









# Media

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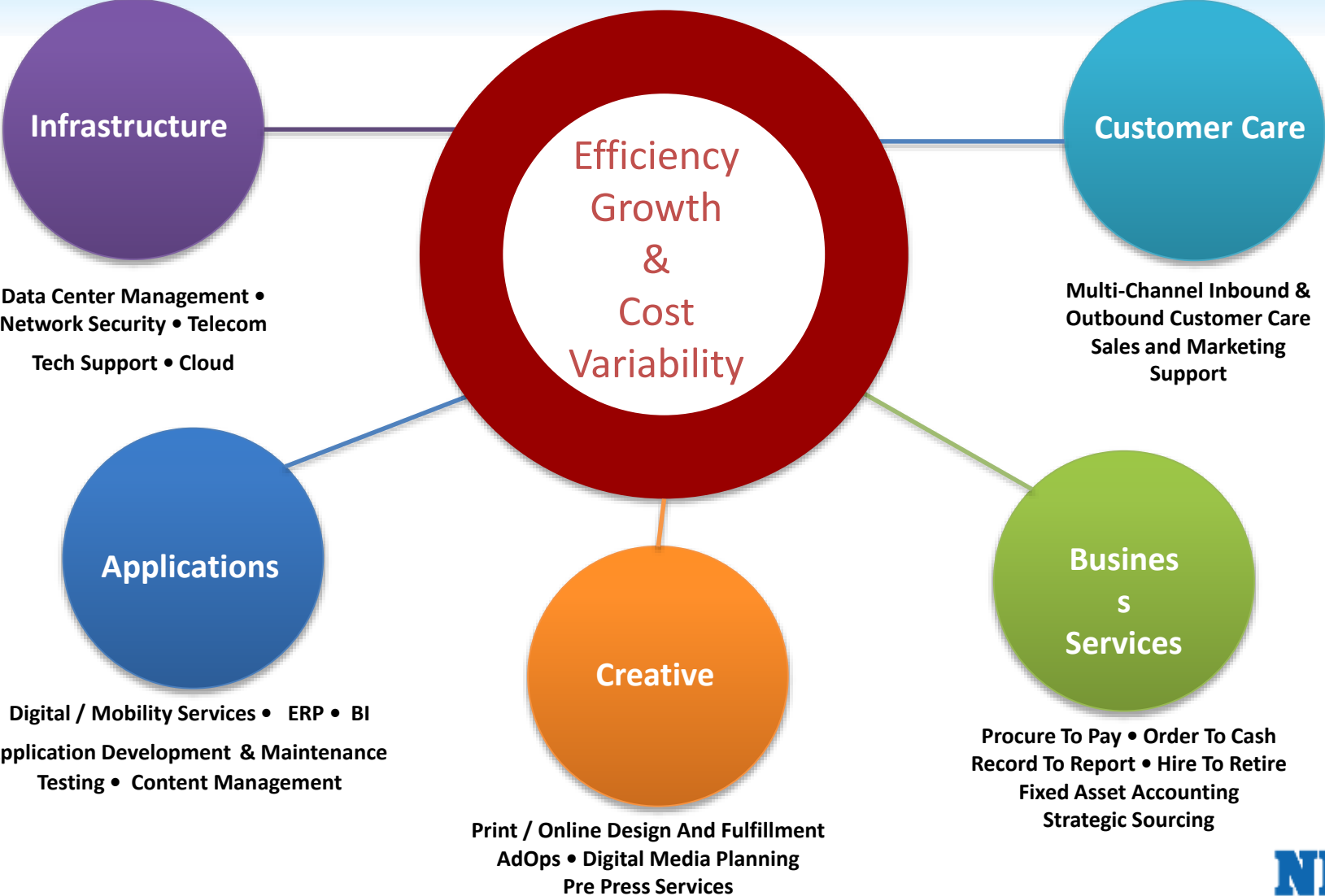
# Newspaper Industry Revenue Trends

## Table: 2013 Newspaper Media Revenue

	\$ Billions	% Change
Total Revenue	\$37.59	-2.6% 
Advertising Revenue	\$23.57	-6.5% 
Newspaper Print	\$17.30	-8.6% 
Digital Advertising	\$3.42	1.5% 
Direct Marketing	\$1.40	2.4% 
Niche/Non-Daily	\$1.45	-5.8% 
Circulation Revenue	\$10.87	3.7% 
New/Other Revenue	\$3.15	5.0% 

Source: NAA <http://www.naa.org/Trends-and-Numbers/Newspaper-Revenue/Newspaper-Media-Industry-Revenue-Profile-2013.aspx>

# Media Business Overview – Integrated Media Service Platform



# Business Benefits



Largely

# US

based global services with strong cultural alignment.

## NEWSPAPER INDUSTRY



focused quality solutions supporting Circulation, Advertising & emerging businesses.

## REDUCED & VARIABLE COST

through service consolidation, automation and efficiencies.

## REVENUE & AUDIENCE GROWTH

through multichannel solution accelerators, Sales & Marketing support and industry partnerships.

## FASTER TIME to MARKET

new products & services to drive business agility, growth and predictability.

Trust & Relationship

Execution Excellence



Industry Leadership

Strategic Partnership

# Customer Portfolio - Americas

ADVANCE





# Media

## *Morris Case Study*

### Speakers:

Derek May, EVP- Newspapers, Morris Communications

Rohit Rathore, SVP/Business Head - Media, NIIT Technologies

# Morris Communications Company

## INTRODUCTION:

Media company with diversified holdings across 29 states in the US and several countries in Europe & APAC. Interests include:

- Newspapers & Digital Services
- National Magazines & Visitor Publications
- Radio & Cable

## PROBLEM DEFINITION:

- Reduce operational cost of back office operations.
- Create sustainable revenue streams through Digital and emerging channels.
- Enhance advertising market share, audience and consumer revenue.



## Key Services

- **Infrastructure Management Services**
- **Digital & Enterprise Applications Services**
- **Advertising Design & Marketing**
- **Business Services**
- **Customer Care**

## Relevance

- **20+ years of NIIT Technologies presence in Americas.**
- **Business focussed Integrated Media Service Platform.**
- **Growing presence with 7 key Media customers.**



# Morris Case Study

## CARE Philosophy

### Commitment

**Over 15% Spend Reduction  
Cost Variability & Avoidance  
Senior Leadership Engagement**

### Agility

**Digital Platforms For Revenue Growth  
20 % Reduction – Financial Processes Cycle**

### Robustness

**Advertising & Circulation Accelerators  
Greater Customer Retention & Acquisition**

### Enablement

**Technology Refresh & Scalability  
Sales & Marketing Support**



**Thank You!**