



TECHNOLOGY'S IMPACT ON CONTENT CREATION...

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Presentation Overview

- 1. iPad Strategies**
- 2. Elle US - why custom APP?**
- 3. New Platform Analytical Data**
- 4. Lessons Learned**
- 5. Next Steps**
- 6. Q & A**



Our iPad apps:

- Car and Driver - *WoodWing custom framework*
- Road&Track - *Zinio Interactive*
- Elle - *HipZone (custom reader)*
- All Titles - PDF to Nook, Zinio Page



Elle US - Why Custom app?

- **Interactive** - vertical
 - Four Corners
 - Inspiration Board
 - Personal Shopper
 - "Tap to Buy"
 - Clutch - Social Network Tools
 - Horoscope
 - "Back to Elle" Browser Button
- **Rendered** - horizontal
 - Complete Print Issue
 - URL Links to Print Advertisers
 - "Back to Elle" Browser Button

...ELLE presents the Personal Stylist feature, which deconstructs the magazine's fashion content allowing the user to create their own looks, which can be added to their Inspiration Board or shared...



Elle US - New Platform

- One more platform to showcase our content
- Printed magazine is what is happening this month,
- elle.com is what is happening today,
- iPad App sits in between those two and serves the need of what is happening this week (although it does include daily content such as horoscopes)

"...more holistic approach to article development in order to make the story come alive using the iPad's features. For example, requesting the trailer for the movies we review, obtaining playlists that artists mention or shopping out the various products and trends we cover each month in the issue..."

...The ELLE App was designed to let consumers interact with the brand in a customized way...

*...**"We don't dictate a look, we let the user create something new,"** said Elle Group design director Paul Ritter, explaining the thinking behind the features...*

Over half (54%) say they pick up/use the application more than the printed issue because there's new content everyday – "I love especially getting my daily horoscope" (Source: MRI Starch, November 2010)


Analytical Data:

- As of November 2010, 15% of ELLE readers already have/plan to download/use the ELLE iPad application
- Nearly all (97%) of ELLE readers who downloaded/used the ELLE iPad Application have positive opinions about the usability of the application
- Over half (54%) say they pick up/use the application more than the printed issue because there's new content everyday – I love especially getting my daily horoscope
- Almost half (49%) say they enjoy the additional tools available on the app, including the ELLE inspiration board, the Personal Stylist Feature, and the ELLE Clutch
- Almost half (46%) say they love the new ELLE iPad application and agree that it's everything they love about ELLE and more!

Source: MRI Starch, November 2010



LESSONS LEARNED:

- **Create once...publish many - does not work**
 - *content must be design for specific device/platform*
- Timeline sensitive factors:
 - **Apple approval process** (applications updates)
 - *marketing and advertising considerations affecting editorial and production groups*
- New environment creates production disturbance:
 - *scheduling*
 - *project management*
 - *cross departments tensions/confusions*
 - *weekly meetings of iPad Team*
 - *leading role of Print Production Manager*
 - *limited resources* (example )




LESSONS LEARNED: - Limited Resources


...We've had to increase our design staff to accommodate for the translation of print layout to iPad layout. For example, 1 trends page in book can translate to 20 product screens in the app...



LESSONS LEARNED (10/2010):


- *magazine size... (iPad app - the smaller the better)*


 **blah** ★★★★★
by Stevie10688 - Version 1.0 - Oct 21, 2010 [Report a Concern >](#)

 I'm sure it would be a great app if the freaked magazine would download, but it won't at all it's not just slow but it just won't even finish the download!

blah said Was this review helpful? Yes | No

- *ratings may not reflect the content but issue download challenges*

 **sloooow** ★★★★★
by Guavaontherocks - Version 1.0 - Oct 7, 2010 [Report a Concern >](#)

 Same issue as another poster...dont know what's going on with Elle's server but this took at least 30 min to download. BUT, it was well worth the wait. How awesome is it to download the mag and have a digital Copy of it instead of wasting precious apartment space? It also comes with really cool virtual features that allow you to save favorites. Bravo elle! But there must be a way to quicken the download time, no? And, I agree with another poster that issues should not be as expensive as a hard copy...I mean, what better incentive to saving trees than to offer digital issues at a cheaper rate?

sloooow said Was this review helpful? Yes | No

1 out of 1 customers found this review helpful

- *storage size... (iPad device - the bigger the better) - average app is 250MB and ALL magazines will compete for iPad storage space*



LESSONS LEARNED (current):

- *People do not want to choose between print and digital formats*

 **slam dunk** said 

Slam Dunk ★★★★★ [Report a Concern >](#)
by Michelewr - Version 1.2 - Nov 27, 2010

I am torn between the print and the digital, the digital issues are so amazing and brilliantly thought out, that I was floored when I finally learned how to operate it to receive a truly one of a kind interactive experience, one that I am afraid that print cannot offer.

But nevertheless **I guess I will just have to have both, hey this is Elle were talking about, enough said.**

... [More](#)

Was this review helpful? [Yes](#) | [No](#)

- *Customers are willing to pay for it...*

 **desi bellamy** said 

Fabulous ★★★★★ [Report a Concern >](#)
by Homeowner Virgin - Version 1.2 - Nov 27, 2010

Unbelievable, I'm waiting to be charged for this awesome product. Thank you for taking magazine viewing to another level.

No one does it quite like ELLE.

Was this review helpful? [Yes](#) | [No](#)



LESSONS LEARNED:

- **to do... or not to do...** (*rendered version dilemma*)

- a) *to do...*

- full digital copy of issue
- revenue from URL links to advertisers websites
- ABC rating
- minimal production cost with automated conversion workflow
- adds only 25% more to total issue size



desi
bellamy
said

Convergence of Print & Digital Media is here! ★★★★★
by DESI BELLAMY - Version 1.2 - Jan 11, 2011

[Report a Concern >](#)

Great application and the fact that they are allowing you to see the full magazine is a plus. It looks great on the iPad and the many features that allow you to share content is wonderful. They are really merging print and digital media like dawgearit.com

Was this review helpful? [Yes](#) | [No](#)

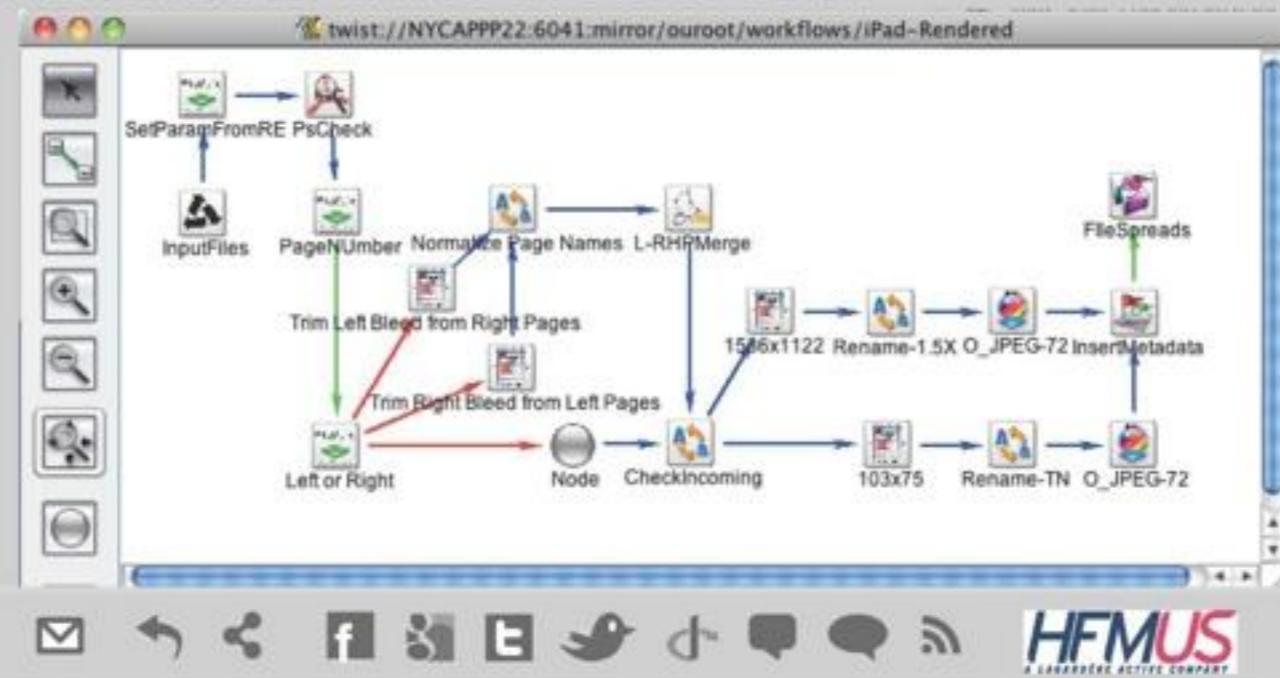
- b) *not to do...*

- smaller issue
- vertical and horizontal interactive design
- latest content (no print dependent)



LESSONS LEARNED:

- Custom design for Interactive ad campaigns - internal or strategically sourced out
- Video and Photo Studios part of iPad Team
- Quality Control - preformed by all Team members
- Production automation drives the cost down



NEXT STEPS:

- Simplified production across all magazine titles built on the best options from all technology solutions
- E-commerce with integrated shopping basket as a addition to "Tap to Buy" option
- Finalizing the Media Kits for digital ads submissions
- Testing of delivery method to Android, Windows7 tablet devices
- Repurposing iPad content to Web and Mobile channels

