iPad Media Strategy Beta v1

Positioning

Strategic priority
New revenue
Protect existing channels
Position for future

Portfolio position
Distinctive news design
Pricing vs. other channels
Defined target audiences
Timeliness

Content scope
Same as main platform
Subset of main platform
Adapted content
Unique content

Other tablets
Cross-platform design
Timing of releases
Control over apps
User information

Product

Design
Beauty
App vs. iPad optimized web
Dual format layout
Offline access
Navigation protocols
Rich multimedia
Information interfaces

Aggregation
Source selection
Social filtering
IP issues

Social media
Content sharing
Recommendations

Revenue

Content pricing
Pay for app
Pay for in-app download
Subscription

Advertising
iPad specific ad formats
Cross-platform ad sales
Mobile ad aggregators
New ad metrics
Impressions vs. actions
In-app ads vs. served ads

Bundling
Multi-platform pricing
Cross-subsidization

Production

App development
In-house development
Commercial platform
Cost
Time
Scalability
User tracking

Workflow
Export from CMS
Content reformatting
On-the-fly layout
New job roles
Real time updates

Organization

Internal ownership
Newspaper
Broadcast
Digital
Functional group
Merge operations

Change management
Educate advertisers
Change to workflow
Recruit for new roles
New organizational structures

Apple relationship
Understand beholden to Apple
Inscrutable approval process