# Media Convergence: Buzzword or reality?

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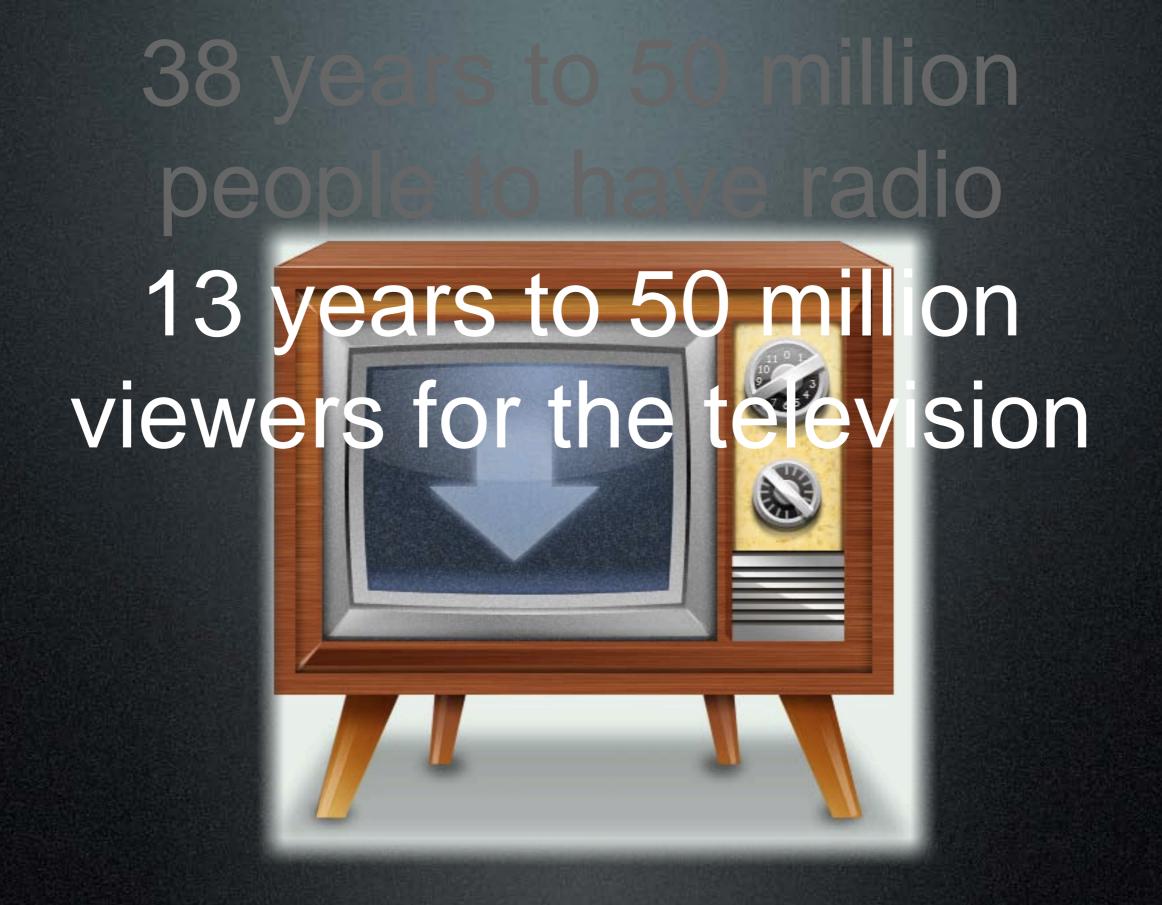


## 38 years to 50 million people to have radio





CONVERGENT media center









4 years to 50 million people to have Internet







3 years to 50 million people to have an iPod





#### What about Facebook?



## 100 million users in less than 9 months





#### And what's next?





People like new technologies and are comfortable to use them

- About 3 billion iPhone app downloaded
- The use of mobile phones
- I need the latest info now!
- Transmission data performance
- •





#### How to react

- Press
- Radio
- TV
- Books
- Music
- Enterprise communication









#### Solutions?









Idea: adaptation to the change

 The goal: 3 newspapers and a website under a shared structure





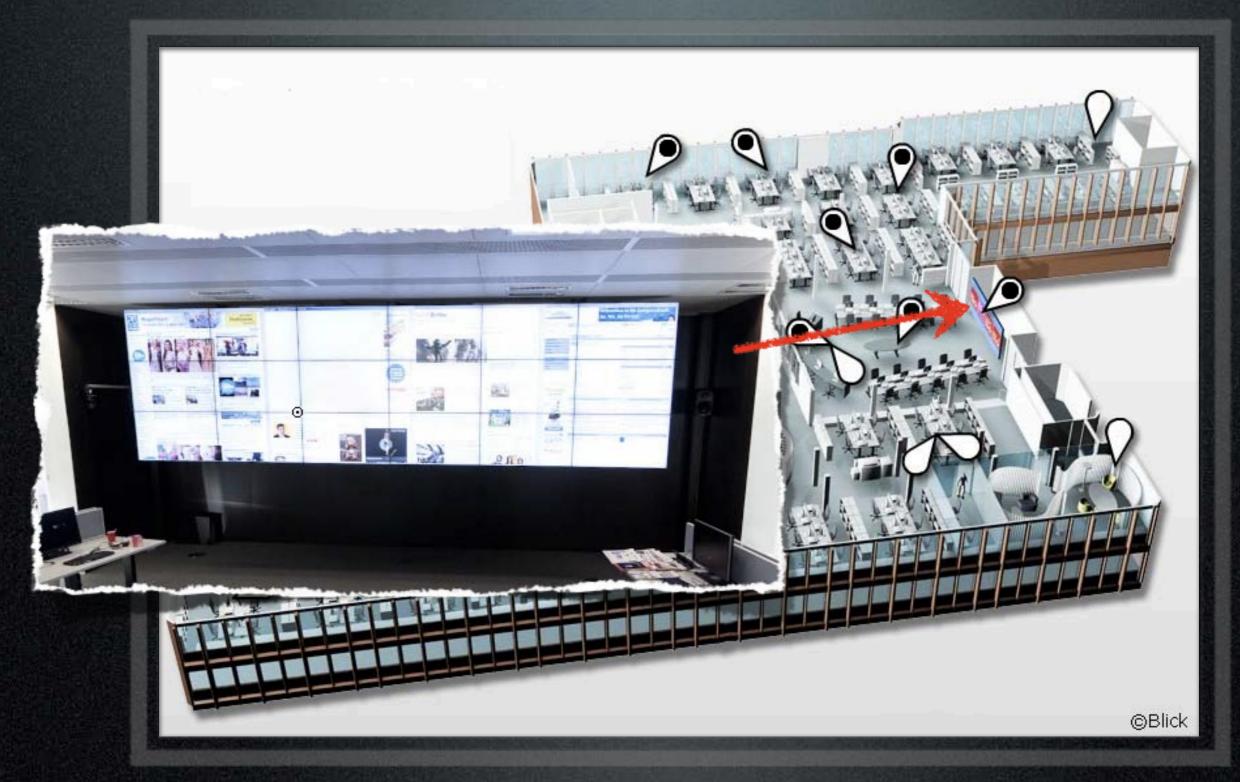
- The change
  - strengthening digital media
  - shorten decision-making processes
  - users and readers more involved
  - bundling editorial resources in a large-scale newsroom

















The intent of the Blick brand is to supply readers and users with information and entertainment 24/7



#### Trades are changing





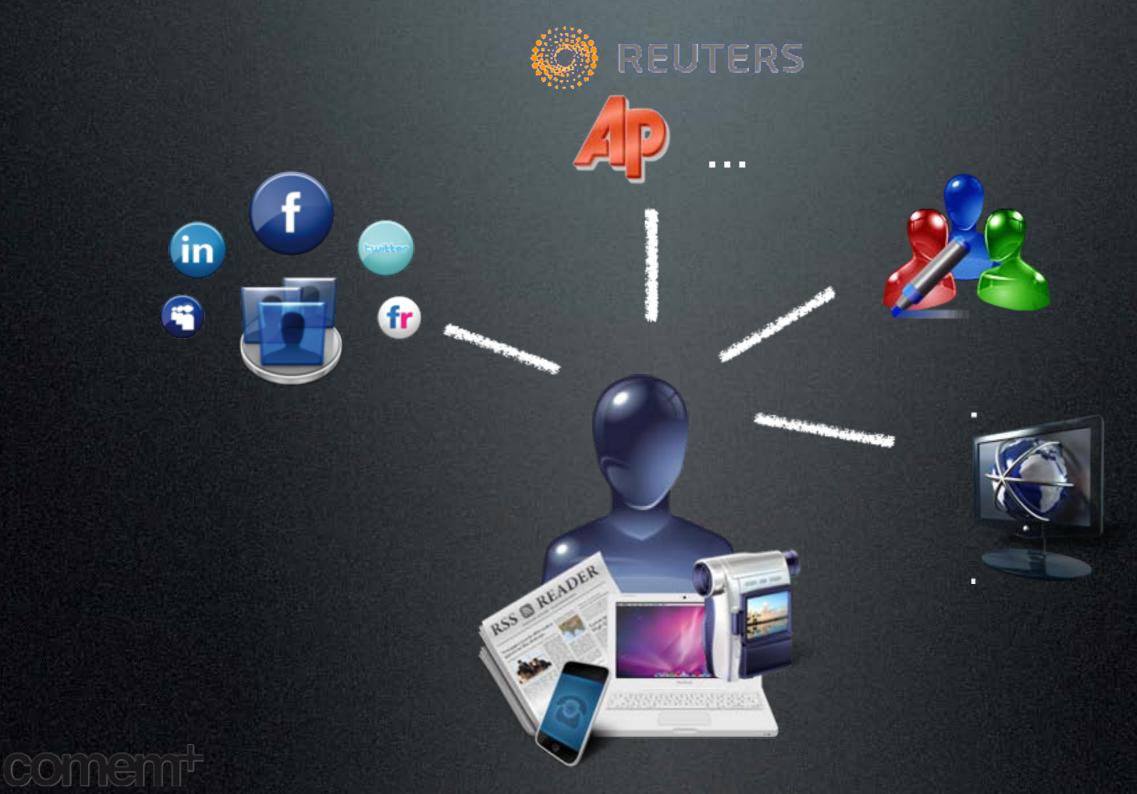
#### Trades are changing







### Trades are changing





### The merge of radio and TV









## Habits of viewing the TV news

- Years ago, the TV news was an unavoidable meeting
- Now, the TV news is consumed totally differently





## Images bec

- New way of commit
- Second life for a ro

MAGNUM Pro Licensing | Photographers | Events | In Motion | Store

#### 30 Years for a Trial

by John Vink

Hore than 30 years after the fall of the Khmer Rouge regime, Cambodia will finally publicly face its brutal past during an international judiciary process and hopefully be allowed to put the souls of 1,7 million victims at rest. Even if unly less than tan people will be presecuted, the importance of having a tributal which is understood by everyone is vitally important for its credibility. The first occused, Kaing Guek Eav, alias Duch, was in charge of the SZI interrogation center where 15,000 people were tortured and killed, was found guilty by a

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#### **Hagnum In Motion**

In Motion assembles visual necretions for online and offine pletforms, including settively, and workshops

#### View all Essays







#### Hannum In Hotion & HP





REUTERS BEARING WITNESS: FIVE YEARS OF THE IRAQ WAR

ON MARCH 20, 2003, U.S. AND BRITISH FORCES invaded fract in what they said was a mission to rid Iraq of weapons of mass destruction

21 days later, the world watched Saddam Hussein's rule crumble after 24 years of dictatorship.

Through half a decade of war, a team of 100 Reuters correspondents, photographers, cameramen and support staff have strived to bring the world news from the most dangerous country for the press.

This is their testimony - bearing witness to ensure the story of Iraq is not lost.

media center

## Education challenges





#### What we do at comem+

- Our department is aware of these problematics
- We are not alone
  - Convergent Media Center (CMC) in the HdM
  - The WAN-IFRA builds project





#### Our CMC in Yverdon

- Convergence is above all a need
- Put a sandbox in place to tackle :
  - Webdocumentary
  - The cross-platform
  - Assets repository
  - Newsroom
  - \_





#### The webdocumentary

- Another new way of communication
- Use of multimedia
- Spreading on various platforms
- Demo





#### Be active on all platforms

- The dream : be totally cross-platform
- The reality
  - An app by device
  - Web apps
- Costs of the reality
- Content must be adapted to the device





#### Be active on all platforms



- Example of PARIS MATCH iPad app
- Costs are certainly increased
- Counterexample : «Libération»







#### Conclusion

Our mission :

Provide competencies, knowledge and tools to our students



