

# DIGITAL TRANSFORMATION

# NEW STRAITS TIMES PRESS AIMS TO BE

## VISION

*“To be Malaysia’s leading digital publisher”*

## MISSION

*“To be the preferred news & content platform that provides extensive reach & offerings to all our customers”*



STRAITS TIMES  
sundaytimes



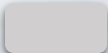
# TRANSFORMING NSTP BUSINESS

Content consumed anywhere, anytime and by anyone

**BE BOLD TO EXPLORE NEW THINGS**  
**FAIL FAST, LEARN FAST AND IMPROVISE.**

Digital Product / Mobile Application availability and launch date:

Web Portals	E-Papers Apps.	Augmented Reality	Social Media	News Mobile Apps.	E-Magazine	Newsstand	Education Portal & Apps.
 1997	 1-July, 2012	  2013		 10-Oct, 2015	 1-Mar, 2015	 14-Sept, 2016	 29-Mar, 2016
 2000	 1-July, 2012			 10-Oct, 2015	 16-Jul, 2015		 1-Apr, 2016
 2000	 1-July, 2012			 10-Oct, 2015	 21-Mar, 2016		 16-Aug, 2017
			 2014	 1-Mar, 2015	 8-May, 2016		 17-Dec, 2017
				 1-Mar, 2015	 1-Jun, 2016		

 Discontinued

**MALAYSIA POPULATION**

**31.8 million**

**INTERNET POPULATION**

**25.1 million**

**PENETRATION RATE**

**79%**



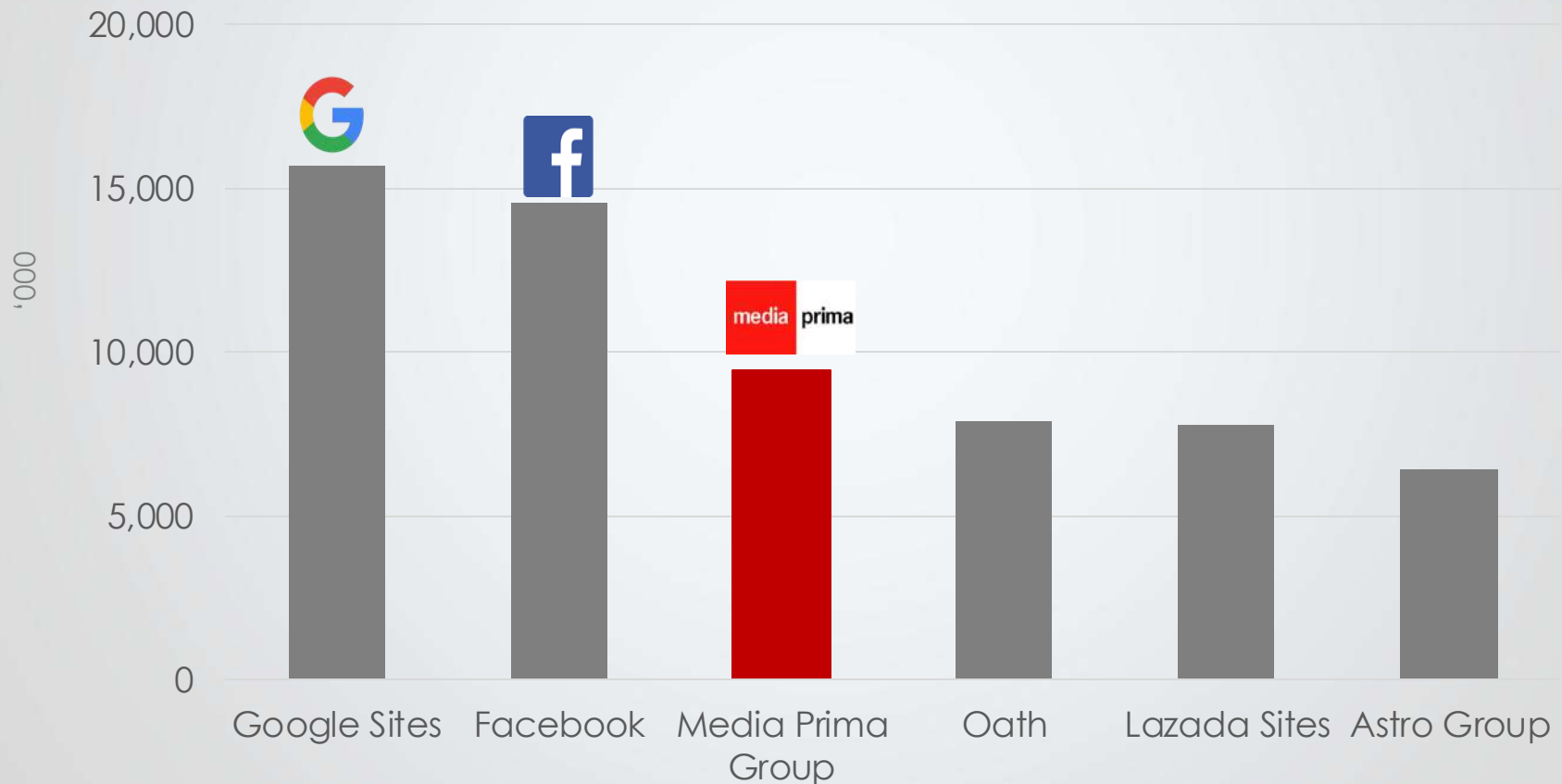


**22.1 MILLION**

**NSTP TOTAL AUDIENCE REACH  
IN 2017**

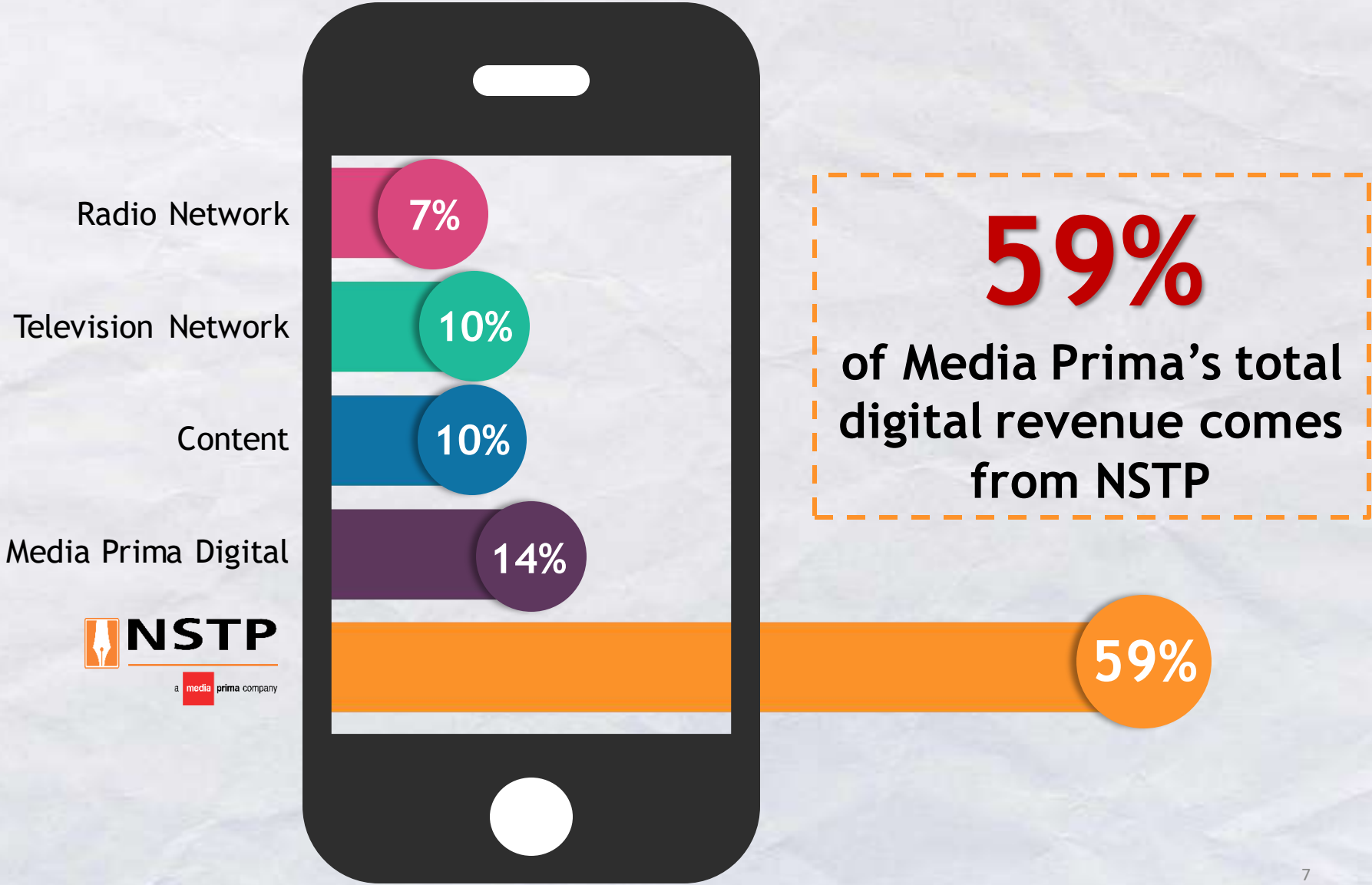
# WHERE MEDIA PRIMA STANDS NOW

LARGEST LOCAL MEDIA GROUP IN MALAYSIA  
**9.4 MILLION** UNIQUE DIGITAL AUDIENCE MONTHLY



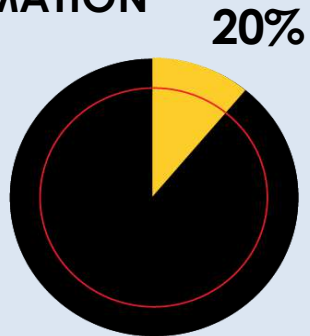
\* comScore MMX Multoplatfrom Dec 2017

Committed to our transformation journey in growing digital revenue streams through *detailed planning & execution...*

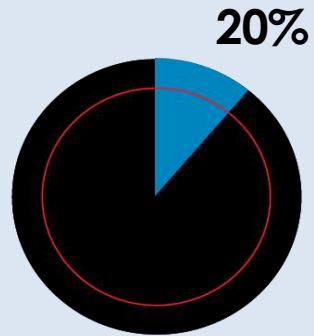


# SEGMENTAL REVENUE

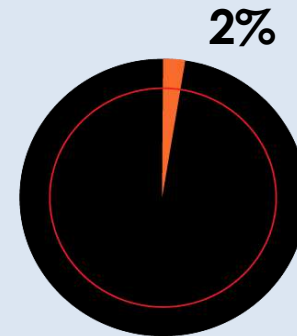
BEFORE  
TRANSFORMATION



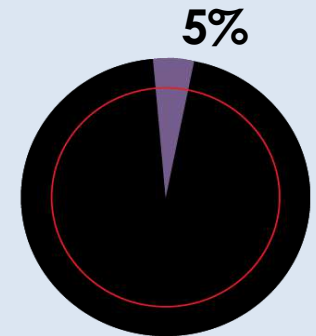
NON-AD



NON-TV & PRINT

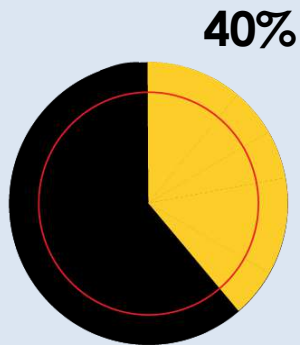


BEYOND MALAYSIA

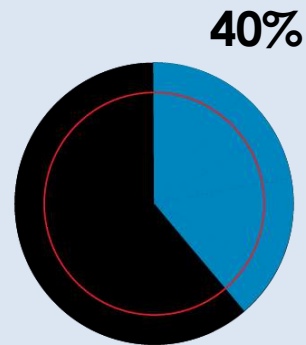


DIGITAL

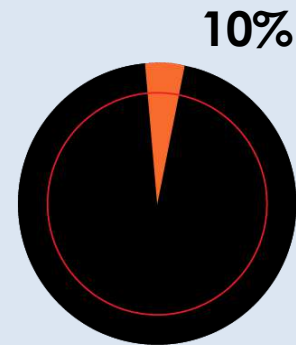
AFTER  
2020



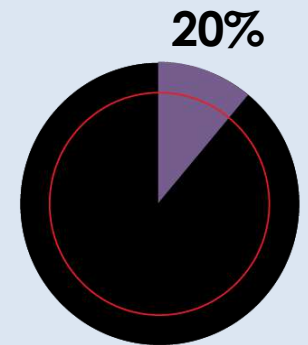
NON-AD



NON-TV & PRINT



BEYOND MALAYSIA



DIGITAL





**NEWSROOM  
TRANSFORMATION**

# THE NEWSROOM OF THE FUTURE

## 1 OPEN SPACES, WALLS-DOWN

### INNOVATION FORMULA

Creativity  
+  
Open Newsroom = Communication = Better Content  
+  
Collaboration

## 2 FULLY INTEGRATED ON/OFFLINE

News first, content second.  
We tell the story as we know it on the best, most suitable and most instant platform.  
Each desk has one personal computer with 2 screens, one for input, the other for output.

## 3 ROLLING DEADLINES

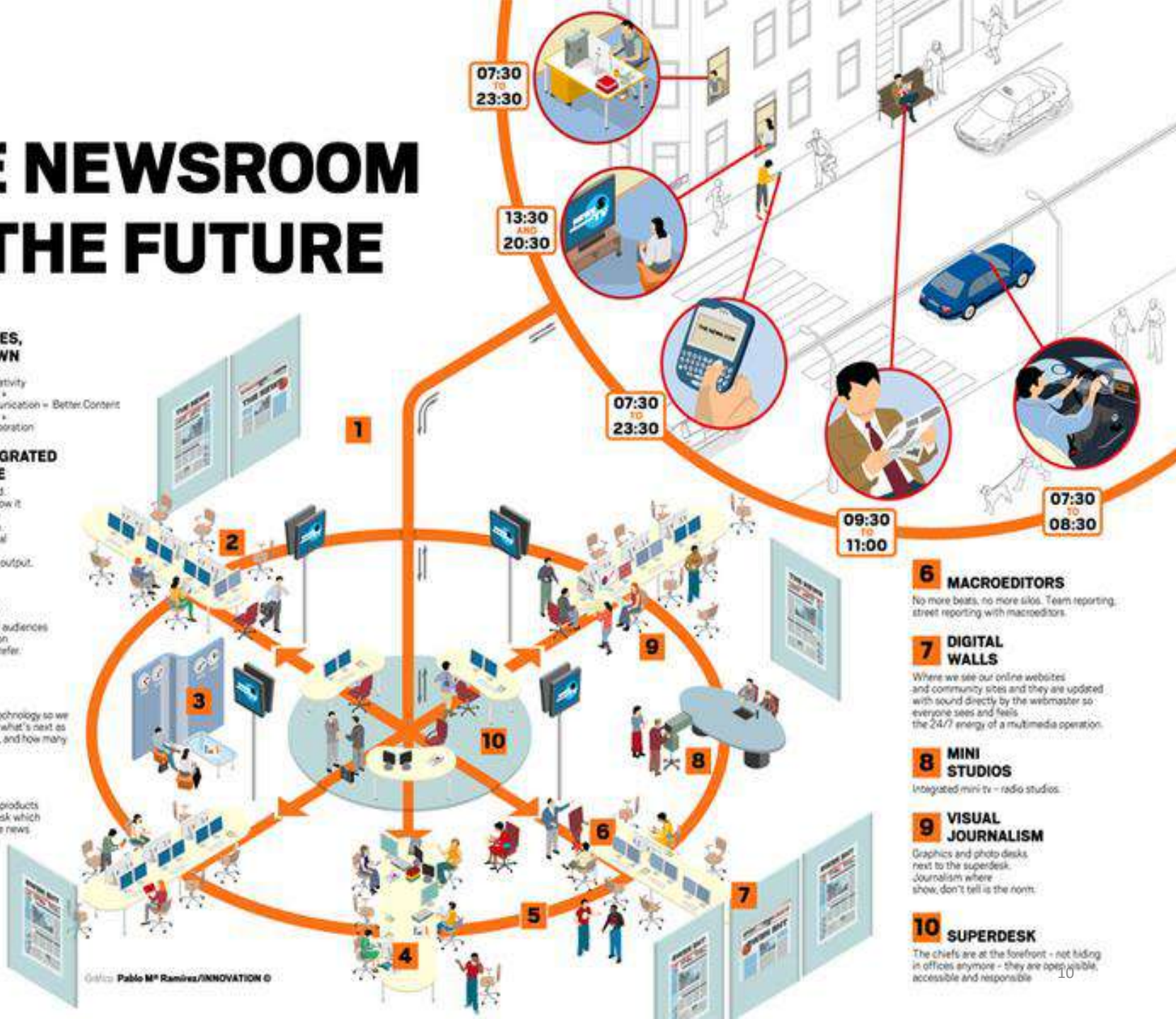
Content contacts with our audiences when they need information and in the platform they prefer.

## 4 RADAR

We monitor the world via technology so we can focus on the why and what's next as opposed to the who, where, and how many.

## 5 RADIAL SYSTEM

Sections and themes and products emanate from the superdesk which commands and control the news workflow.



## 6 MACROEDITORS

No more beats, no more silos. Team reporting, street reporting with macroeditors.

## 7 DIGITAL WALLS

Where we see our online websites and community sites and they are updated with sound directly by the webmaster so everyone sees and feels the 24/7 energy of a multimedia operation.

## 8 MINI STUDIOS

Integrated mini tv - radio studios.

## 9 VISUAL JOURNALISM

Graphics and photo desks next to the superdesk. Journalism where show, don't tell is the norm.

## 10 SUPERDESK

The chiefs are at the forefront - not hiding in offices anymore - they are open, visible, accessible and responsible.

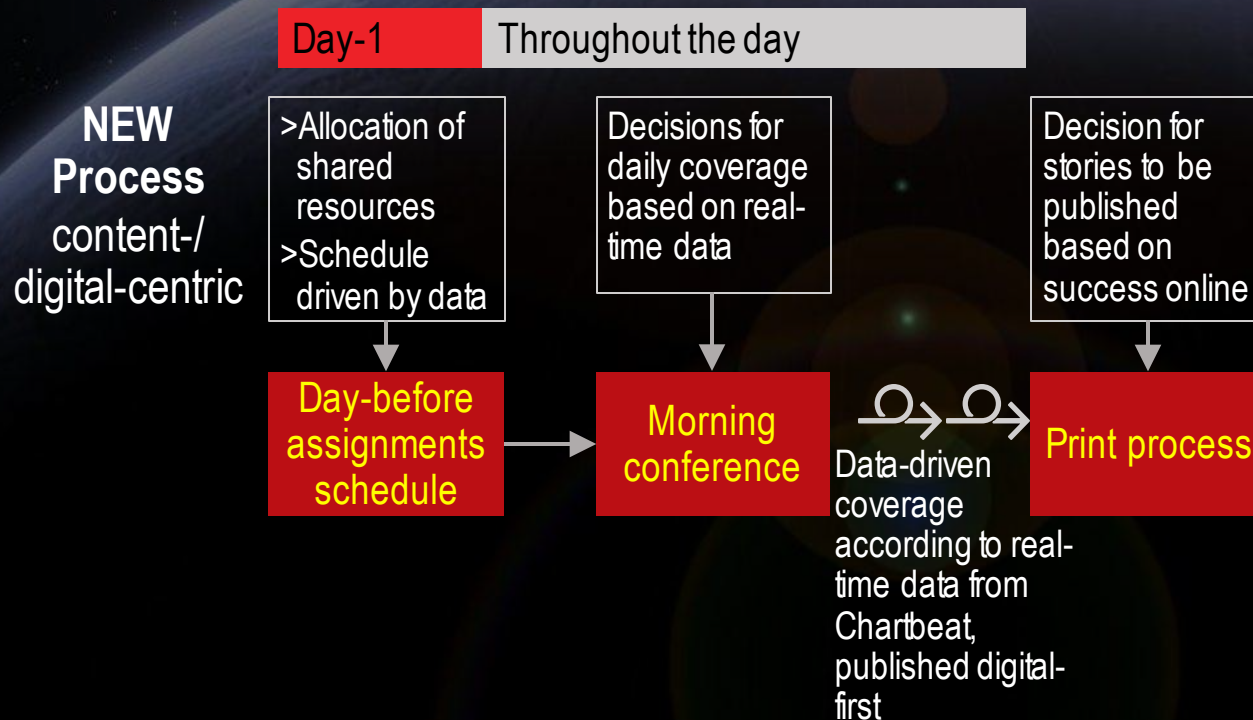


**Integrated Sports Desk**

# NEWSROOM TRANSFORMATION

Moving forward, publishing process to be online-led, supported by real time data / analytics

## Online decides - Print follows



## Description

- Process to facilitate story generation around trending topics **based on real-time data analytics**
- **Immediate content planning for digital throughout the day**, rather than day-before planning
- All editors **support online editors** – or become online editors themselves
- **Print content selection based on success online**
- **Decisions based on data**

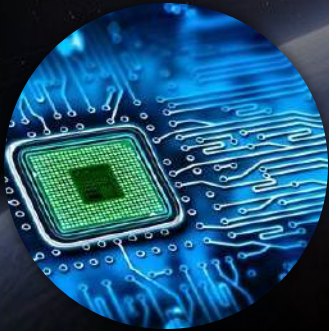
# NEWSROOM TRANSFORMATION

NSTP Newsroom Transformation initiative serves a more structured editorial management and higher asset monetization potential.



# NEWSROOM TRANSFORMATION

*4 vital elements* towards successful Newsroom Transformation



## TECHNOLOGY

- Chartbeat
- Cxense
- Scribble Live



## PROCESS

- Digital first
- Shared assignment board



## PEOPLE

- Digital-mindset
- Right skills



## PLATFORM

- Various content distributors

## ODYSSEY PLAN

# CHANGES IN NSTP MANAGEMENT

Media Prima steps up transformation into major digital publisher

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**T**HE New Straits Times Press (M) Bhd (NSTP) has announced a new management line-up as the country's leading publisher steps up its transformation into a major digital publisher.

Heading the list is Datuk Yusahmi Maullid Yahaya as NSTP editor-in-chief (EIC) effective Jan 1.

As EIC, he is responsible for the overall editorial operations and content enhancement of NSTP's three titles — *New Straits Times*, *Berita Harian*, and *Harian Metro* — and other digital titles.

Yusahmi, who has more than 27 years of experience in journalism, reports to NSTP chief executive officer (CEO) Datuk Seri Abdul Jalil Harid.

"He will focus on integrating the editorial resources and strengthening NSTP's print and digital offerings.

"This is in line with the introduction of convergence, with the main objective of solidifying NSTP's position as the news and content provider of choice in the

face of a challenging business environment," Jalil said in a statement yesterday.

Yusahmi has been NSTP group editor since March last year after joining NSTP as NST associate editor (news) in 2012.

Prior to the appointment, he held several key positions, such as editor-in-chief of *The Malay Mail* and group editorial adviser of the Redberry Group.

Another key appointment was Farah Ezrin Mohd Rashidi as the head of education vertical.

Farah, who was the general manager of marketing prior to the new position, will look into the total offering of NSTP's educational products, including 991 examination seminars, pulpits and educational books, NST's *School Times* and *Higher Ed*, as well as the interactive education portal *PuLlAMark*.

Other changes see Azizi Othman appointed general manager, digital business and development; Saizul Hashim as head of production; Othman Marwat as executive editor, special projects; and Fadzlena Jafar as head of content, education vertical.

Other appointments are Saidon Idris as senior executive editor for convergence, Datuk Ahmad Zaini Kamarudaman as BH executive editor, Muzi Md Zin as NST executive editor, Tuan Mohd Aari Tuan Hussein as *Berita Harian* executive editor, Thirudevan Muniandy as executive editor of convergence and David Christy as production co-

editor.

Zaini oversees the title's special desk, features, Op-ed, entertainment and literature, while Muzi oversees the title's probes, Life & Times, Op-vid and supplement desks. Tuan Mohd Aari oversees *Harian Metro*'s special desk, features, entertainment, Gas Fund Vroom.

Jalil said, "The structural changes within NSTP have been introduced to enhance efficiency as well as to create relevant support services to meet the company's vision to be the leading digital-first content and commerce company.

"Our digital reach of more than 22 million throughout 2017 is a remarkable achievement and we are confident the newsroom transformation will provide impetus for the future."

He said NSTP had last year recorded over 100 per cent increase in digital advertising revenue and from subscription of *PuLlAMark*.

The restructuring will see the convergence concept in the news gathering and production process.

This is seen as a major step in the newsroom transformation, with the integration of the editorial resources to change the traditional newsroom into a more fluid and dynamic news gathering engine.

The move is part of Media Prima's Odyssey Transformation Plan to position NSTP as the leading digital publisher, shifting from print to the digital-first model.

The other initiative is the cre-

## NEW STRAITS TIMES PRESS (M) BHD NEW MANAGEMENT LINE-UP



**Datuk Yusahmi Maullid Yahaya**  
New Straits Times Press (M) Bhd editor-in-chief



**Saidon Idris**  
Senior executive editor, convergence



**Muzi Md Zin**  
Executive editor, New Straits Times



**Tuan Mohd Aari Tuan Hussein**  
Executive editor, *Berita Harian*



**Datuk Ahmad Zaini Kamarudaman**  
Executive editor, *Berita Harian*



**Thirudevan Muniandy**  
Executive editor, convergence



**Farah Ezrin Mohd Rashidi**  
Head of education vertical



**Azizi Othman**  
General manager, digital business and development



**Saizul Hashim**  
Head of production



**Othman Marwat**  
Executive editor, special projects



**Fadzlena Jafar**  
Head of content, education vertical



**David Christy**  
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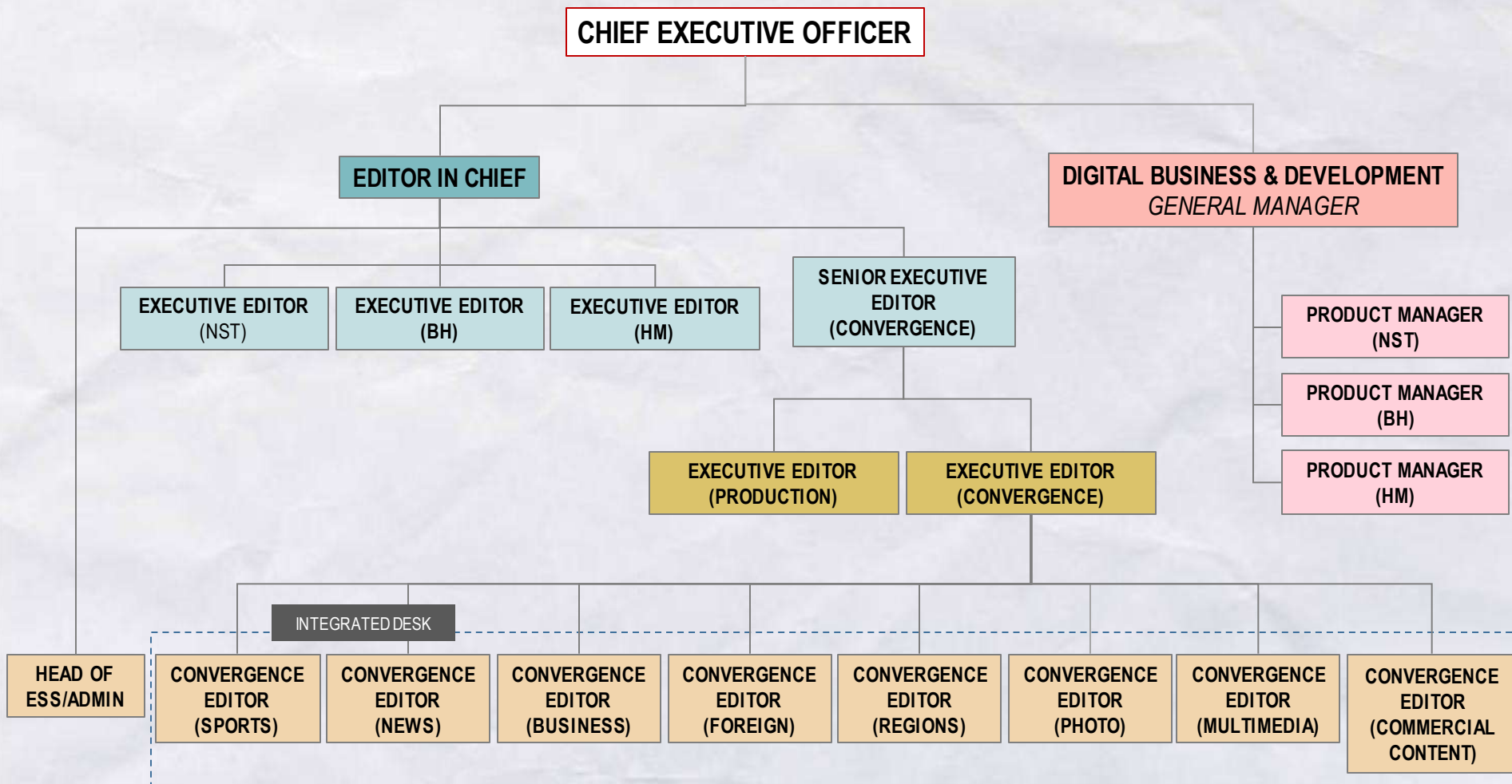
BY ARUNA ARBEE

ation of new content verticals, a merger of editorial content teams with digital product development and brand management, with education and lifestyle verticals becoming the first to

be established.

"These content verticals are introduced to meet the new business landscape, offering new value-added alternatives and customer-centric approach," said Jalil.

# CONVERGENCE NEWSROOM STRUCTURE





The background of the slide is a photograph of the Earth as seen from space, showing the curvature of the planet and the dark void of space with some stars. The text is overlaid on this image.

# DIGITAL TRANSFORMATION CHALLENGES

**PEOPLE**

**SYSTEM / PROCESS**

**LEGACY ISSUES**

**EDUCATION  
VERTICAL**





# Exploration into *more verticals* for *monetization*



LIFESTYLE



PARENTING



FOOD



SPORTS

*THANK YOU..*

QUESTIONS?



a media <sup>30</sup> company