



## ACTIVITIES WITHIN THE 3D-PROJECT

The 3D-project is deviated into diverse sub-activities, all with their own approach, target group and workspace. Below you find a description of these activities.

### 3D BUSINESS SUITE

The aim of this project part is the development of new insights into the economic-financial dimension of media digitisation. A lot of attention for cost factors, both cost reductions (printing gear and processes, distribution) as well as additional costs such as web services and copy redesign. Also the income side receives proper attention: the disappearance of print-related advertisement, new income sources through cross-media marketing etc.. For this analysis we will use an American calculation model that will be tailored to Dutch newspaper conditions.

The cost- and income balances of this inventory will be used for the development of a transition scenario. First, a Delphi study produces an overview of the most relevant change drivers, validated in an expert workshop. On the basis of this research, four possible scenarios will be produced. Point of departure for this strategy work is the emerging practice of e-reader display of the news, which forces publishers to take long-term decisions about their distribution policies: print, digital or a mix of both. The results of the scenario exercise will be discussed on a 3D conference, scheduled for April-May 2010.

The changeover to digital production modes not only urges the rethinking of the cost and income factors, but also implies the creation of entirely new business models. More user- and less product-orientation, more diversity in output, niche markets, strategic alliances with third parties inside and from outside the media sector. This is the e-factor of e-publishing. How to deal with the free-for-all norm of the internet, long tail marketing and so forth. The industry is busy re-inventing itself. In the 3D business suite, interesting foreign, international examples will be mapped, analysed and assessed.

The views and insights delivered by this sector-wide R&D effort will be used for the write-up of concrete change scenarios for participating newspaper companies. Given the commercially sensitive character of the required input data, this service will be rendered on a confidential basis.



## 3D LAB

The main focus of the 3D lab is on format development and user testing. This means that during the 3D project we involve news consumers in several ways during the design process of newly developed or existing news services. This is important, because in this way a format can be developed that matches the preferences of the future users. Besides members of the 'community of practice' will get a good impression of what is important for news consumer. In this way they know to which issues they should pay attention in future service development.

The following studies are done at the 3D Lab

- *Overview of the use of news services on the iPhone*  
The use of mobile internet is grown substantially since the introduction of the iPhone. Several news providers made their own iPhone app. The goal of this studie is to find out if and how people use the news apps, which apps they prefer and if the use of these apps influences their new consumption pattern.
- *Development of a prototype for e-files*  
During the MePaper-project (precursor of 3D) it became clear that people miss tapered background information. In 3D a prototype will be developed, the 'reading radar'. This will be tested at selected members of the community of practice.
- *Real-life testing with the e-Reader:*  
During MePaper several prototypes for news presentation on e-readers were developed. In 3D the lessons learned from the user tests with these prototypes are used to do a real-life test with (part of a) newspaper presented on e-ink.
- *Interactive advertising*  
Not only editorial content needs to be adjusted to possibilities and characteristics of the internet. This also holds for advertisements, they should work with several information layers, user feedback and online transactions. Together with a media bureau a pilot is started.

Besides the studies initiated by the 3D project team, members of the 'community of practice' can also take the initiative to do a user evaluation of their services.

# Designing the Daily Digital

development platform for the Dutch news media



## 3D ACADEMY

The 3D academy is a think tank for strategic vision development and innovation. This part consists of four times four months research. Each period has its own theme, which is related to innovation in the Dutch media. For every theme 2 workshops are organised in which members of the community of practice will participate. The themes are soon determined based on input of the steering group concerning hot topics in media innovation.

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## De 3D Design Studio Tour

On top of new strategies and business models media also urgently need original formats and applications which optimise the strengths of the internet. In the 3D Design Studio Tour, hard-, software and application developers who are part of the project community of practice will regularly meet and discuss the design of digital communication products.

We have chosen for workshops on location at a number of selected lab sites, where introductions and demonstrations will be provided and burning design issues discussed. The lab locations mentioned below are a starting point. More exchanges on the basis of proposals of the participants.

The 3D Design Tour starts in December 2009. Priority will be given to participants who plan to attend a number of sessions.

Test location	Theme
NOS, Hilversum	Rapid prototyping
TNO, Delft	Media mining
Philips Homelab, Eindhoven	Internet – television integration
Smart Homes, Eindhoven	User-centred design; European highlights
The Guardian Open Platform, Londen	Applications built by readers