

NEWSROOM OF THE FUTURE

HOW DIFFERENT IS IT?

By ESTHER NG

Chief Content Officer

INFORM,
INSPIRE,
INNOVATE.

CONTENT

PRINT

*The***Star**
people's paper

Kuntum
Menilik. Sambil Menghibur.

The people's paper
Sunday Star

DIGITAL

R.AGE

Star
urban.versatil

Star
TV
.com

Star
THE
ONLINE

Other products:

988 **SURIA**

RADIO

kuali
kuali.com

FOOD

perfect livin[®]

EVENTS

propwall **my**

starproperty **my**
all the right places

PROPERTY

LEI **dimsum**[™]

OTT

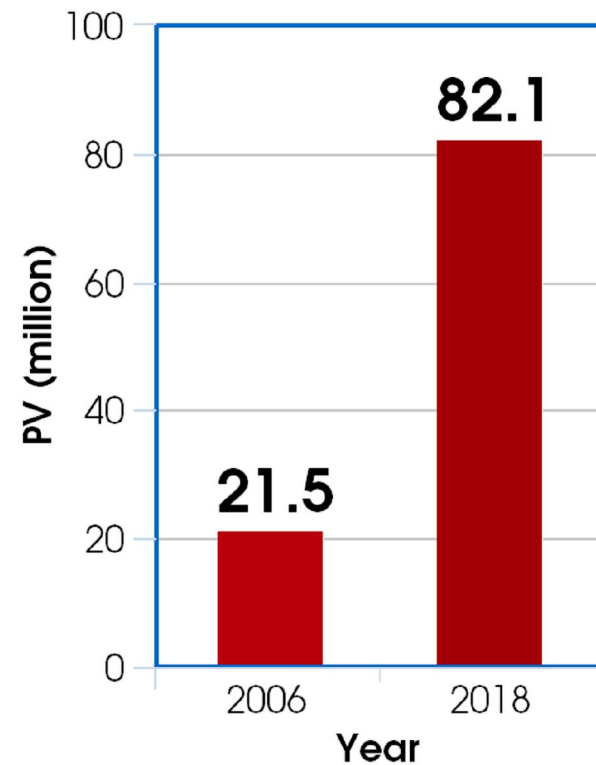
iBilik
.my

THE STAR ONLINE (TSOL)

” 1995: Web version of print launched

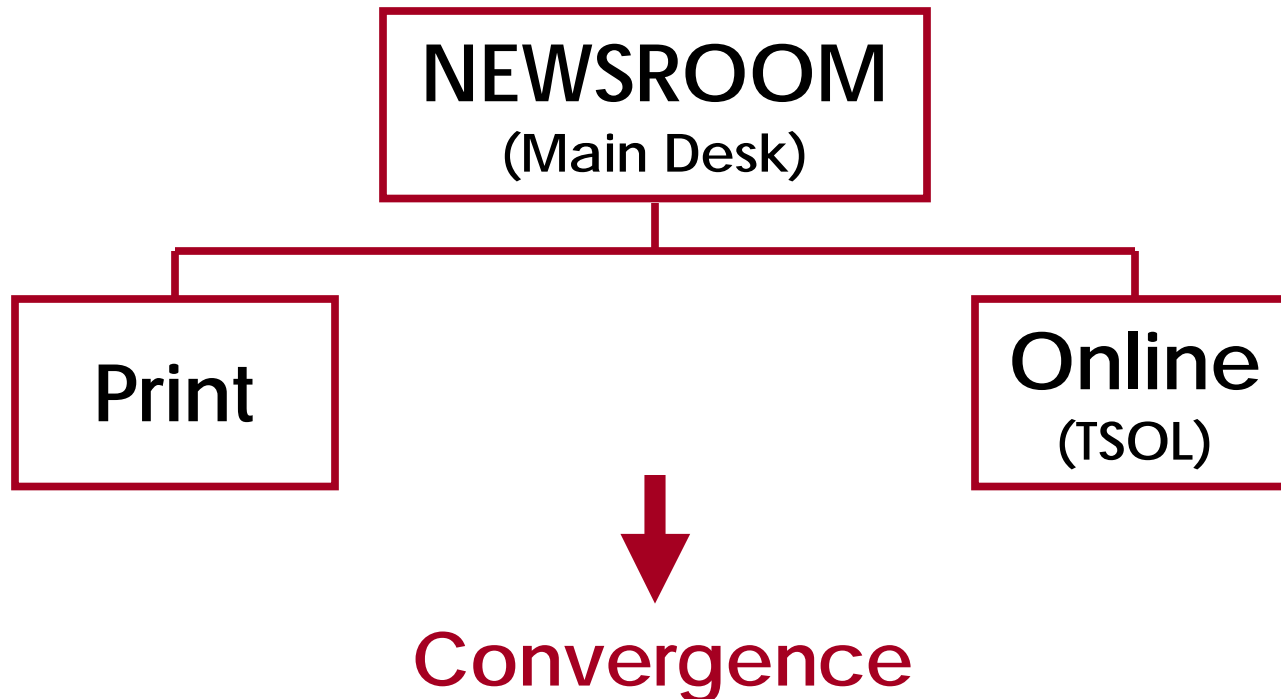
- Malaysia's **1st** mainstream **news portal**
- SMG's **1st** step into **digitalisation & convergence**

” Average monthly page view



THE STAR ONLINE (TSOL)

” With the launch of TSOL:



was necessary to enrich the Main Desk & streamline content for the various platforms

CONVERGENCE Trial & error

① 2000 – 2013

- “ **Key Editors** from all desks sat together in the newsroom daily
- “ **Day Editor** role created

Challenges:

- “ Key Editors were needed in their respective Sections
- “ Different Desks, different deadlines
- “ Editors not from News felt like ~~outsiders~~ outsiders

CONVERGENCE Trial & error

2

2016

- “ **Superdesk**: Senior Editors from key Desks sat together at peak hours to contribute News ideas
- “ **Page 1 Editor**: 4 Senior Editors take turns to plan the day's main stories

Challenges:

- “ News became ‘*contained*’ again as main stories were handled by the same editors

CONVERGENCE Trial & error

3

2018

Newsroom

- “ **Day Editors** work on main stories for News
- “ **Key Editors** (go-to editors for the day) take turns handling the day's cover/main stories (from all Desks)
- “ Print & Online clearers merged into **one Clearing Desk**
- “ **Beat** journalists from all Desks develop exclusives for a **content bank** that feeds all platforms

CONVERGENCE Trial & error

3

2018

Mindset

“ Editorial → **Content**

“ Group Chief Editor → **Chief Content Officer**

“ Print-centric → **Digital 1st**

Then: Reporter + Copy Clearers → Print

Now: Reporter + Copy Clearers → Print + Visuals +
Online +
Engagement

CONVERGENCE Trial & error

3

2018

Systems

- “ New **CMS**
- “ **Voice** assisted mobile **app** & **digital products** enhanced

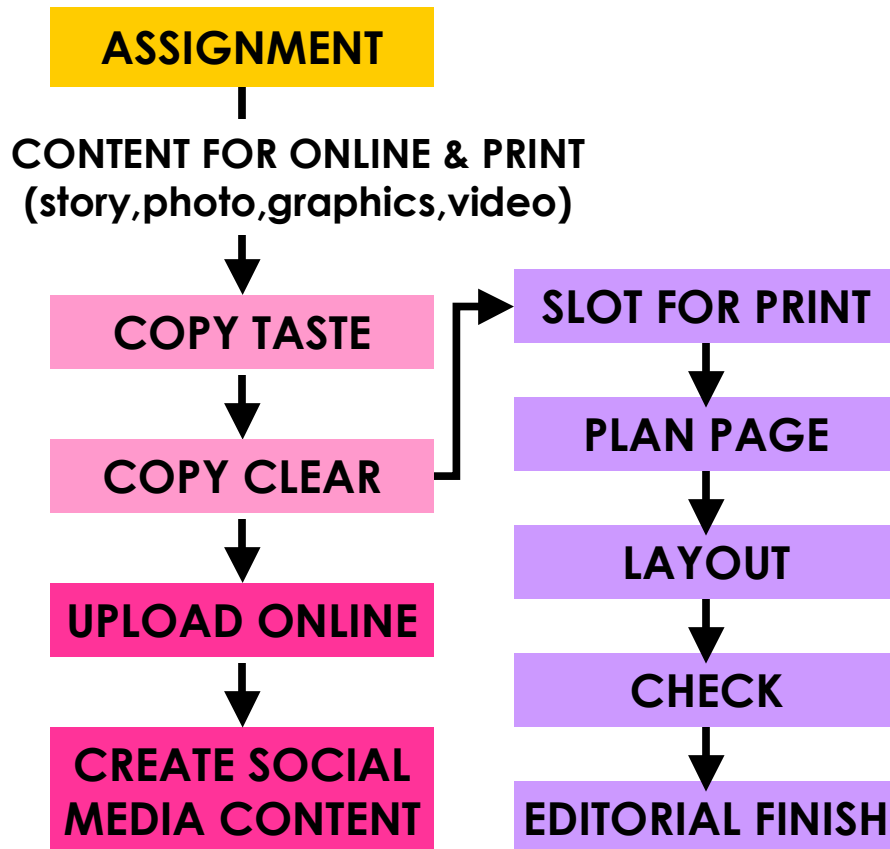
CONVERGENCE Trial & error

Why 3rd time's a charm:

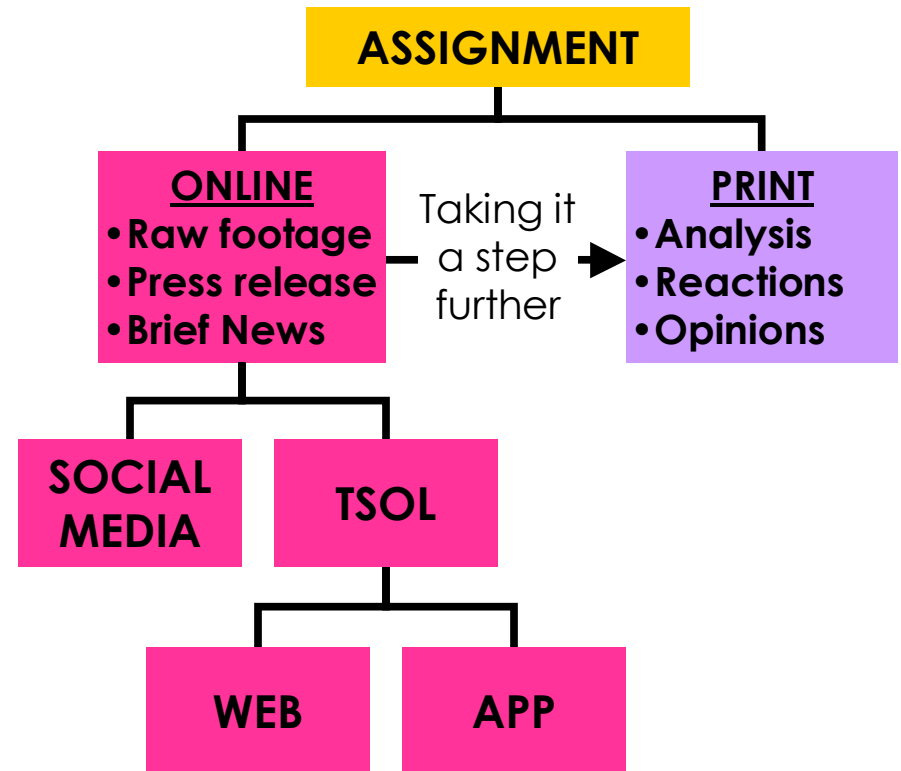
- “ Content Dept restructured to work **more efficiently**
- “ The **Beat System** will result in **richer content** as Beats are headed by Senior Editors
- “ Content bank (comprising primarily of exclusives, opinions & analysis) ensures **speed, quality, accuracy & originality** . prerequisites to thrive in a digital environment

DIGITAL 1ST

WORKFLOW (newsroom)



PRACTICE (field)



A FULLY-CONVERGED NEWSROOM

Challenges:

- ” Monetisation
- ” Mindset
- ” Multitasking
- ” Increasing engagement time in an age of shorter attention spans, headline-readers, & information overload
- ” Instant analysis

A FULLY-CONVERGED NEWSROOM

Solutions:

- “ New roles (social media team, data analysts, etc)
- “ Upskilling
- “ Paywall
- “ Fast & dirty videos (Spielberg productions can wait)

LESSONS LEARNT

“ Premium, quality content is still
King

“ Digital 1st is as much about **tech**
as it is about having the
right people

SO, ARE WE TRULY DIGITAL 1ST?

It's a work in progress
... but we've **started**.

THE SILVER LINING

The digital environment
is **ever-evolving**.

New platforms are coming up as we
speak.

But if the **fundamentals** are in place,
we ~~do~~ have the necessary flexibility
to adapt & harness the benefits
digital opportunities bring.

Digitalisation is not
a destination.

It is a journey.

- THANK YOU -