

designing the daily digital

development platform for the Dutch news media

Innovation is a must

More than ever the future of news is at stake. The success of the internet as a prime source of information acts as a catalyst for the revamping of proven media concepts. However, the step from reconsideration to realisation turns out to be a difficult one. Many news organisations invested in process innovation, optimising their current production systems, but hardly did so in the equally important renewal of news formats.

Media must develop another way of looking at and reacting to their external environment. This should lead to strategic innovation, based on a vision of how to handle information delivery in the digital era. At the same time the 'how' of today's journalism needs to receive proper attention: different job descriptions, more efficient organisations, renewal as a professional routine. This type of social innovation embeds the long term visions into the daily practice. The 3D-project (Designing the Daily Digital) offers the Dutch media a unique development context for this transformation to digital conditions, and the colleagues abroad an opportunity to monitor this sector-wide test bed.

More information? Participate?

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News changes

'Designing the Daily Digital' (short '3D') offers an opportunity for Dutch media to develop innovative applications. Major transformations are happening in the media sphere: information provision moves from distribution to interaction, from a product to a service focus, from monomedia to multimedia. The implications of these dramatic changes will receive much attention in this R&D project. The activity focus is threefold, with offerings for the managerial level, the journalistic circles as well as the commercial (marketing) units. The 3D-project builds on the outcomes of the MePaper project. In this R&D effort journalistic formats for e-readers were developed. In the present two-year 3D-project (2009 - 2011) the focus on journalism will remain, but researchers will also zoom in on strategic visions, forms of interactive advertising and new business models.

Converging Media

At this point in time it is crystal clear that an overhaul to digital conditions should take place, especially for print media, but this process also matters for other stakeholders like broadcasters, net media and service suppliers. The 3D-project emphasises this shared interest and aspires to create a comprehensive insight into the characteristics of electronic information delivery, regardless of platform. Activities take place at the precompetitive level, so deal with the characteristics, trends and scenarios that are relevant for all parties involved. For concrete applications, special arrangements can be made with individual participants.

Research environment

The transformation route of the traditional news organisation to an all-digital information provider is as inevitable as it is obscure. This fact asks for massive research and development. In short, 3D provides the following facilities:

- **3D Academy;** a think tank for strategic vision development and innovation scenarios
- **3D Lab:** a design studio for the development of innovative digital applications and the testing of prototypes with media users
- **3D Business suite:** an environment in which novel business models will be worked out

With this combined focus on the gathering, production, editing, managing, publishing, exploitation and consumption of news, there will be attention for the entire news production cycle and media value chain.

Project structure

The 3D project is financially supported by the Dutch Press Fund. The project structure is as follows: a steering committee in which sector organisations monitor the project, a diverse feedback committee consisting of participating media organisations (also called the 3D Community of Practice) and a project team with three executing research parties.

In the steering committee several established professional bodies take place like the Dutch Publishers Organisation, the Dutch Journalist Union, the Dutch Broadcasting Organisation, but also recently launched groupings such as the Dutch Media Professionals and the European Interactive Advertising Bureau. For the Community of Practice the ambition is to secure the active participation of 25 - 30 incumbent and novel media organisations. The project team consists of the following research units:

- Infonomics & New Media, Zuyd University, Maastricht (project coordinator)
- TNO Research, Delft
- CrossMedia Content, Utrecht University, Utrecht

Community of Practice

The activities set up within the various 3D working packages are first of all meant for project members, but ultimately the entire news sector can benefit. From each participating medium, a management representative, a journalist and a commercial officer can join the 3D initiatives. Together, they will form a group of about a hundred innovative professionals who will discuss and assess the requirements for digital news production and design concrete solutions. There will be direct personal contact during workshops, company tours and project conferences. Online, project members maintain a continuous conversation about new ideas, market trends and innovative products.

Costs and benefits

The majority part of the project costs is covered by the Dutch Press Fund. Participating media organisations pay an entrance fee of 5000 euro, allowing the three mentioned members of each news organisation to take part in all project activities and make use of the development studio, the user test lab and the expertise of the project team on preferential conditions. For services offered to individual media, cost price will be calculated.

Overview of the project activities

The 3D Community of Practice

- online discussion platform for the triangle management -journalism - marketing, with among others factual information, overviews and best practices
- knowledge base, consisting of presentations of innovative e-publishing projects. Texts will be supplemented by audiovisual material and rich-media showcases of new applications
- the professional debate will be organised in collaboration with 'De Nieuwe Reporter' (group weblog about journalism trends, University of Amsterdam)

The 3D Academy

- eight workshops are organized, spread over a period of two years with four central themes: change strategies, innovative news production, the new media consumer and scenarios for digital publishing
- research actions, databases and at the end a summary of presentations and discussions in the handbook media innovation



Coordination: TNO Research

The 3D Lab

- development of digital news formats, applications for several mobile platforms: netbooks, e-readers and smart phones
- test bed for innovative solutions: proof readers evaluate the usability, relevance and likeability of the prototypes. The 3D lab will be facilitated by Industrial Design, Technical University Eindhoven
- the 3D lab is not only available for project-related R&D, but also for parties who want to contract out the development and testing of their new ideas.

Coordination: Infonomics & New Media

The 3D Business suite

- data gathering and strategic analysis of business models for electronic publishing
- financial models concerning the transition from analogue to digital news production
- transition scenarios for individual news organisations (this service is on request)

Coordination: CrossMedia Content



The 3D conferences

- during the runtime of the project there will be many opportunities to communicate with colleagues. The focus of the first conference (circa May 2010) will be on digital business models
- the general theme of the conference at the end of the project will be: professional publishing in the internet era. This

final conference will also pay attention to media innovation in surrounding countries.

- presentations will be given on the occasion of professional gatherings (e.g. annual congresses and thematic meetings), in close collaboration with the 3D steering committee and international professional bodies
- besides physical meetings there are also sites and weblogs which give specific information:
 - www.dailydigitaldesign.com (examples of interesting innovations)
 - www.newspaperinnovation.com (about free news sheets)
 - www.mediumscreen.com (about new trends for e-readers)
- forward looking news makers across the world who want to share their innovation projects with the forefront of the Dutch media, will have a say. With international organisations such as the World Editors Forum (WAN-Ifra) the set up of an international monitoring group will be discussed.