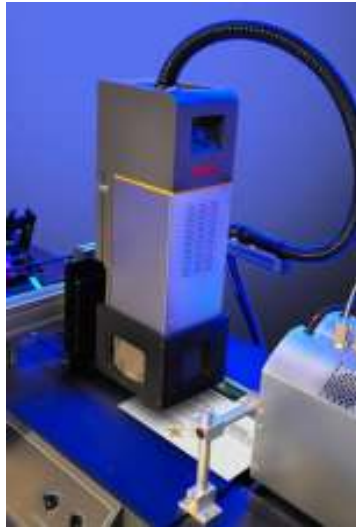


The News World is Changing



Newspaper Publishers

-Process Improvement on how Kodak sees it



You probably know,, Did you know,,,

-5.3%

Year-over-Year
decline in Circulation
since 2012

-8.7%

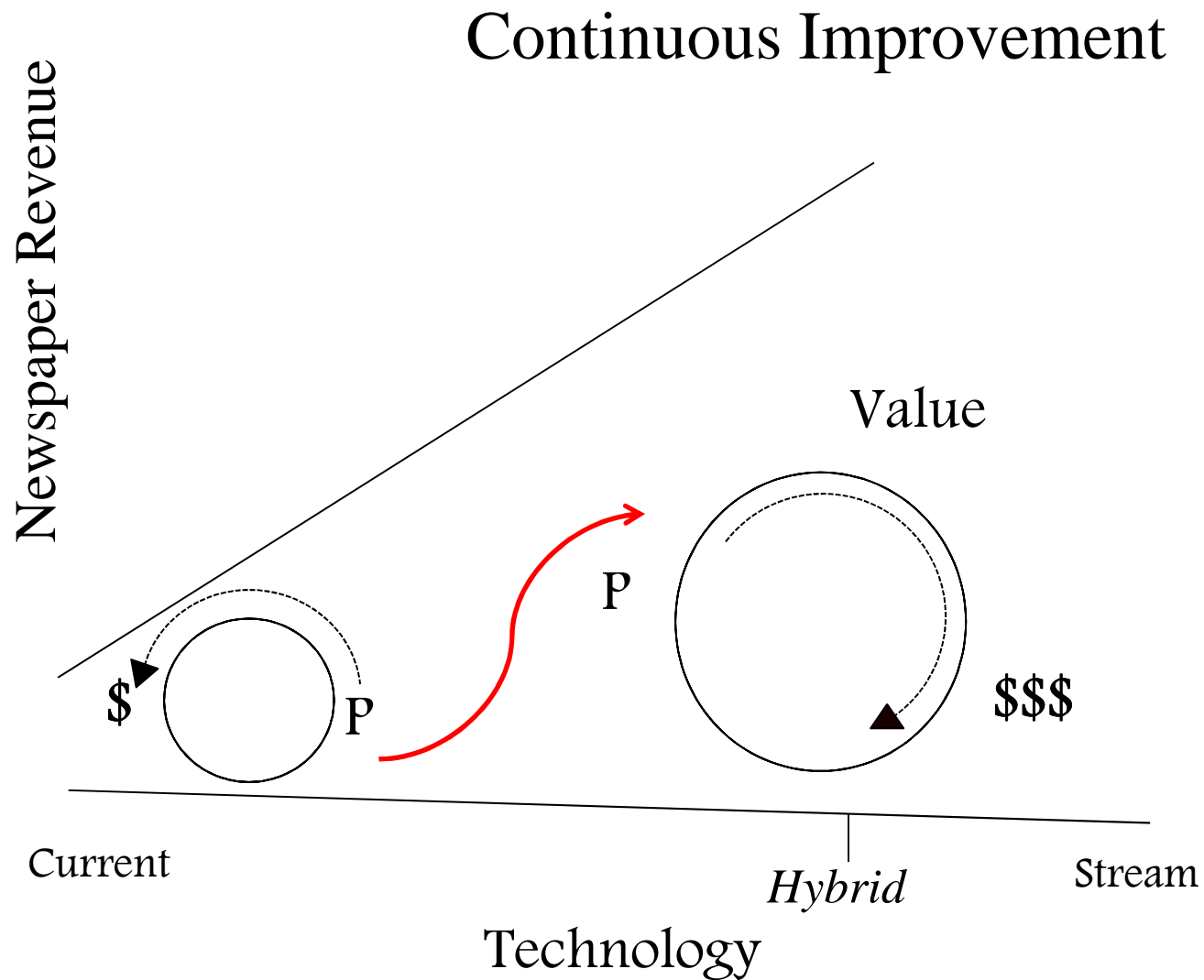
Decline in yearly
Ad Revenues

30%

Additional revenue
typically generated with
Interactive Advertising

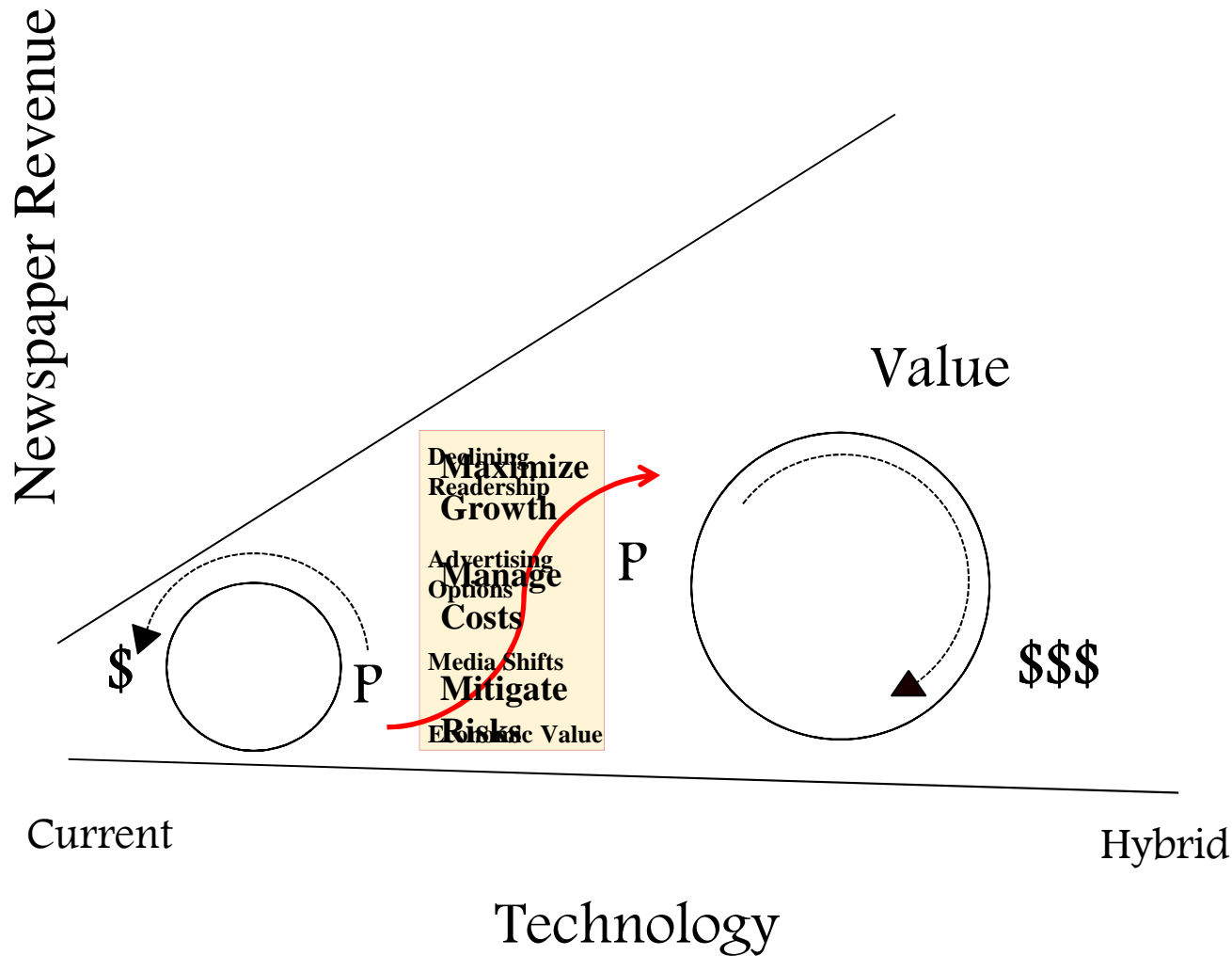


The Big Picture

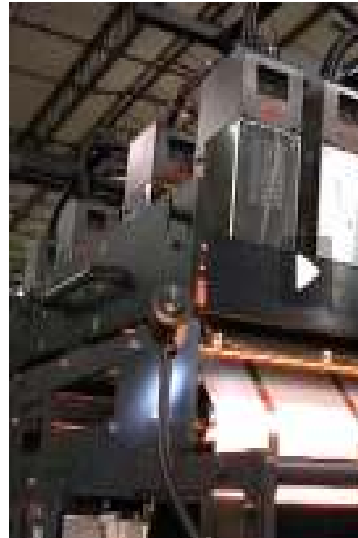
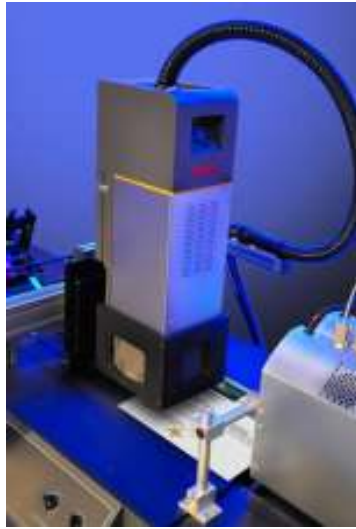


The Big Picture

Catalysts for Change



The News World is Changing



Newspaper Publishers

-Transforming the Business Model



Transforming the Newspaper Model

Current

Future

Mass market: **One-to-Many**

Mass market: **One-to-Many**

Segmented: **One-to-Few**

Personalized: **One-to-One**



For Readers and Advertisers!



Objectives of Newspaper Publishers

How to overcome the Challenges to meet the Objectives

Maximize Growth
Revenue and Margins

Mitigate Risks
Market Shifts

Manage Costs
Investment and Cost Pressure

Declining Readership

Advertising Options

Media Shifts

Economic Value

- Gaming to build interest
- Versioned Content
- Late Breaking News
- Increase Metered Website Subscription

- Interactive Ads
- Versioned Ads
- Versioned Flyers/Inserts
- ROMI tracking

- Competitive Ad Advantages
- Combining Online & Print
- Drive online behavior
- Maintain relevance

- Higher Value Content
- Higher Value Ads
- Achievable ROI
- Incremental Revenues
- Cost Reductions

Kodak

Business Objectives & Challenges



Operations:

Is your paper finding incremental Cost Cuts harder to achieve?

- *Efficient distribution via Tracking*

Working together, Kodak's solutions can take you to the next level

The Kodak logo, consisting of the word "Kodak" in a red, sans-serif font, is positioned on a yellow triangular background that points towards the bottom right corner of the slide.

Tracking codes



Business Objectives & Challenges



Production:

Is your newspaper searching for environmentally friendly ways to reduce costs?

- You can reduce cycle time and chemical affluent with Process Free plates .*
- 918 M liters of waters projected to save by Sonora users over next 3 years*

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Business Objectives & Challenges



Advertising:

Does your newspaper need to improve Advertising Revenue Growth?

- You can offer Options that enhance Advertising Revenues and Margins with Interactive Advertising.

Working together, Kodak's solutions can take you to the next level

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Interactive advertising

Hannaford **The Boston Globe**

Enter your unique prize code online for a chance to WIN BIG!

Each entry will automatically win a \$5 gift card and be entered to win a \$300 shopping spree!

Enter Your Unique Code at: globedirect.com/hannaford

GMPEWA



Non-Meaty Honey Mustard Hot Sandwiches 99¢	2-1/2 Lb. Pub Egg-Pan 72% Lean Ground Beef 2.97	1/2 Hot Wing Bar 4.99
Entrees Pub Style Shaved Steak 4.99	21. Loads More Pork ribs 2.99	Handmade House King Crab Lay Chicken 9.99
12-18 Oz. Sweet Potato 7-Pack Cupcakes 3.99	12-18 Oz. Sweet Potato Milkshake Glow Cookies 2/\$5	12-18 Oz. Sweet Potato Cappi Dog Party in a Can 2/\$4
12 Oz. New Variety Ben & Jerry's Ice Cream 2.99	12-18 Oz. Sweet Potato New Dessert 22 Oz. Pizzas 2/\$6	12-18 Oz. Sweet Potato Milkshake Snack Crisps 2/\$4

10% OFF All Party Platters From Our Deli

Offer valid at participating locations for every eligible item. Excludes alcohol and other restricted items. Offer good while supplies last.

- Readers log in
- Enter information
- Auto \$5 coupon
- Chance to win \$300



Offer Innovative Marketing that Links Print and Digital

Hybrid printing creates “Interactive Ad”

- Each display ad is assigned a unique code and thus becomes an "Interaction Ad"
- Enables a variety of creative campaigns
 - In-store promotions
 - Discounts
 - Web site visits
 - Lucky draw
- Encourages the print edition and the digital platform to connect



Business Objectives & Challenges



Circulation:

Are online shifts impacting your Growth in Readership and Circulation?

- Can you improve your readership with your existing model by integrating online options?

Working together, Kodak's solutions can take you to the next level

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Customer Highlight: *The Sun* (UK)

Using inkjet imprinting to promote premium online content

- Individual Day Pass printed in each issue of newspaper
- With every newspaper purchase, the reader has up to 24 hours to access premium digital content
- Information about the reader is requested when he/she uses the Day Pass



Código Amigo

ENCONTRÁ TU **CÓDIGO AMIGO** EN TU DIARIO

CÓDIGO
amigo!

GANÁ CON
LM NEUQUÉN

PODÉS GANAR HASTA
\$5.000
¡TODOS LOS DÍAS!

MANDÁ UN SMS AL
 **60606**
LMN (ESPACIO) TU CÓDIGO (ESPACIO)
TRES ÚLTIMOS N° DE TU DNI

[Ingresá tu código](#) | [¿Cómo jugar?](#) | [Premios](#) | [Códigos ganadores](#) | [Preguntas frecuentes](#) | [Bases y condiciones](#)

Ingresá tu Código Amigo!



Código Amigo!

Teléfono

Últimas 3 cifras de tu DNI

¡Activar!

Kodak

Codigo Amigo



- Daily unique code to win up to \$500 per day
- Helped La Mañana Neuquén to gain 4-5% growth on daily circulation



Business Objectives & Challenges

Mitigate risk



The screenshot shows a web browser window with the URL blogs.wsj.com/cmo/2015/08/28/apples-ad-blocking-is-potential-nightmare-for-ad-sellers/. The page is from THE WALL STREET JOURNAL, CMO TODAY section. The main article title is "Apple's Ad-Blocking Is Potential Nightmare for Publishers" by JACK MARSHALL. The article text begins: "Online publishers and mobile advertising companies are bracing for Apple Inc.'s enabling of ad-blocking on its mobile...". A sidebar on the right features a sponsored content box from CMO (insight written and compiled by Adobe) with the headline "DEAR [NAME]: EMAIL MARKETING RELEVANT AS EVER" and an illustration of a hand pointing at a screen with various icons.

Working together, to take our customers' campaigns to the next level.



Hybrid Imprinting Enables New Growth Opportunities

Link Print to Online Content



Personalized Inserts



Gaming



Microzoning



QR Codes



Personalized Advertisements



Geocoded Maps



Barcodes



Components of a Hybrid Imprinting System



Primary components



Improving the Future

Offer more value to readers

Offer more value to advertisers

Integrate web and mobile platform

Reduce production costs

Improve return on capital

New business development



Print more

and

**Build online
presence**

Kodak

A graphic consisting of two thick yellow lines forming a crosshair. The vertical line is on the left, and the horizontal line is on the bottom. The word 'Kodak' is positioned to the right of the vertical line and above the horizontal line.

Kodak

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