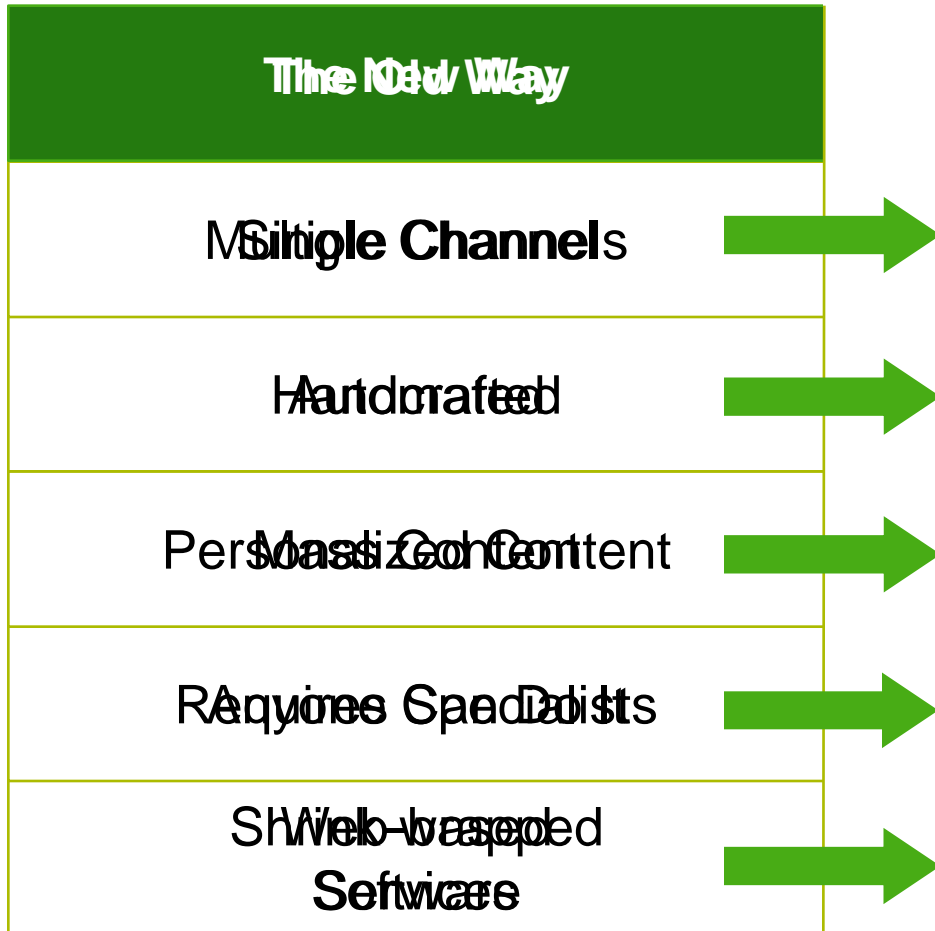


Cross Media Trends in Publishing, Prepress & Design

Joshua Duhl
Director Enterprise Product Marketing



Publishing Trends



Industry Trends



- Decline of ad revenues (including search)
- Growth in video usage:
 - US190 million people by 2012
 - 88% of the Internet user population
 - But uncertainty in business model
- Multichannel campaigns (web+print+broadcast) are most effective
- Increasing automation

Publishing Trends



- Newspapers & Magazines moving cross media
 - From Print → Digital
 - Print to Web
 - Web first
 - Content first
 - Interactive
- Which content to use on which media?
 - Alternative business models
 - Increase value of on-line subscriptions
 - Increase value and visibility of brand
- Advertising

Trends in Catalog Publishing



- Smaller, more frequent, more focused, more personalized catalogs
 - Compressed time frames (print → Web timing)
 - Requires design richness & more flexibility
- Reuse layout in different media channels
 - E.g. different landing pages, keywords, layouts, objects, SEO
- Need to support cross links
 - Between web pages, between print, web, interactive
- Move from “Web group” “Print Group” “Catalog Group” to “Publishers”

Future of Publishing



- Video
- User generated content
- Cross media - broadcast / cable / web / interactive / social networks

Creative Professional Needs



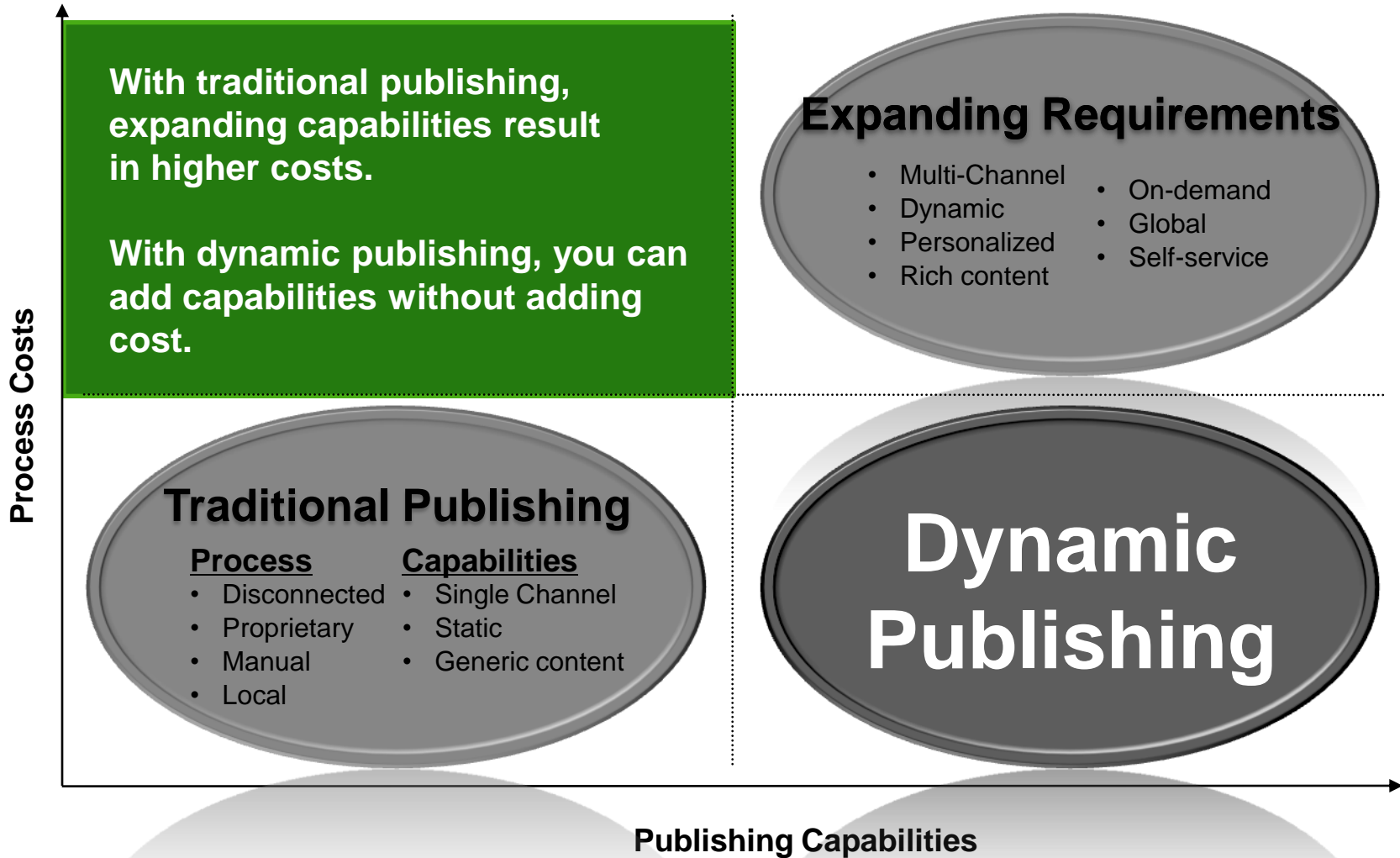
- What Creative Professionals Are Asking For:
 - Layout pages faster
 - Use their same design skills across media
 - Reduce training costs between applications
 - Precise typographic control
 - Publish globally
 - Usability

Broader Needs



- Easier cross media publishing via reuse
 - XML
 - Microsoft Word
- Multiple interactive formats
 - Silverlight, Flash
- Agnostic to layout tools
 - QXP, INDD
- Increase collaboration across the publishing process

Innovations in Publishing





Is about **automating**
customized publishing
to any **channel...**



The Value of Dynamic Publishing



Benefits

- Increase productivity
- Improve information accuracy
- Speed time to market
- Deliver personalized info
- Reduce publishing costs

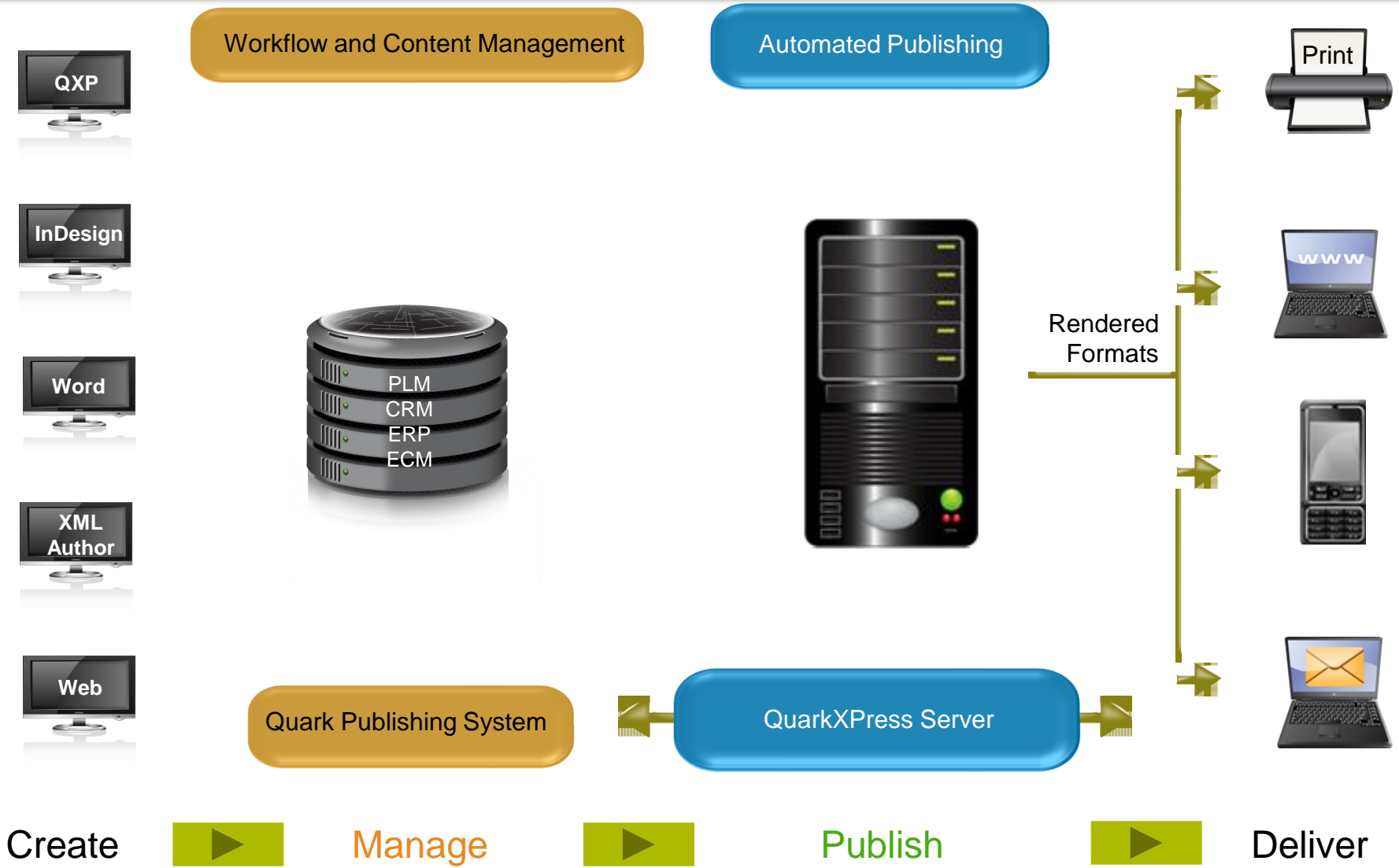
Quark Dynamic Publishing Solution



Combines the power of **flexible layout** and **design** with **automated workflows** to publish **customized communications** across print, the Web, and electronic media.



Dynamic Publishing Process



Create



Manage



Publish



Deliver