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Storytelling on Strategy

Publishing on the iPad

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Daring a future outlook!



Digital Innovators Summit
Berlin, 14.3.11

The past iPad rollercoaster



iPad hardware sales
skyrocketed all expectations



..but most publishers still
have a long way to break even

Users seem to love the iPad
for many reasons



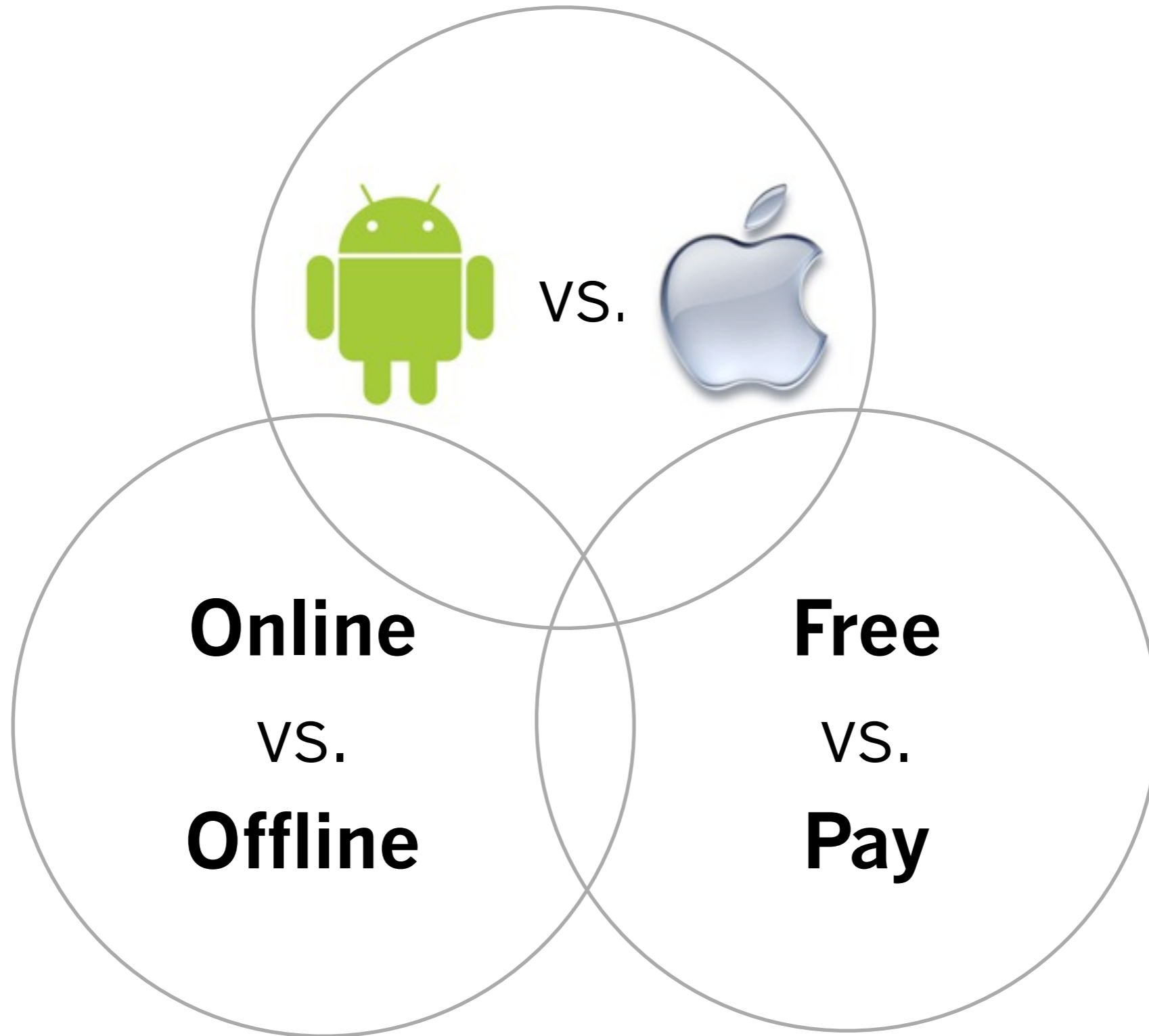
..but media players still have
to figure out the new platform

Opportunities the iPad offers
gave a hard time to tech
departments worldwide



..but technical solutions
improve with incredible speed

Future Issues



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Apple vs. Android



Apple will rule 2011 with the iPad2 as Android tablets are still too pricey, but in the long term other players will gain market shares



The fragmented hardware base of Google's Android platform as a new challenge (comparable to smartphone market), more devices to come..



Technical as well as workflow issues become even more critical in order to effectively publish contents on a growing number of diverse platforms



Ahead lies a war of platforms, rather than just hardware. Convergence becoming a key success factor, also for publishers



Therefore don't forget Amazon as they have a lot in order to compete with Apple: brand, sales channel, content and price flexibility

Online vs. Offline



Most publishers mainly transfer the offline logic of printed issues to the iPad thinking that quality of design und usability alone can convince users



But the iPad turned out to be not just good for reading, but for web browsing and lot of other online features..



..and recent studies seem to advise that digital magazines should include much more web functionality and contents



Through the integration of html this can easily be achieved: real time content from the web combined with quality of design and usability

Free vs. Pay



The right product&pricing strategy probably still being one of the most intensively discussed issue at many publishing houses



But more and more publishers also convinced that free offerings will remain an important part of their strategy - again



It requires free services and products with an attractive reach in order to upsell to paid content (sell paid content is hard selling - also on the ipad)



Plus it requires substantial reach if publishers want to get a piece from the huge advertising cake that will jump on future tablet pc platforms

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Thanks for listening!