

PREVIEW

WoodWing

Grow with Digital and Multichannel Publishing: **Increase readership, revenue, and reach**

Making the strategic shift from print-centric
to multichannel publishing



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Introduction

As a publishing business, you're always horizon scanning for new markets and opportunities. Ways to grow your revenue, readership, and reach.

Some publishers seem to have mastered this already. Early adopters of technology-empowered transformation are riding high on rising digital subscriptions and investing in more efficient operations. This creates a virtuous circle of success that defies pessimistic predictions about the future of publishing.

Others, meanwhile, are still grappling with digital disruption, unsure where to invest or which platforms to pursue. In ever-shifting sands, this lack of clarity can lead to stagnation. Unfortunately, letting the digital publishing opportunity pass by isn't a strategy. It will only lead to worsening fortunes in a landscape that has irrevocably shifted to digital and multichannel media.

At this watershed moment, publishers will reap rewards according to their appetite for innovation and change. Decisive leaders with the vision to set and pursue a bold strategic direction - through sometimes challenging technological and cultural change - will continue to outpace competitors.

[The time for decisive action is now](#)

If you're in the latter group - unsure or unaware of your options for digital transformation - don't despair. This guide is for you. We've engaged one of our top internal experts to help you understand the opportunity and pursue it with confidence and clarity.

With [digital publishing expert Dani Leyhue](#) as your guide, you'll discover

- Why you can't afford to ignore the digital publishing revolution
- How to build agility into your workflows - to cope with constant change
- Why a cultural shift should be your starting point - not your software
- The best way to design and mobilize a digital product
- Expert tips for both senior publishing leaders and graphic designers

[Let's get started.](#)

About your experts

Dani Leyhue

As product manager for WoodWing Studio, what Dani Leyhue doesn't know about digital publishing isn't worth knowing. A design pioneer during the iPad boom, Dani has over a decade of experience transforming print publications into engaging digital products. She spent five years as a designer using WoodWing products and four years as a WoodWing diamond partner, before joining the WoodWing in-house team, where she's been helping publishers digitally transform their portfolio.

WoodWing

WoodWing has been at the forefront of digital transformation in publishing for 20+ years. Time Magazine's first iPad edition was published using our technology. In 2011, we formed a strategic digital publishing partnership with Adobe and, at peak, supported the publication of 170 titles on the Apple News+ platform each year. So you're in safe hands with WoodWing.



Table of content

Section 1

The digital publishing opportunity 5

Section 2

Breaking down barriers to digital innovation 12

Section 3

The beginners' guide to channel-neutral workflows 16

Section 4

Digital product development tips - for leaders and designers 23

Section 5

Tried-and-trusted tools for multichannel publishing 28

Section 1

The digital publishing opportunity

Digitization is both a cause and cure of publishers' current challenges. Your sustainability depends on being able to turn the inexorable rise of digital tools to your advantage - both in terms of reader-facing platforms and behind the scenes in your business.

The proliferation of digital channels has caused significant disruption for traditional print-based businesses. But the new audiences and monetization opportunities it unlocks can transform fading fortunes. Being present on more platforms - and leveraging digital products' full functionality - is key to future-proofing your business.

Behind the scenes, the strategic application of new technology to creative operations can create capacity for growth. Realigning your workflows and structure to strategic objectives - facilitated by transformative technology - gets you closer to your revenue and readership goals.

In the beginning, there was print...

You might think digital disruption is a relatively recent problem for publishers. But digitization started pushing the boundaries back in the 1970s.

The first printing revolution started in 1440 with the invention of the moveable-type printing press by Johannes Gutenberg. Fast-forward over 500 years and in 1971 the aptly named Project Gutenberg made it possible to digitize books and transfer them electronically to another reader. This was the start of the digital publishing revolution.

The 80s welcomed the first desktop publishing programs. In the 90s, the World Wide Web made it possible to access information over the internet. Social media emerged in 2008, hotly pursued by the launch of the iPad in 2009.



Project Gutenberg
December 1971



World Wide Web
December 1990

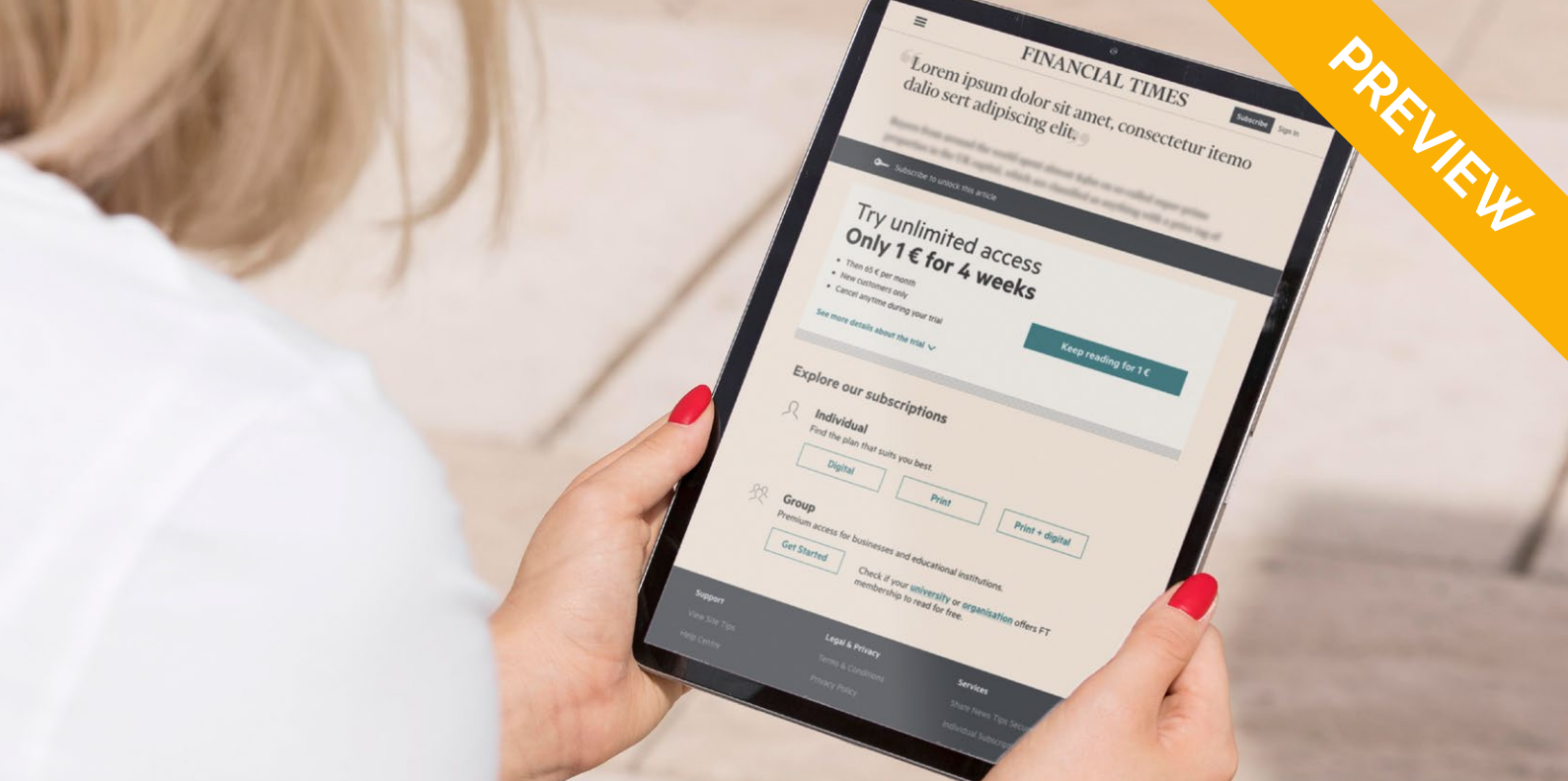


Social Media
March 2008



iPad Launched
March 2009

Today, opportunities materialize ever more frequently - from owned apps and subscription models, to third-party platforms and syndication services. It's fair to say that the only constant in publishing is change. Businesses that can respond to this with flexibility and agility are the most future-proof in the sector.



Digital transformation in action

The Financial Times

In 2019, the Financial Times had one million total subscribers spanning digital and print customers. In 2022, it hit one million digital subscriptions and digital journalism revenues are now equal to all of its other revenue streams combined.

'The FT is unique in delivering scoops, deep analysis, investigations, commentary, and culture, all from a truly global perspective. Through the pandemic and beyond readers relied on us for trusted coverage and insight - and we have responded with ever more engaging formats like visual storytelling, film, and data journalism' says editor Roula Khalaf.

- 2002 - Introduced paywall
- 2007 - Pioneered 'metered' access in 2007
- 2015 - Moved to a full subscription model in 2015
- 2022 - Hits 1 million digital subscriptions

Having established a substantial, professional customer base, the publisher plans to expand its readership with new products and formats including an app targeting non-business readers to tap into the FT's extensive social media following, growing podcast listenership, and readers of its themed newsletters.

Information from March 2022 press release from The Financial Times ¹.