

Media Convergence : Buzzword or reality?

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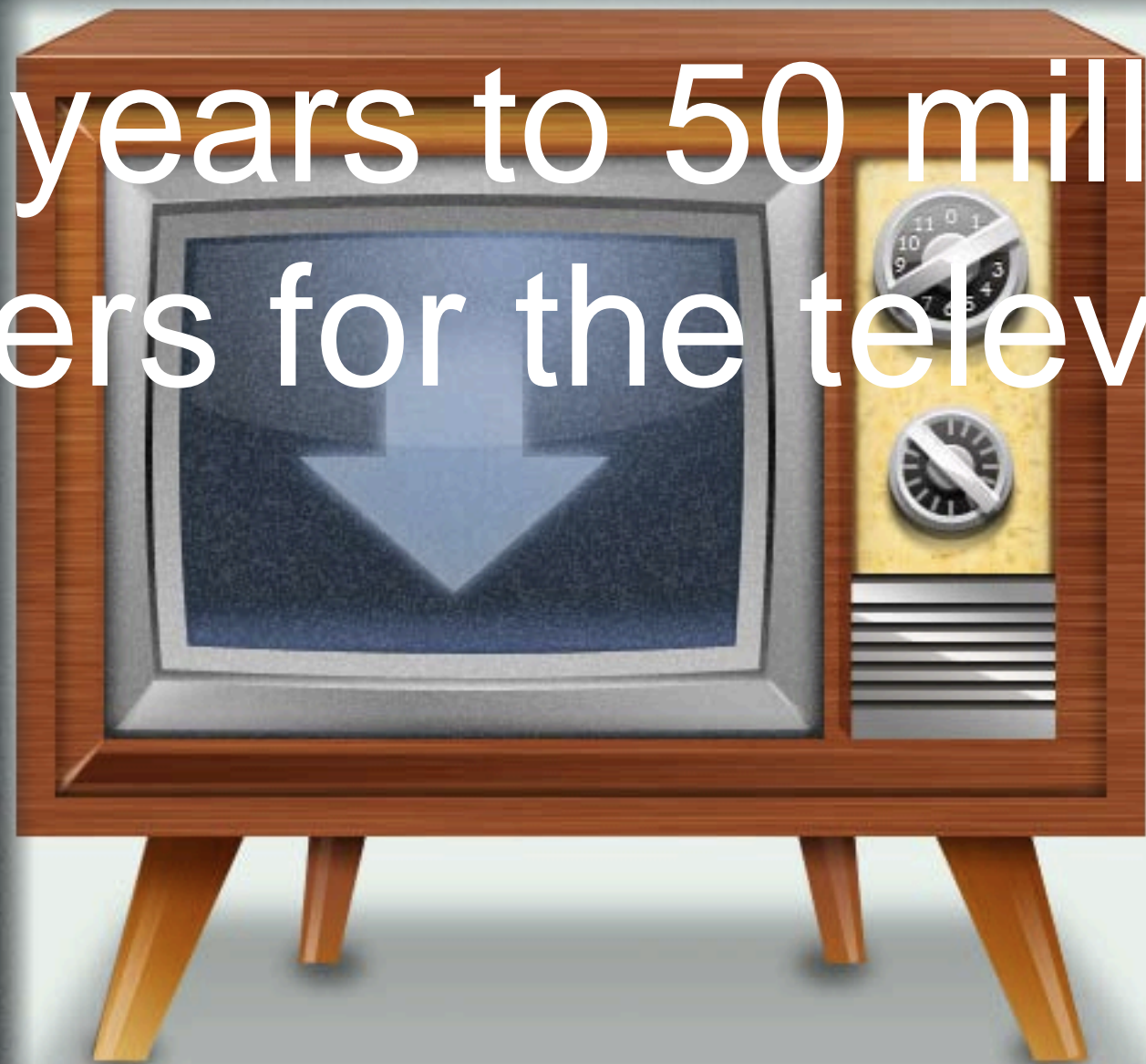
Western Switzerland University of Applied Sciences

38 years to 50 million
people to have radio



38 years to 50 million
people to have radio

13 years to 50 million
viewers for the television





4 years to 50 million people
to have Internet

38 years to 50 million
people to have a radio
13 years to 50 million
viewers to have television
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 ?

The Blick's Newsroom



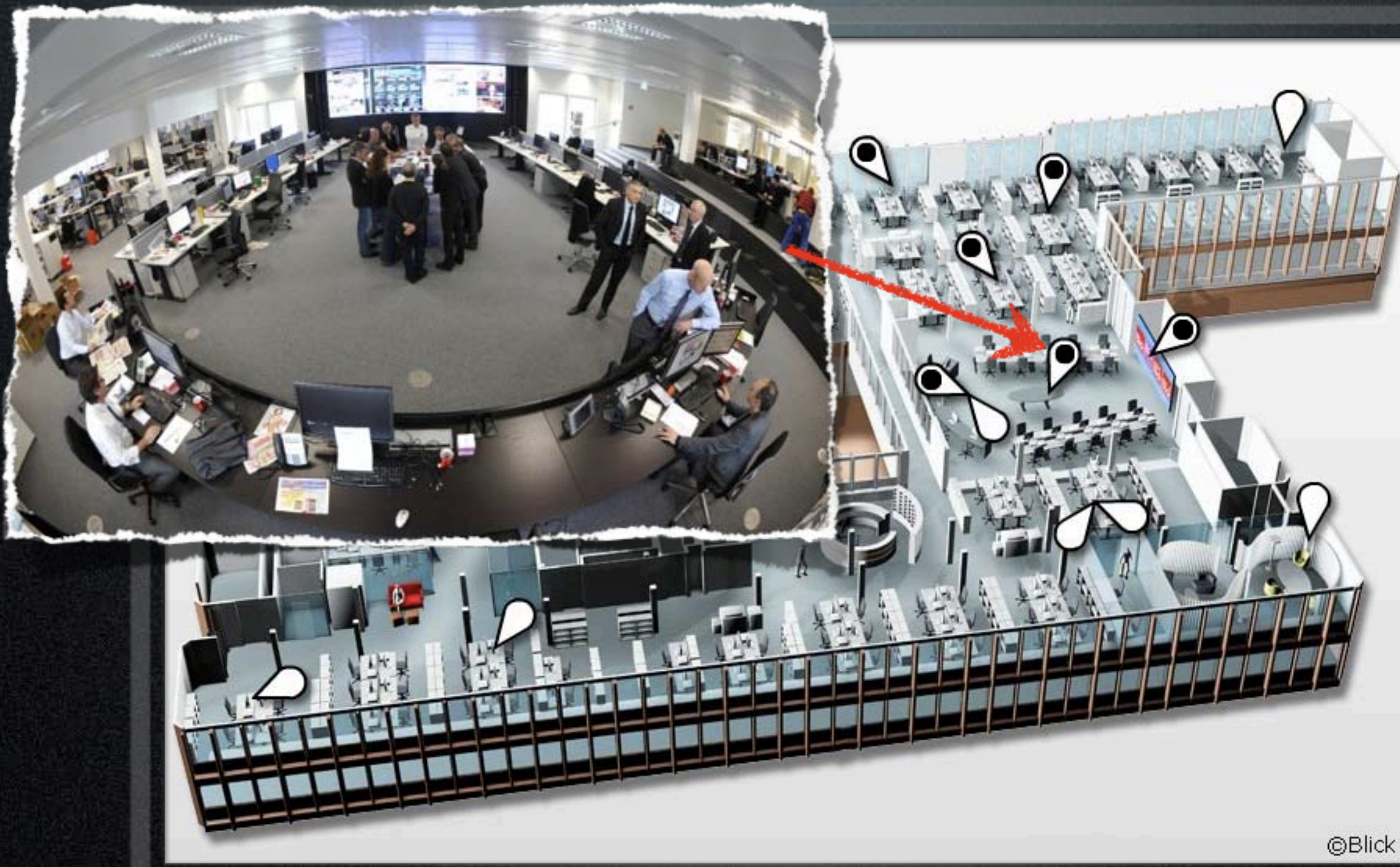
The Blick's Newsroom

- Idea : adaptation to the change
- The goal : 3 newspapers and a website under a shared structure

The Blink's Newsroom

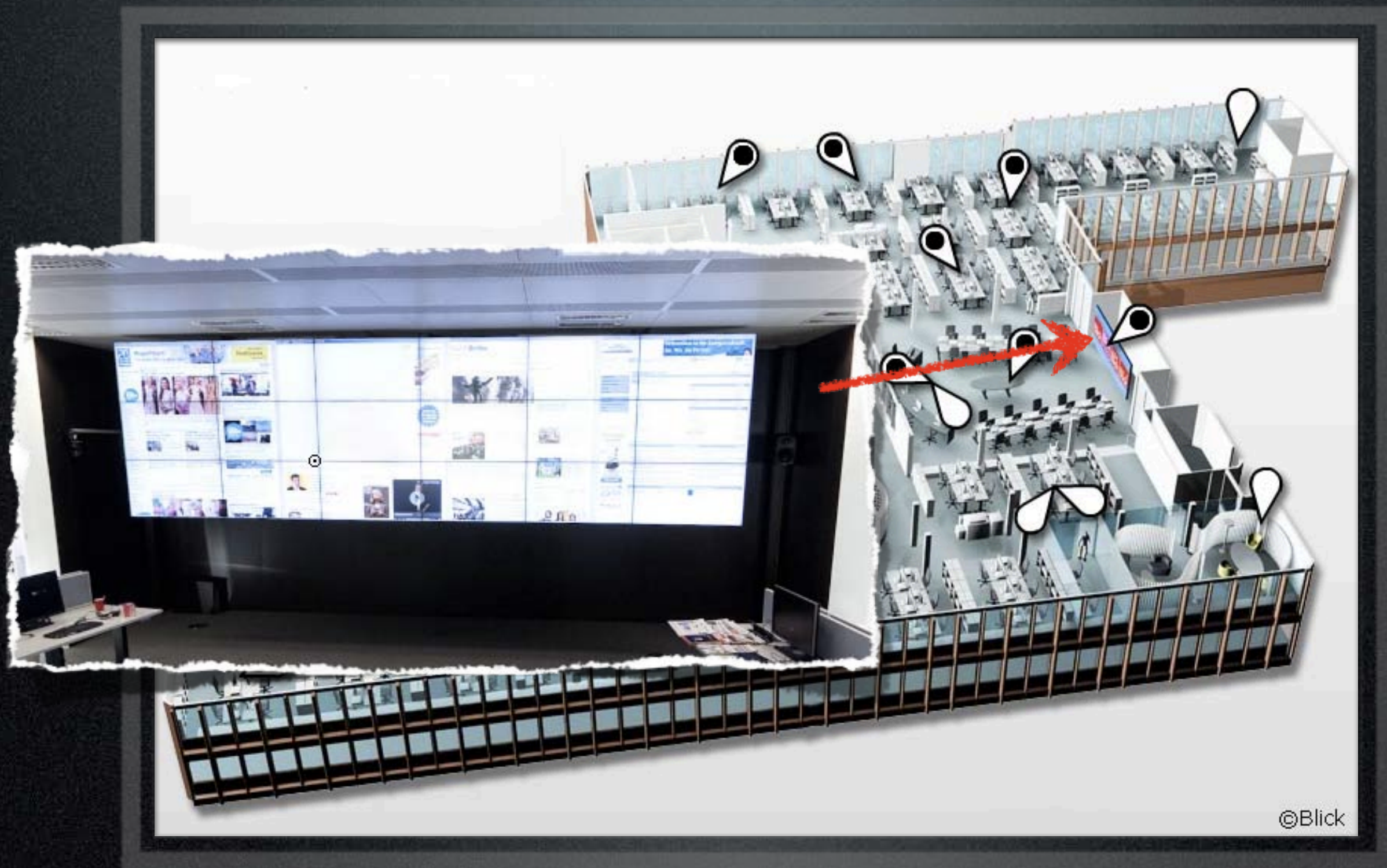
- The change
 - ▶ strengthening digital media
 - ▶ shorten decision-making processes
 - ▶ users and readers more involved
 - ▶ bundling editorial resources in a large-scale newsroom

The Blick's Newsroom



©Blick

The Blick's Newsroom



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The Blick's Newsroom



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The Blick's Newsroom

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

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Trades are changing



Trades are changing



...



Trades are changing



The merge of radio and TV

RSR
RADIO SUISSE ROMANDE

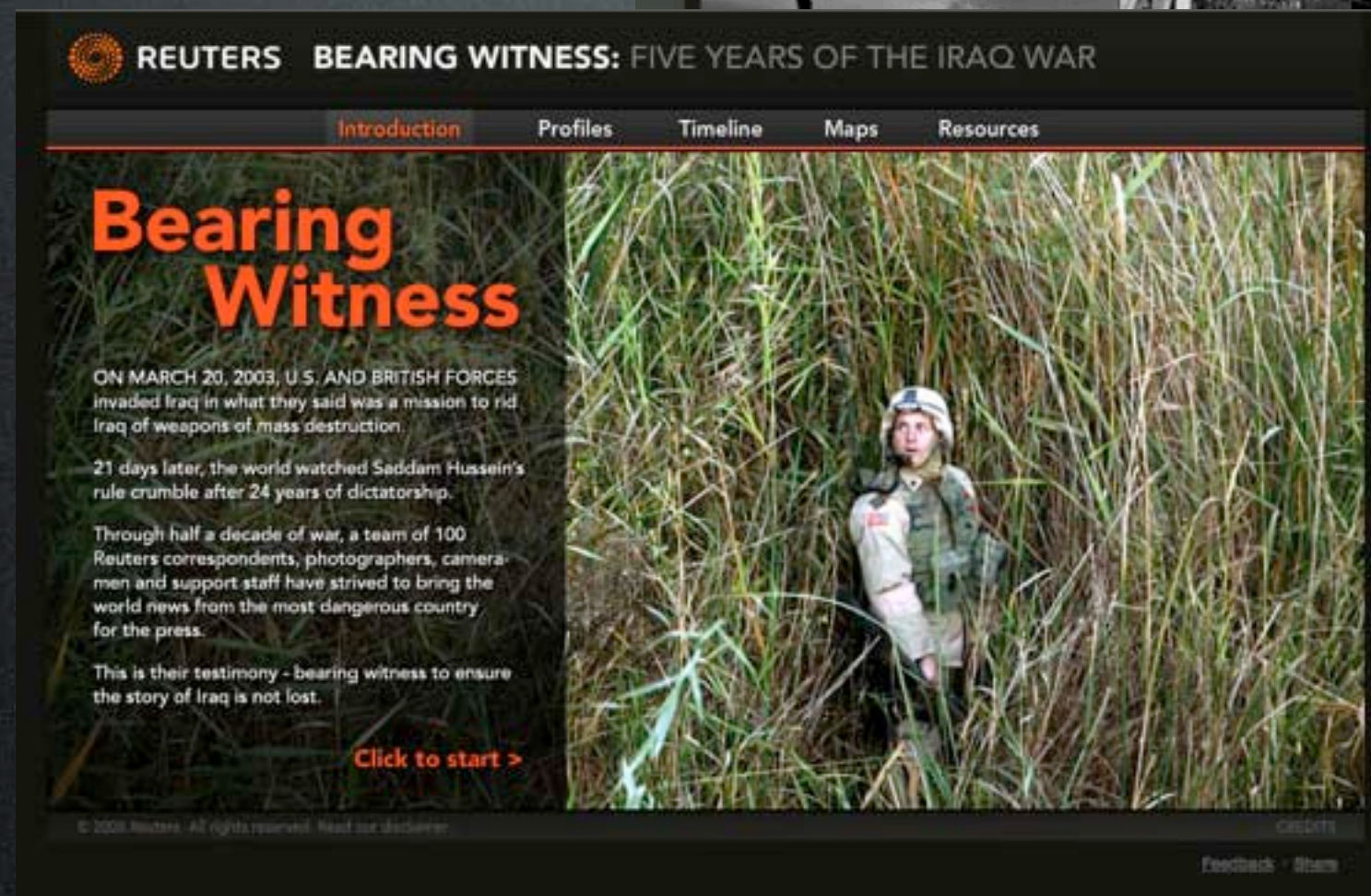
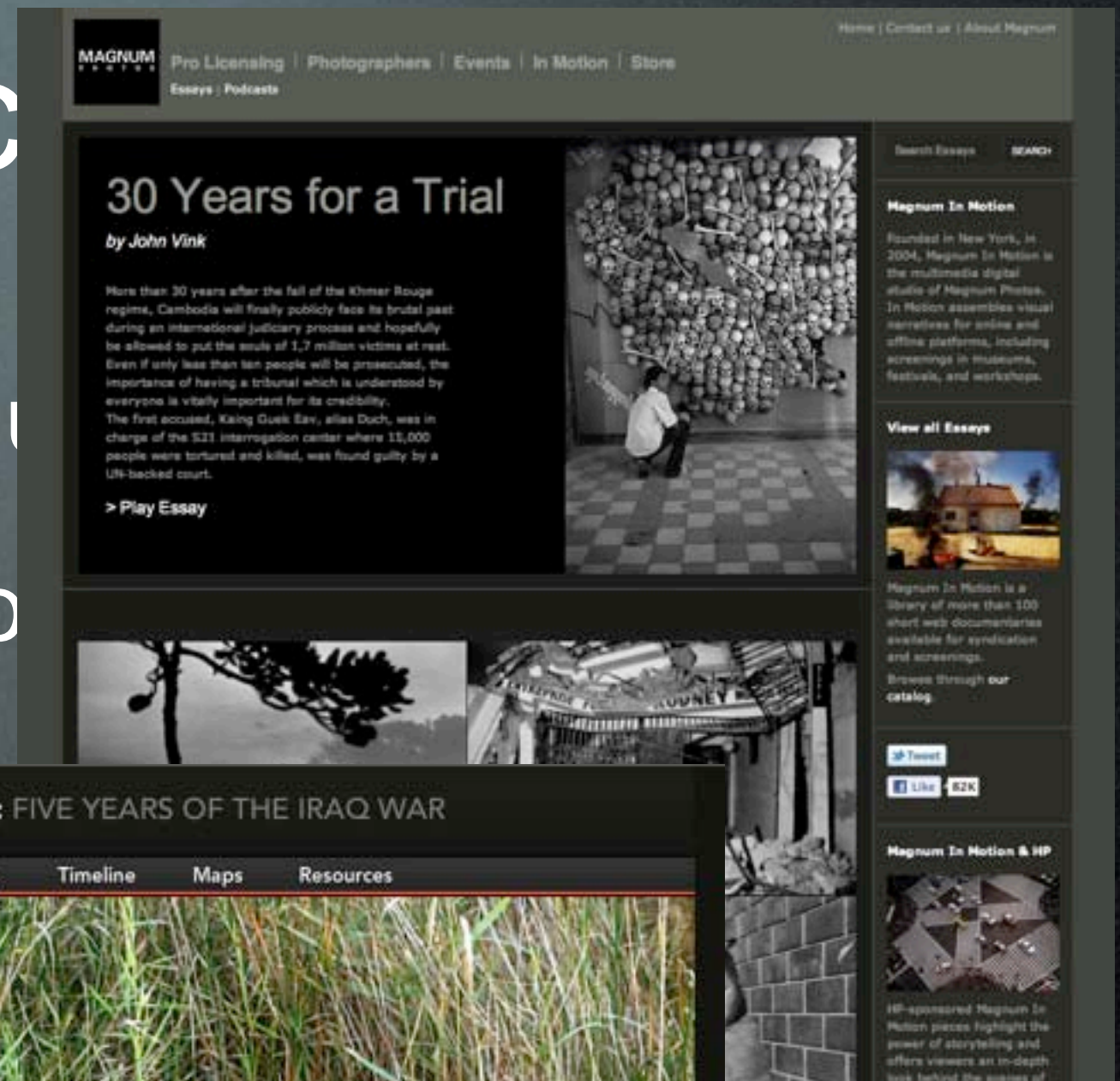


Habits of viewing the TV news

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

Images become

- New way of communicating
- Second life for a role



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