

# Online to print and the newsroom of three speeds

Innovation @WeltN24

by Jan-Eric Peters

Editor of WeltN24

*Digital, printed and on TV*

INMA Summit, May 2015



# 2002

# Two newspapers and a website



# Triple Play: Digital, TV, Print

## 2015

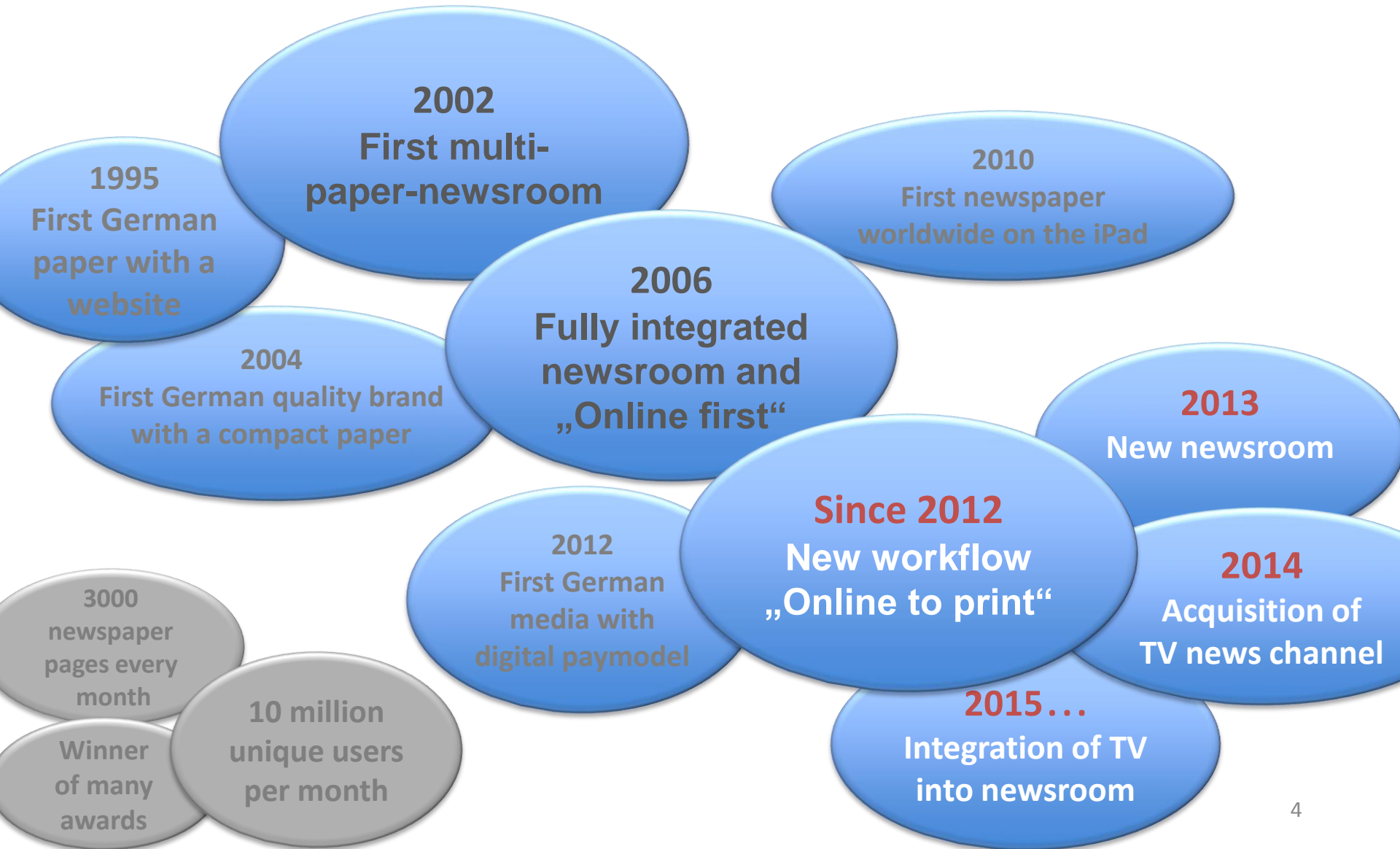


DIE WELT

N24



# WeltN24 – A story of **innovation**



# From **print only** to **online to print**

2002

**First multi-paper-newsroom worldwide**

One team – two daily papers

2006

**Integrated newsroom and online first**

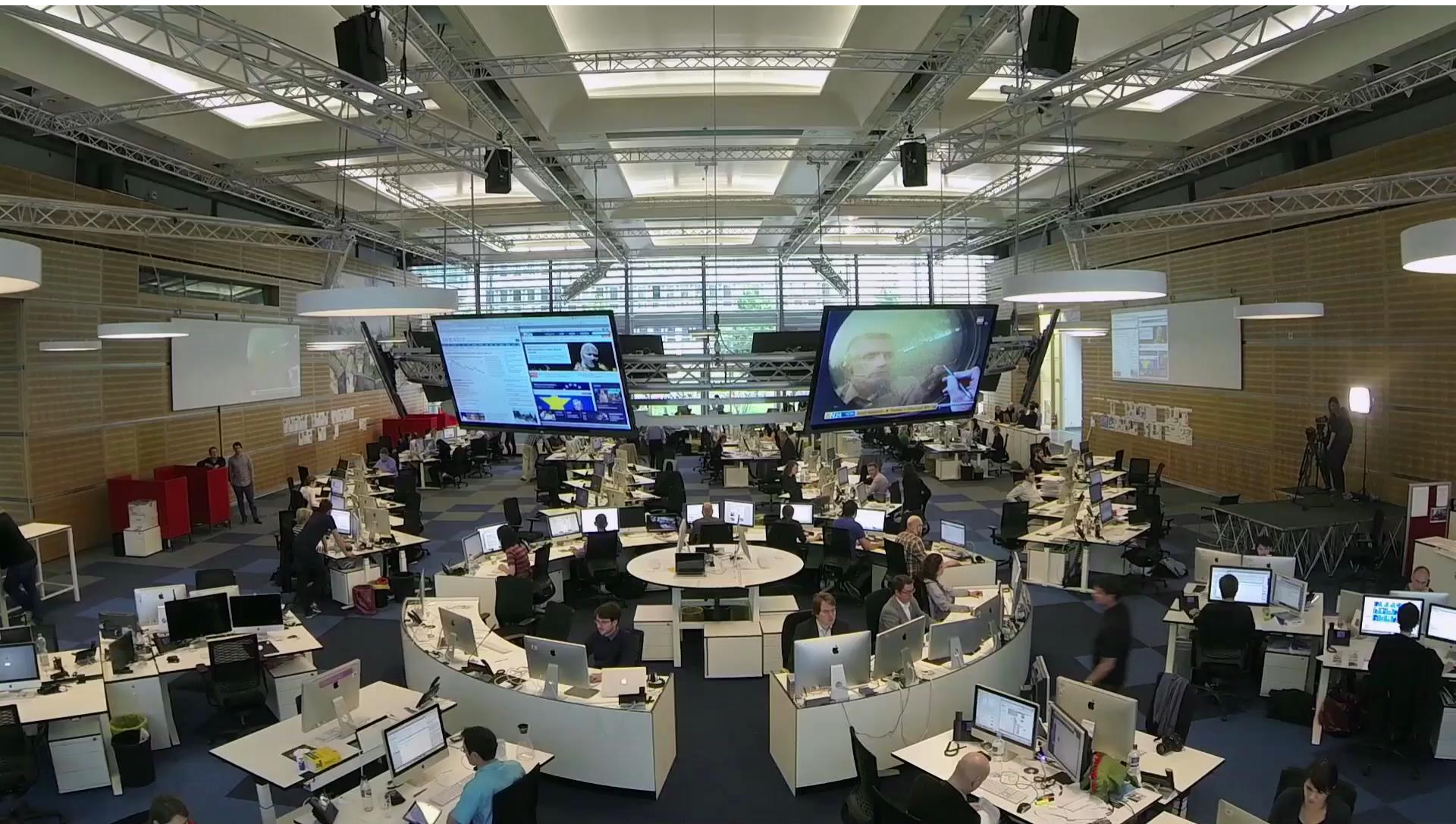
One team – all media

2012

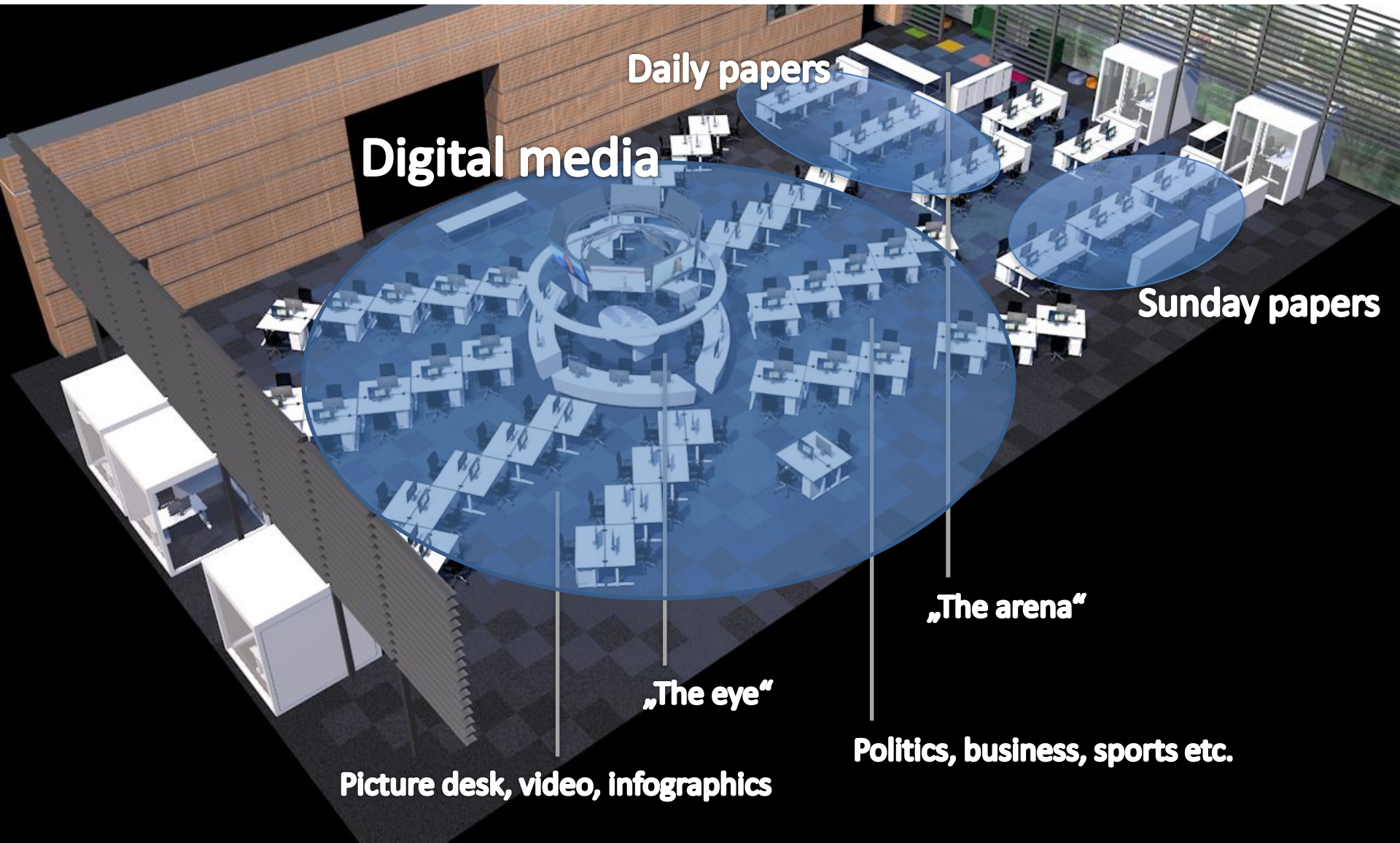
**A revolutionary change: Online to print**

One team – focusing on digital media

# One newsroom – All media



# One newsroom – Three speeds



Daily papers

Digital media

Sunday papers

„The arena“

Politics, business, sports etc.

„The eye“

Picture desk, video, infographics

# Our earnings

1.

## **We are digital!**

Only 12 people produce our national broadsheet

2.

## **We are faster!**

Focus on digital needs, better communication

3.

## **Papers profit, too!**

Small team but more stories to choose from





# Our **lessons learned**

1.

## **Communicate!**

Always tell what you do, why and how you do it

2.

## **Integrate!**

Staff must be responsible for print AND online AND TV

3.

## **Be radical!**

There is no time for eternal evolution

