



Interactive Newspaper

**Print + Digital
= extra revenue!**

Mark Challinor
CEO, Media Futures Ltd
President, INMA

**16 newspaper sections,
30 magazines, website,
mobile site, iPad,
Windows, Flipboard
and smartphone
apps.**



Augmented Reality

image recognition software
Overlays CGI on real life via an app



Telegraph Innovations Toolkit (Telegraph Challenge)

The Brief: The Telegraph's position as a media owner is to lead charge re innovation across platforms, helping media agencies best use platforms to achieve greater results.

Requirement for innovation.

Client/agency lack of understanding re opps

The Challenge: change perception/inspire

The Answer? Telegraph Innovations Toolkit and
The Telegraph Challenge competition

The realisation: No media owner had created sales tool to easily showcase cross platform opportunities until this.

Toolkit: interactive mock up of the newspaper, showcasing innovative and creative ad formats, The Telegraph can produce across print and digital.

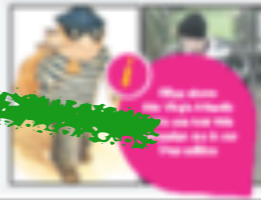
AR technology embedded throughout to enable the agency to bring the digital ad formats to life.

Inc: cover wrap, print cascade, 3D ads, section takeovers, sponsorship...

Pink info panels contain info on ad format and its effectiveness/audience.

Backlog of 16,000 migration cases

Immigration officials are struggling to process a backlog of 16,000 migration cases, a report has revealed. The Home Office has admitted that it is taking an average of 18 months to process a single application, which is a significant increase from the 12 months it took in 2010. The report also highlights the impact of the economic downturn on the number of applications, with a 10% increase in the number of cases in 2011 compared to 2010. The Home Office has said it is working to reduce the backlog and improve the efficiency of its processing system.



Demand for the job 'surge'

There is a surge in demand for jobs in the construction sector, according to a report from the Construction Skills Development Council. The report says that the number of people applying for jobs in the sector has increased by 15% in the last six months. This is due to a combination of factors, including the completion of major infrastructure projects and the need for skilled workers in the private sector. The Council has said it is working to address the skills gap in the sector and provide training for new entrants.

Car hire badly struck off

The car hire industry has been badly hit by the economic downturn, with many companies reporting a significant decline in bookings. This is due to a combination of factors, including the loss of corporate clients and a general increase in unemployment. As a result, many car hire companies have had to cut prices and offer more flexible booking options to attract customers. Some companies have also had to lay off staff and close branches in less profitable areas.

Cost of raising a child?

A new report has revealed the true cost of raising a child in the UK. The report says that the average cost of raising a child from birth to age 18 is £10,000. This includes the cost of food, clothing, housing, and education. The report also highlights the impact of inflation on the cost of raising a child, with prices for many goods and services increasing significantly over the last decade. The report has been widely cited by parents and policymakers alike.

Captain Sarah makes a point



Captain Sarah, the first female pilot in the Royal Air Force, has made a point of her achievements. She has been awarded a number of medals and honors for her service to the country. Captain Sarah has also been a role model for many young women who are interested in aviation. She has said that she is proud to be a part of the RAF and to have broken the glass ceiling for women in the military.

BBC's audience still 'highly'

The BBC's audience remains highly engaged with its programming, according to a report from the BBC. The report says that the number of people watching BBC programs has increased by 10% in the last six months. This is due to a combination of factors, including the quality of the programming and the BBC's commitment to public service broadcasting. The report also highlights the impact of the digital revolution on the BBC's audience, with many people now watching BBC programs on their smartphones and tablets.

Frankford family house

The Frankford family house in London has been sold for a record price of £10 million. The house is a large, historic property with a long and distinguished history. It has been owned by the Frankford family for over 100 years. The house is located in a prime location in central London and has a number of unique features, including a private garden and a swimming pool. The sale was completed in 2011 and was one of the highest prices ever paid for a residential property in London.

Law's helping hand for a third

Law's helping hand for a third of the population, according to a report from the Law Society. The report says that the number of people who have used legal services in the last six months has increased by 15%. This is due to a combination of factors, including the economic downturn and the need for legal advice in a wide range of areas, from family law to business law. The Law Society has said it is working to provide more support and resources for people who need legal help.

Law's helping hand for a third

Law's helping hand for a third of the population, according to a report from the Law Society. The report says that the number of people who have used legal services in the last six months has increased by 15%. This is due to a combination of factors, including the economic downturn and the need for legal advice in a wide range of areas, from family law to business law. The Law Society has said it is working to provide more support and resources for people who need legal help.

Crashpilot was an

Crashpilot was an American pilot who was killed in a plane crash in 2011. The crash occurred while the plane was on a routine flight from Los Angeles to New York. The pilot was a highly experienced and respected member of the aviation community. The crash was a tragic event that has led to a number of investigations and reforms in the aviation industry. The pilot's family has been supported by the aviation community and the media.

Points to New York as reward for good attendance

A new report has revealed that airlines are offering points to New York as a reward for good attendance. This is a new initiative that is designed to encourage passengers to fly more often and to spend more money on the airline. The report says that the number of points awarded to New York has increased by 20% in the last six months. This is due to a combination of factors, including the popularity of New York as a destination and the airline's commitment to customer service. The report also highlights the impact of the economic downturn on the airline industry, with many airlines offering more flexible booking options and lower fares to attract passengers.

To support Toolkit: **The Telegraph Challenge**. Competition offering the winning agency team £100,000 campaign and personal prize of £5000.

Create innovative, integrated media idea for brands.

The Competition Brief:

Explain how a campaign (using the toolkit) would further the objectives of a client brand/company and how it could add value in commercial terms - 500 words max

The Telegraph CHALLENGE

INNOVATE · INTEGRATE · WIN

We're looking for the best team in media. Make your client's brand shine using our cross-platform portfolio.

ENTRIES CLOSE 24TH MAY
For more information visit
telegraph.co.uk/challenge

WIN
£100,000
FOR YOUR CLIENT

WIN
£5,000
FOR YOUR TEAM



The judging panel included some of the biggest names in media.

90+ entries submitted. (55% inc AR).

Provided leads for sales team to follow up.

This campaign helped to change perceptions

Winner(s) announced at awards ceremony



Extended prize list.

What they said...

“Genuinely inspiring and reminds you how effective products such as wrap-arounds, bookend spaces and front-page promotions can be. As a “leave behind” for agencies following meetings with a media owner, it is one of the best”

Campaign

What they said...

“The Telegraph's Innovations newspaper is a simple but very effective sales tool and is a timely reminder to our clients that advertising with a news brand like the Telegraph is impactful, innovative & exciting.”

- Group M Managing Director

What they said...

“I found the Telegraph Tool Kit particularly useful as a one stop shop of all the interactive and exciting formats available with The Telegraph. ToolKit is definitely helping to break down barriers and change perceptions - media planner/ buyers receive a lot of clutter from media owners but I think this is a great mechanic to build cut through”

Carat Planner



TOOLKIT 4.0: RELEASED 2013...v6 OUT NOW

YOUR DAILY NEWSPAPER APPEARS INSIDE

Ministers rule out
ban on wind farms

NHS 111 helpline close
to collapse

Pope Francis reaches
out to gays

Plus All the latest sport
and business news

The Daily Telegraph

Tuesday, July 30, 2013

telegraph.co.uk

Irish Republic €1.30

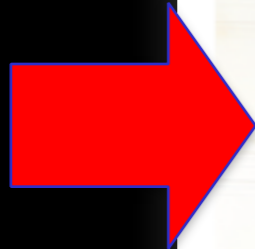
No 42,197 £1.20



BECOME ELECTRIC. BMW i3.



Media Futures Ltd



The Ultimate Driving Machine



INTRODUCING THE NEW ELECTRIC BMW i3.



ASK THE BMW i GENIUS. TEXT 04737



TEST DRIVE 0800 0640 360

Official fuel economy figures for the BMW i3: mpg N/A, CO₂ emissions 0 g/km, power output (electric motor) 125/170 kW/hp, total average energy consumption per 62 miles/100 km (NEDC test cycle) 12.9, customer orientated range 80-100 miles, total range (NEDC test cycle) 118 miles. Official fuel economy figures for the BMW i3 with Range Extender: mpg 470.8, CO₂ emissions 13 g/km, power output (electric motor) 125/170 kW/hp, total average energy consumption per 62 miles/100 km (NEDC test cycle) 11.5, customer orientated range 150-186 miles, total range (NEDC test cycle) 211 miles. Data subject to confirmation.

Chanel coverwrap

Tangible Results

Enthused customers. “Wow!”

Educated re “print + digital”

Seen as innovative in industry

Tangible results

Appetite for cross platform

New future revenue stream

Thanks for listening!

Mark Challinor

mediafuturesltd@gmail.com

@challinor