DIGITAL PUBLISHING TRENDS 2015

An insight into wearable tech, cross-platform
publishing and personal devices

PageSuite

www.pagesuite.com

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INTRODUCTION

We have seen dramatic advances in the digital publishing industry over the last decade, from the introduction of Digital Editions to the emergence of smartphone and tablet apps and now to the current interest in developing digital strategies with wearable technology.

In January 2015, PageSuite surveyed their international client base focusing on their current digital positioning as well as plans for the coming twelve months. The survey consisted of three main areas, 'Devices and Cross-Platform Publishing', 'Content' and 'Wearable Technology'.

PageSuite always aims to stay ahead of the curve; therefore a survey focusing on trends has given us a greater and more in depth understanding of our client's expectations with developing technologies. Following big releases of wearable technology devices, it was essential for us to understand what clients wanted to achieve through implementing these strategies into their plans.

The purpose of this whitepaper is to provide an overview of the **Digital Publishing Trends** we have identified and are catering for in 2015, while putting our expertise and knowledge of the industry into practice to justify and explain our findings.

PUBLISHING PATTERNS

Following the introduction of the iPad in April 2010, it was said there were **4.2 million** UK iPad users in 2011, and it's predicted there will be **13.8 million** users in 2017.[1] iPads have changed the way that people read news, with online subscriptions, supplements and archives readily available within apps and via mobile web.
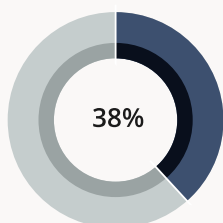
The cumulative number of apps downloaded from the Apple App Store saw a radical increase from July 2008 to October 2014, from **0.01 billion** to **85 billion** downloads. The demand for apps is forever increasing, and they are changing our day to day lives, from health and fitness to news consumption. It is evident the industry is growing rapidly, with **21%** of UK adults now using a mobile phone to access news.[2]

Whether you are an owner of an iOS, Android, Kindle or Windows device, you will be able to download and access thousands of apps, but we were keen to find out what our client's plans are regarding publishing their content online via various platforms.
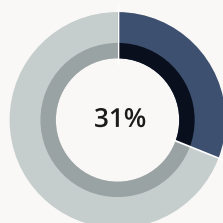
The most popular platform that our client base currently publish content to is desktop, with **38%** stating that they make their content available solely on that platform. **31%** stated that they currently publish content to tablet, with only **28%** currently publishing on smartphone. However, **33%** revealed they are currently looking to push content to smartphone devices in the next twelve months.

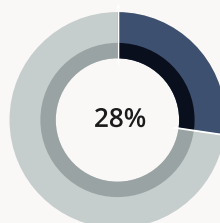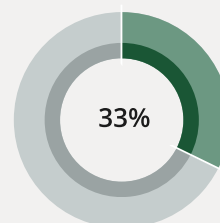## PLATFORMS OUR CLIENTS CURRENTLY PUBLISH ON...

DESKTOP ONLY	TABLET	SMARTPHONE	PLANNING TO PUBLISH TO SMARTPHONE (in the next 12 months)
38%	31%	28%	33%

1. http://www.statista.com/statistics/271926/ipad-users-in-the-united-kingdom-uk/
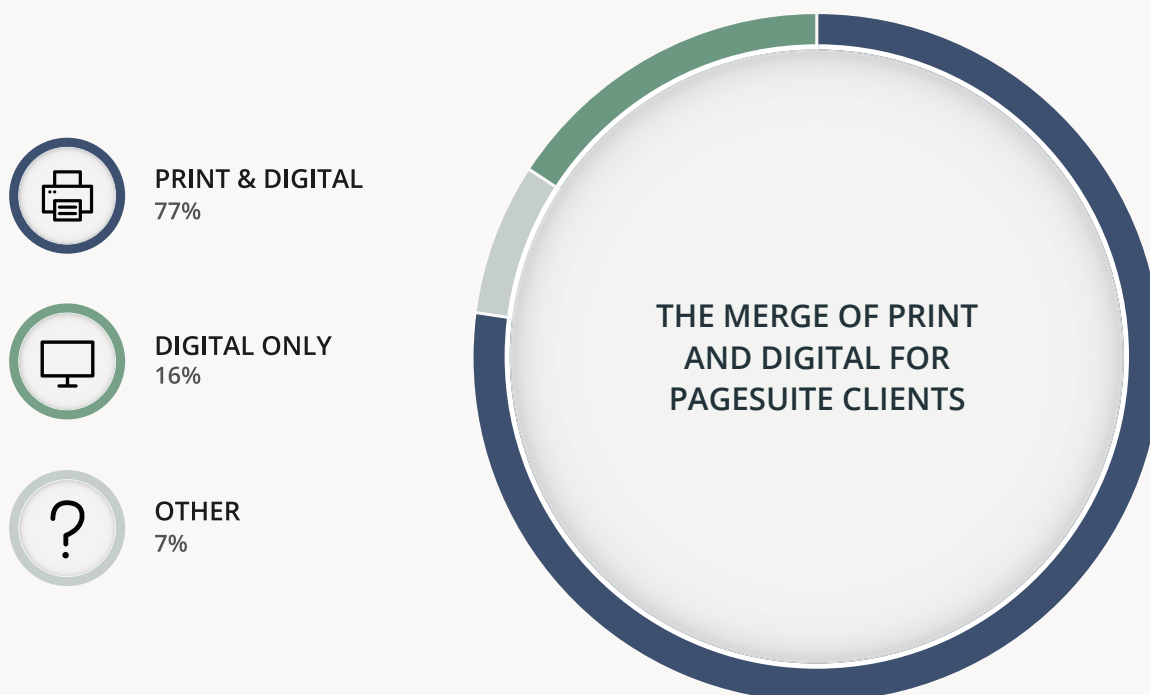2. http://www.pagesuite.com/blog/blog_story.aspx?storyID=2045

MOBILE MOMENTUM

According to Deloitte's 2013 Consumer Media Survey, mobile is gaining momentum. The survey informed, "Of smartphone users, **32%** say they use their device to read news articles every day or at least once a week, and that figure rises to more than half for tablet owners."[3] It is therefore of significant importance that publishers cater for readers across all platforms.

Of those surveyed, **16%** had a publication that was 'digital only' while a more significant **77%** made their publication available in both print and digital formats.

Just fewer than **14%** specified plans to make their publication 'digital only' at some stage.

There has been a significant growth in the number of people using the internet or apps to access news; with **41%** doing so in 2014, compared to only **32%** in 2013. Of note, using the internet or apps to access the news has increased from **44%** in 2013 to **60%** in 2014 among the 16-34 age range.[4]

PRINT & DIGITAL
77%

DIGITAL ONLY
16%

OTHER
7%

THE MERGE OF PRINT AND DIGITAL FOR PAGESUITE CLIENTS

3. http://www2.deloitte.com/uk/en/pages/technology-media-and-telecommunications/articles/media-consumer-survey-2013.html
4. http://stakeholders.ofcom.org.uk/binaries/research/tv-research/news/2014/News_Report_2014.pdf

CONTENT

ENGAGING SOLUTIONS

The third most popular mobile content activity in the United States in 2010 was 'accessing news and information', at **39.5%**, after sending text messages (**68%**) and taking photos (**52.4%**).[5] App engagement considerably varies between categories, which is why content is so essential. In the month of August 2014, news articles were opened an average of **15.4 times**, with **6 minutes** on average spent within said apps.[6]

Therefore, another aim of the survey conducted was to establish the format of our client base's published content. There is an ever growing desire by readers to access more up-to-date content as opposed to regular PDF replica content.

Regularly updated feed content helps to bring people back to the site more regularly. Ever changing requirements from readers means that content is key and that interactivity within the app or replica PDF is vital.

Whether it be video content, photo galleries, weather updates, or third party content, PageSuite pride themselves on being able to deliver these requirements to customers, making apps relevant, timeless and most importantly, engaging.

## TOP 3 MOST POPULAR TYPES OF MOBILE CONTENT...

1 SENDING TEXT MESSAGES

2 TAKING PHOTOS AND VIDEOS

3 ACCESSING NEWS AND INFO

5. http://www.statista.com/statistics/183910/activities-with-mobile-phones-of-us-consumers/
6. http://www.statista.com/chart/2751/app-engagement-by-category/

PDF & FEED CONTENT

40% of those surveyed have their content available only in PDF format while just below **45%** publish a combination of PDF and feed content. Just over **55%** of respondents have the potential to use more up-to-date feed driven content which would produce an enhanced viewing experience for end users. We have identified that **65%** of the respondents would be interested in combining PDF replica publications with live feed content.

This keeps readers engaged and up-to-date. This is a popular format many of our clients have adopted with their apps including London Evening Standard, The Independent and amNewYork. Live feeds alongside their regular PDF editions offers readers the best of both worlds.

PDF & FEEDS
45%

PDF ONLY
40%

OTHER
15%

CREATE AN ENHANCED
READER EXPERIENCE
THROUGH TYPE OF CONTENT
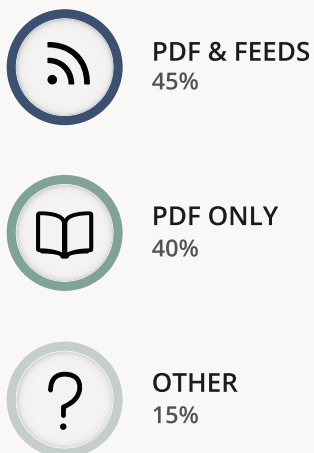
WEARABLE TECHNOLOGY

WEARABLE PROJECTS

It is projected that by 2018 there will be **134.27 million** wearable technology units shipped worldwide.**⁷** This luxury category of devices is widely spoken about, especially following the launch and release of the Apple Watch, with developments underway here at PageSuite.
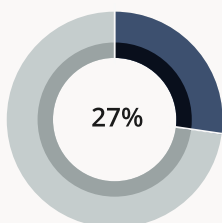
PageSuite have been looking at wearable devices for the past six months, and have recently demonstrated exciting developments on our YouTube channel. Through surveying the client base, PageSuite aimed to find out the demand for wearables and whether they had considered utilising the platform yet. **17%** of clients surveyed identified that wearables 'may' feature in their digital plans over the next twelve months while **13%** said that wearables 'will' feature in their plans.

Those who responded that wearable solutions will not be featuring in their plans said that the main reason (**44%**) for this choice was that 'wearables aren't right for them' and **9%** stated that they had 'no budget for this platform'.
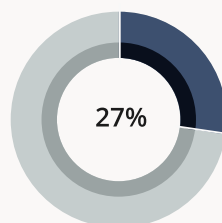
We delved a little further into this topic by asking those that stated they will be working with wearable devices whether they have a specific project in mind. **57%** revealed at this stage that they didn't have a particular project planned, while the remaining **43%** do have an idea of the type of project they wish to implement with wearable technology.
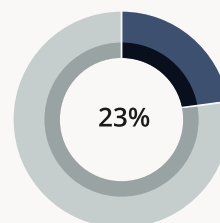
THE MOST POPULAR PROJECTS FOR WEARABLES...
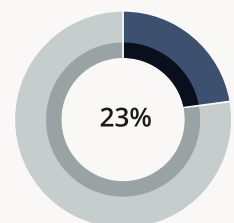
NEWS ALERTS	AUDIO & PHOTOS	INTEGRATED FEEDS	SOCIAL MEDIA
27%	27%	23%	23%

7. http://www.statista.com/statistics/302500/wearable-technology-worldwide-unit-shipments/

STAYING CONNECTED

The most popular project ideas for wearables featured breaking news alerts / headlines and audio, photo and visual features; with just over **27%** selecting each of these categories. Integrated feeds and links to social media channels were also popular choices, with just shy of **23%** of those asked opting for these two areas of focus.

Research shows that when asked which personal devices people cannot live without, wearable technology devices ranked higher than Kindles (**27%**), iPods (**21%**) and video games consoles (**17%**).

40% stated that they wouldn't be able to live without their smartwatches and **39%** stated they would choose Google Glass above all other personal devices.[8]

PageSuite were interested in identifying how many clients were planning on buying a smartwatch for personal use and **62%** stated that they would be purchasing in the next twelve months.

DEVICES PEOPLE COULDN'T LIVE WITHOUT...

SMARTWATCH 40%

GOOGLE GLASS 39%

KINDLE 27%

IPOD 21%

CONSOLE 17%
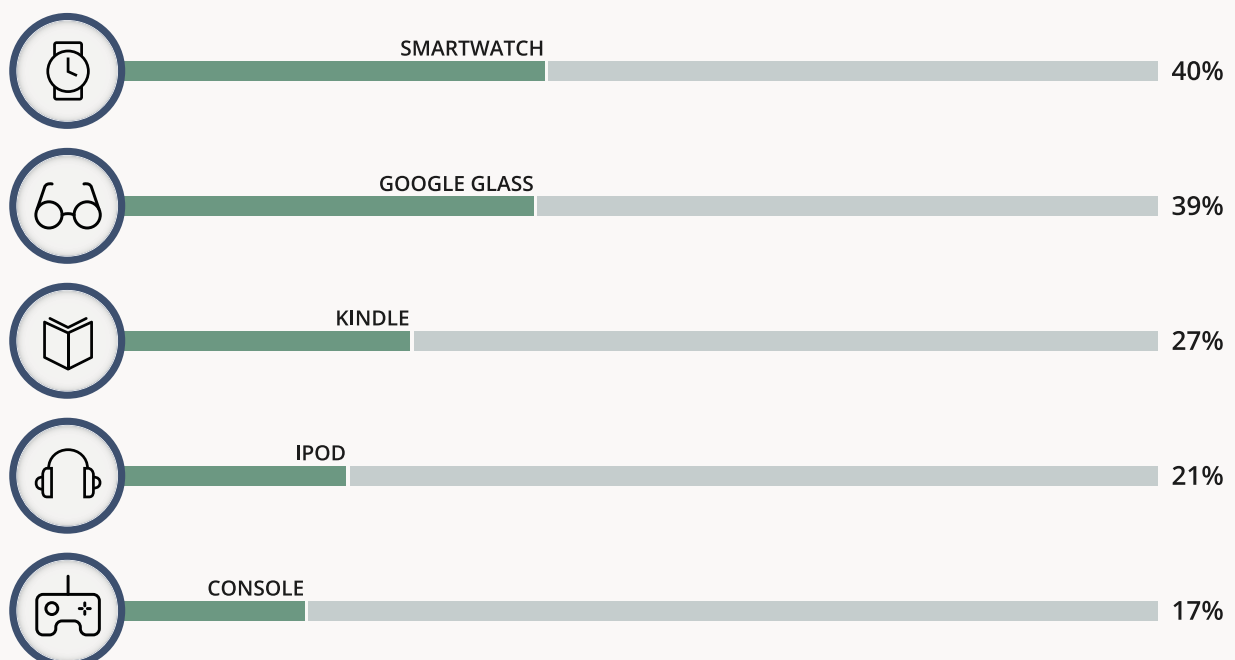
8. http://www.cmo.com/articles/2014/6/16/Mind_Blowing_Stats_Wearable_Tech.html

CONCLUSION

The results of this whitepaper have reiterated the importance of cross-platform publishing to appeal to a wide audience, as technology continues to develop at a rapid pace. With growing numbers of people accessing content online, it is essential for publishers to embrace this and to target an ever growing and developing audience.

Content is equally as important, as consumers expect new and regularly updated content. This is where feed content is so successful and compliments the PDF replica editions, giving readers the best of both worlds.

Publishers should also consider the option of implementing a wearable solution in their future plans. These plans will mirror popular product launches and online interest, such as the launch of Apple Watch in April 2015, where Apple Watch apps were launched just days after for various well known organisations, creating great levels of online and social media buzz.

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