No one will be more central to the delivery and development of this new genre of journalism than the men and women of the SCMP. It is this commitment that is central to building the brand in the years ahead.

Presently, each piece of information produced by a journalist is used many times over, sometimes in the paper, other times on the web or on mobile phones. Meanwhile, a journalist's daily interaction with readers is fast becoming an important part of the newsgathering process, making the job more demanding and the necessary skill set more varied than ever before. Increasingly, the journalist is in dialogue rather than monologue with readers, as news stories are developed and contributions made to the public debate.

### Online History

scmp.com will celebrate its tenth anniversary in 2006. The online content initiative was first launched a decade ago to prepare for the Hong Kong handover to China. In 1997, scmp.com received millions of hits from readers looking for Handover news. Two years later, scmp.com generated its first revenues from display advertising.

The new millennium brought a sea change for the business with the start of online registration and a viable advertising model. In this period scmp.com invested in a content management system, demographic targeting for advertisers and improved editorial with breaking news alerts and e-newsletters. This enhancement was followed in 2002 with the Premium View subscription plan, whereby subscribers paid for content and archives for the first time in Asia. That year the scmp.com also launched a PDA product.

Following an industry-wide restructuring caused by the dotcom crash, content became critical to building a sustainable online business. Search engines emerged and web publishers came to the SCMP for its content. As a result content licensing was introduced in 2003.

That same year, scmp.com changed from Premium View to full access subscription, charging one of the industry's highest fees. At a time when advertising was shrinking scmp.com chose this format to illustrate that the online business could co-exist and complement print. While this move resulted in a 11% fall in new subscriptions, the renewal rate remained stable and revenues rose. The SCMP had proven its content was unique and that readers were willing to pay for an independent source of information on Greater China.

In 2004 scmp.com delivered content to mobile phones for the first time ever, with SMS alerts and a revenue model



*The synergies between print and online will grow as one feeds off the other to improve the overall use of SCMP content*

designed around digital content syndication to mobile operators. SCMP identified this opportunity back in 2002, but efforts to develop a commercially viable product were limited by prevailing mobile technology. With the advent of 3G technology content offerings were greatly enhanced.

### 2005 Breakthroughs

scmp.com reached a milestone in 2005 with its move towards multimedia and interactivity. Podcasts were introduced, allowing subscribers to stream or download MP3 files for an audio version of news stories while Citizen Post and Media Post introduced citizen journalism. Video or audio on demand is available through scmp.com, allowing subscribers to view or listen to interviews with business leaders or hear conference excerpts. Video slideshows from the extensive SCMP photo library are available for PC and iPod download.

In addition, Sunday Morning Post content went online and Greater China Outlook was created to entice potential subscribers with news summaries in traditional and simplified Chinese linked to the scmp.com website. With the rise of 3G products mobile services subscribers can now receive daily updates with feature story clips in color.

Direct content syndication sales rose due to contracts with mobile phone and web site operators. Overseas online subscriptions increased with digital publisher partnerships and print-online subscription packages were well received.

Finally, scmp.com took digital marketing to a new level by using the MP3 player podcast platform to promote products and services. As part of its "Hear All About It" campaign, some 100 MP3 players were distributed to media and advertising executives to show commitment to digital platform marketing through the provision of opportunities

for advertisers and strategic partners. In addition to receiving MP3 players, media and advertising representatives were invited to register for a complimentary online subscription.

### Development Plan 2006

In the coming year the SCMP will make a major investment in the development of its web sites and content management system. The redesign of SCMP web sites will enhance user experience and create advertising opportunities. A new online publishing system will dramatically improve the search engine and provide individuals with services such as web page personalization, e-mail tracking systems and archive optimization.

The new and improved publishing system will be robust and scalable with security authentication and built-in reporting on web traffic. For the subscriber this means a personal homepage, a news clipping folder, automatic push for news of interest, dynamic on-the-fly content, reduced publishing time, related story recommendations and an integrated archive managed through an improved search engine.

The website will enable the advertising team to develop more Print Plus products and provide cross-selling opportunities. The team is gearing for this by educating advertisers on the advantages of an integrated print-online approach.

The new media segment of the SCMP business will be enhanced in 2006. Podcasting and vidcasting are areas in rapid evolution that present exciting opportunities on a number of fronts. In addition, the ongoing need to serve the 3G world with branded content is an area that the SCMP intends to service more in the coming years.



*The tools of the trade have changed for today's journalists, with desks now cluttered with sound mixers, cameras and PDAs*