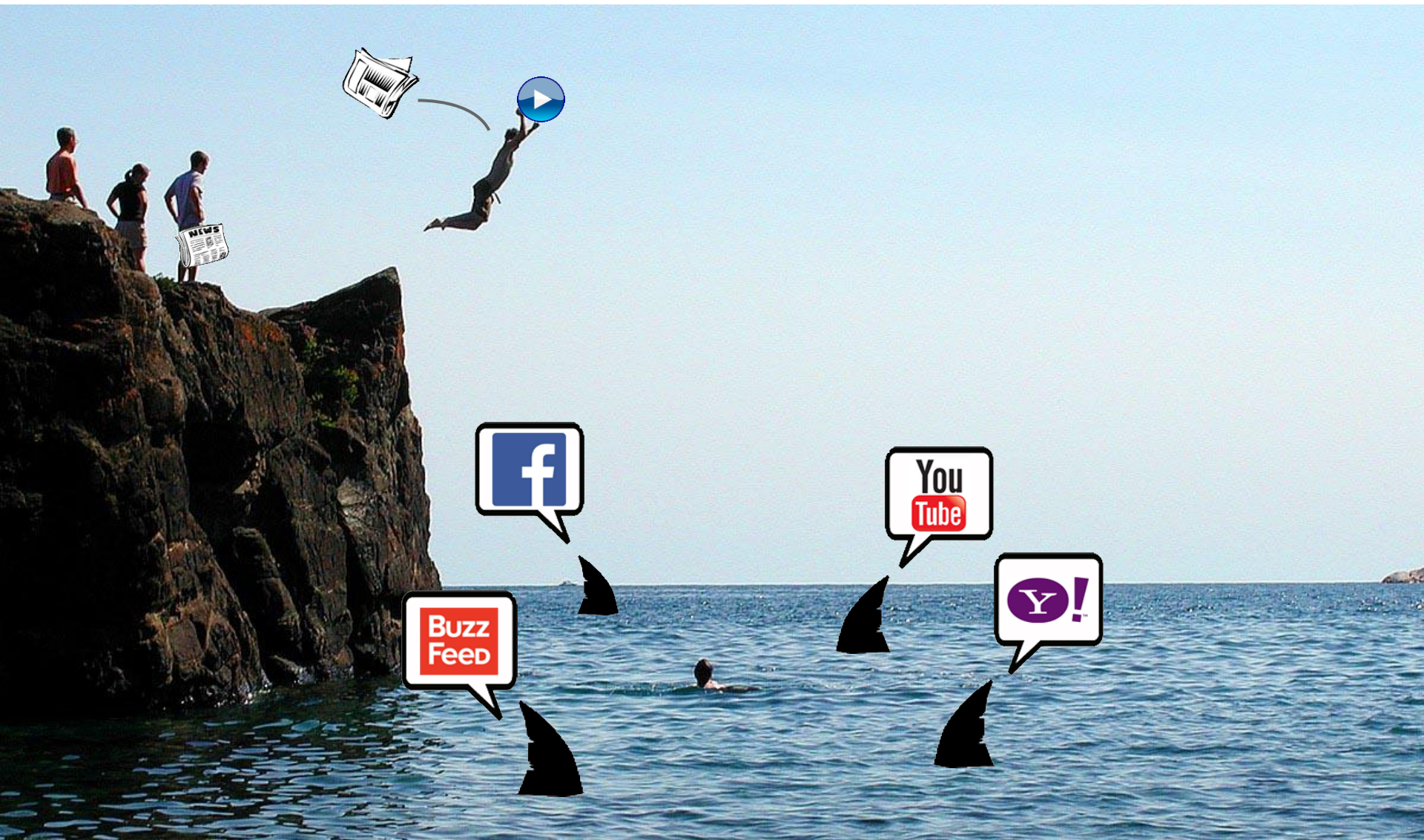


# viDeo is mAgic?

Christina Lo  
Deputy Editor in Chief, Appledaily  
christina@appledaily.com

<http://bit.ly/2013-inculab-appledaily>

**We took this jump 5 years ago...**



# Discovery of what works best...

## ★ Video Curation of other news sources

### Do We Have the Courage to Stop This?

By NICHOLAS D. KRISTOF  
Published: December 15, 2012

IN the harrowing aftermath of the school shooting in Connecticut, one thought wells in my mind: Why can't we regulate guns as seriously as we do cars?



Damon Winter/The New York Times  
Nicholas D. Kristof

#### On the Ground

##### Share Your Comments

About This Column  
Nicholas Kristof addresses reader feedback and posts short takes from his travels.

[Go to Columnist Page »](#)

#### Related News

Children Were All Shot Multiple Times With a Semiautomatic, Officials Say (December 16, 2012)

Times Topic: Gun Control

#### Related in Opinion

Ross Douthat: The Loss of the Innocents (December 16, 2012)

[Enlarge This Image](#)



Edel Rodriguez

The fundamental reason kids are dying in massacres like this one is not that we have lunatics or criminals — all countries have them — but that we suffer from a political failure to regulate guns.

Children ages 5 to 14 in America are 13 times as likely to be murdered with guns as children in other industrialized countries, according to [David Hemenway](#), a public health specialist at Harvard who has written an excellent book on gun violence.

So let's treat firearms rationally as the center of a public health crisis that claims one life every 20 minutes. The United States realistically isn't going to ban guns, but we can take steps to reduce the carnage.

American schoolchildren are protected by building codes that govern stairways and windows. School buses must meet safety standards, and the bus drivers have to pass tests. Cafeteria food is regulated for safety. The only things we seem lax about are the things most likely to kill.

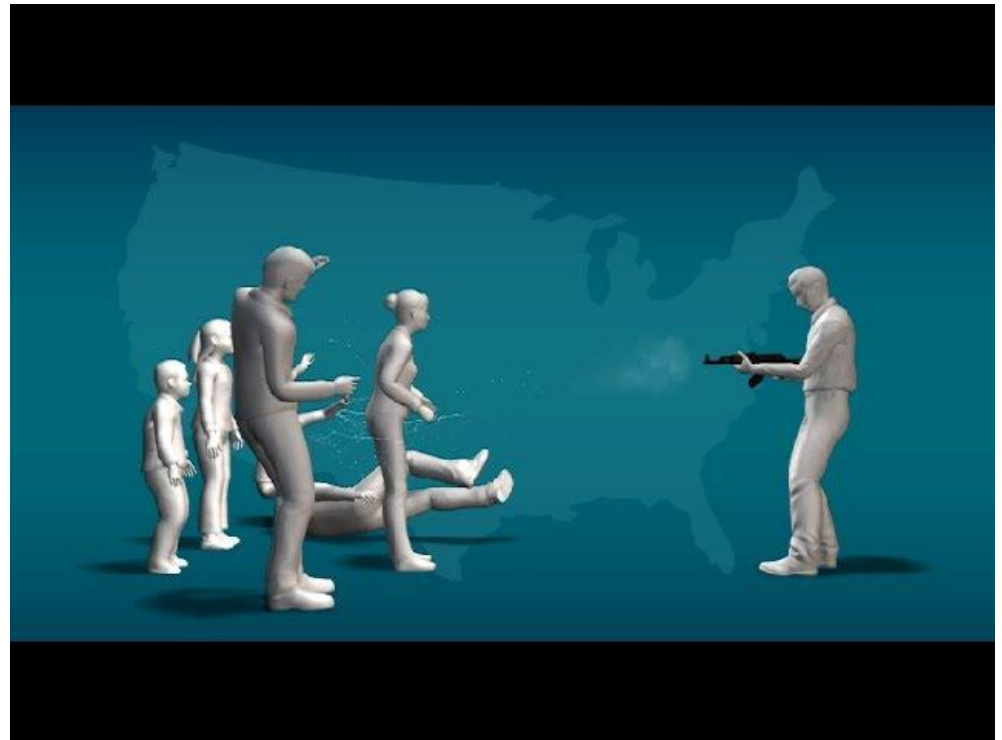
The Occupational Safety and Health Administration has five pages of regulations about [ladders](#), while federal authorities shrug at serious curbs on firearms. Ladders kill around 300 Americans a year, and [guns 30,000](#).

We even regulate toy guns, by requiring orange tips — but lawmakers don't have the gumption to stand up to National Rifle Association extremists and regulate real guns as carefully as we do toys. What do we make of the contrast between heroic teachers who stand up to a gunman and craven, feckless politicians who won't stand up to the N.R.A.?

As one of my Facebook followers wrote after I posted about the shooting, "It is more difficult to adopt a pet than it is to buy a gun."

Look, I grew up on an Oregon farm where guns were a

- FACEBOOK
- TWITTER
- GOOGLE+
- SAVE
- E-MAIL
- SHARE
- PRINT
- REPRINTS
- 12 YEARS A SLAVE GET TICKETS





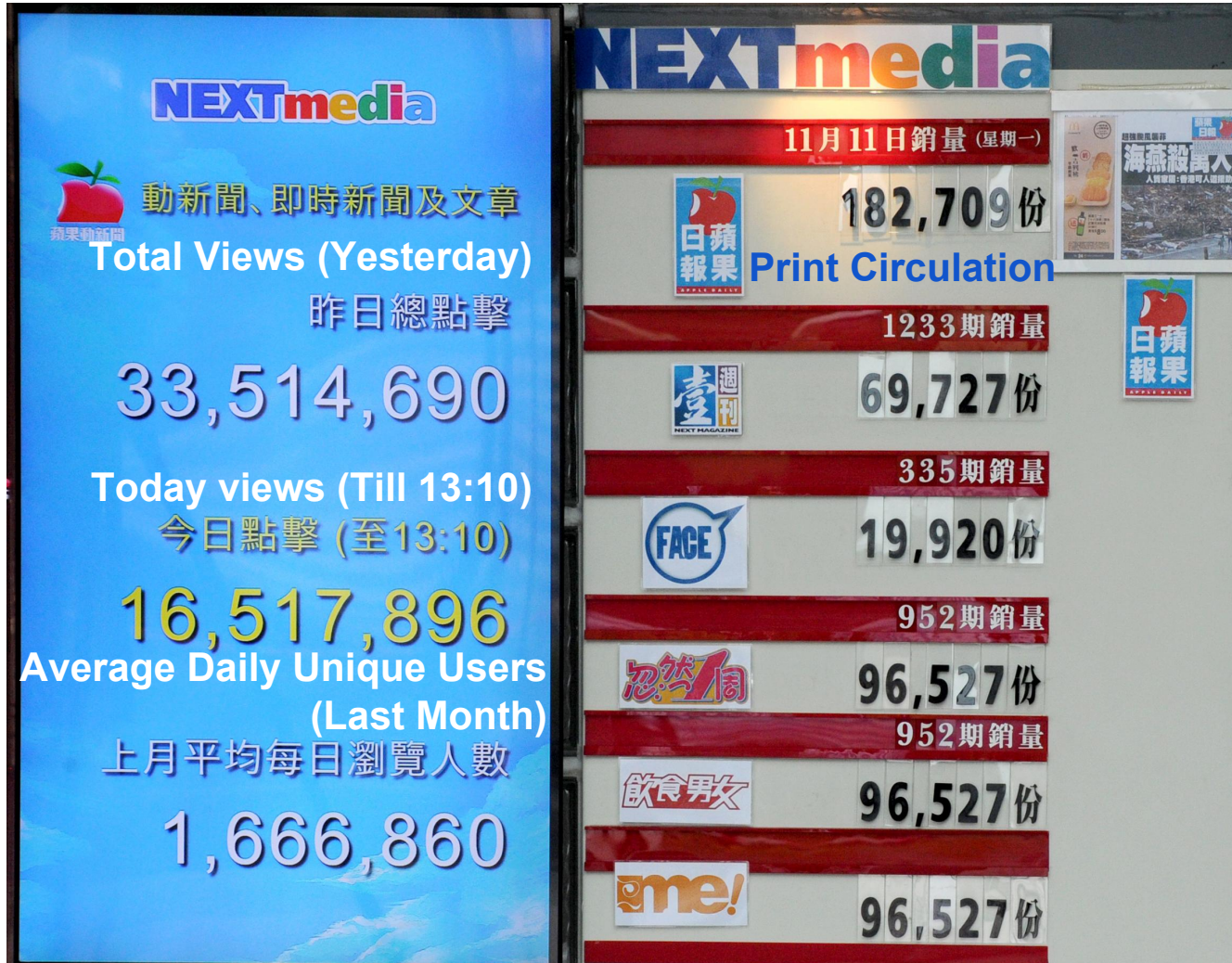


# Video enhance audience engagement

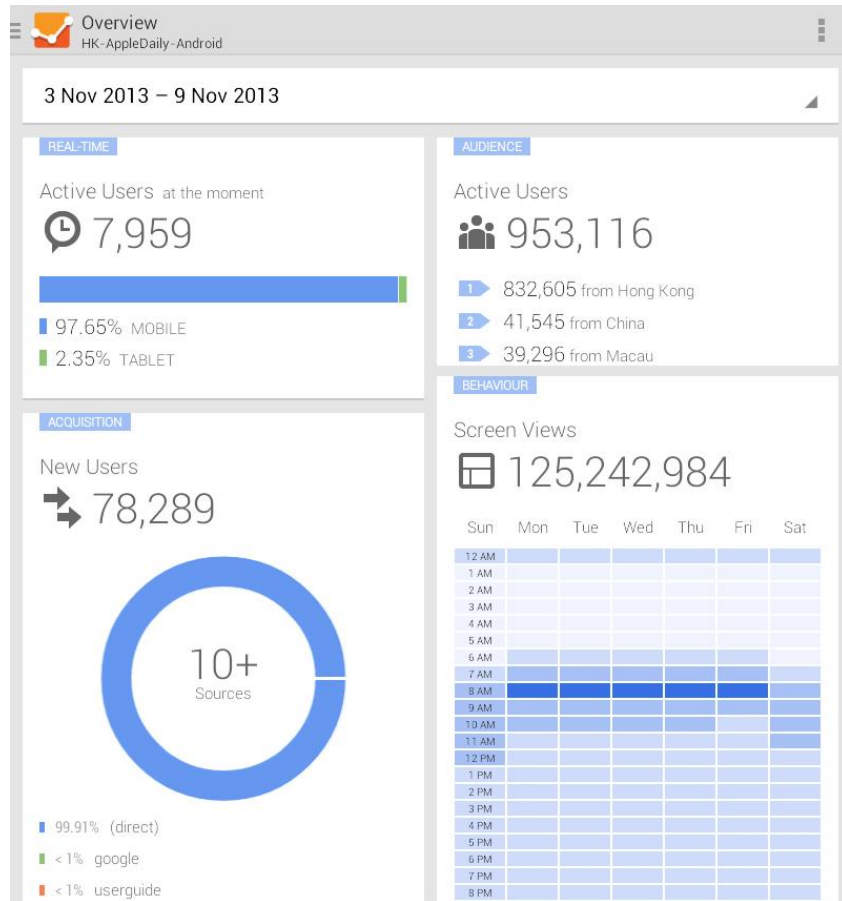
◆ Increase time spent on site



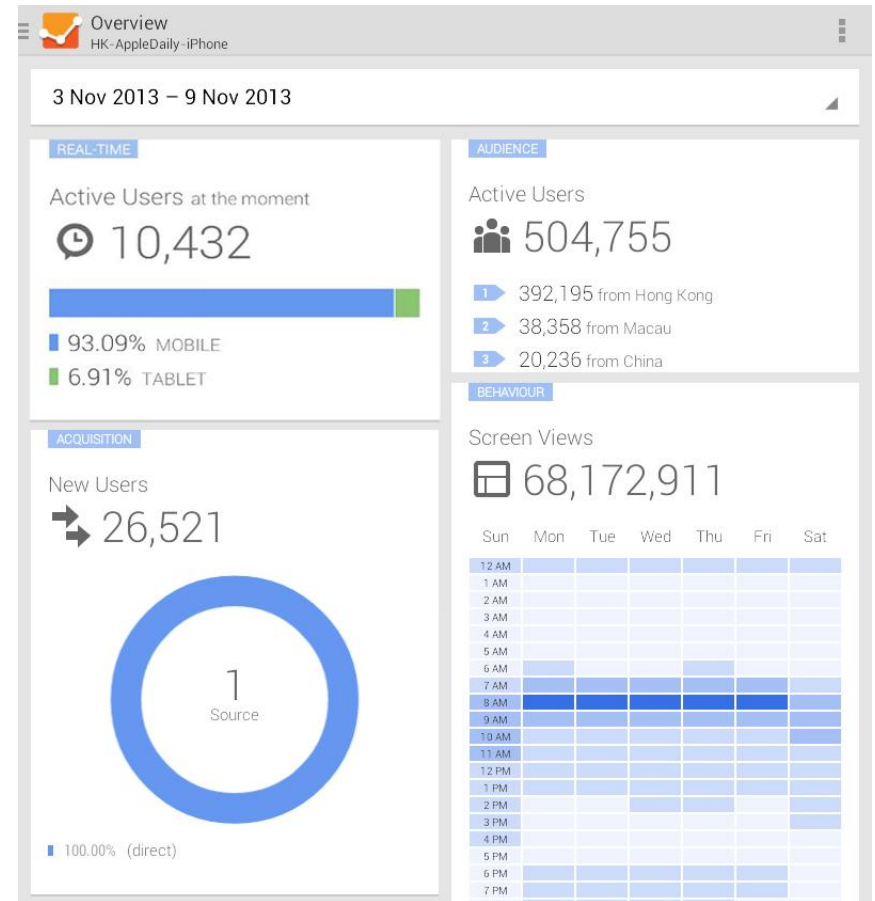
# Digital traffic regains more than what print has lost



# Digital traffic regains more than what print has lost



Android

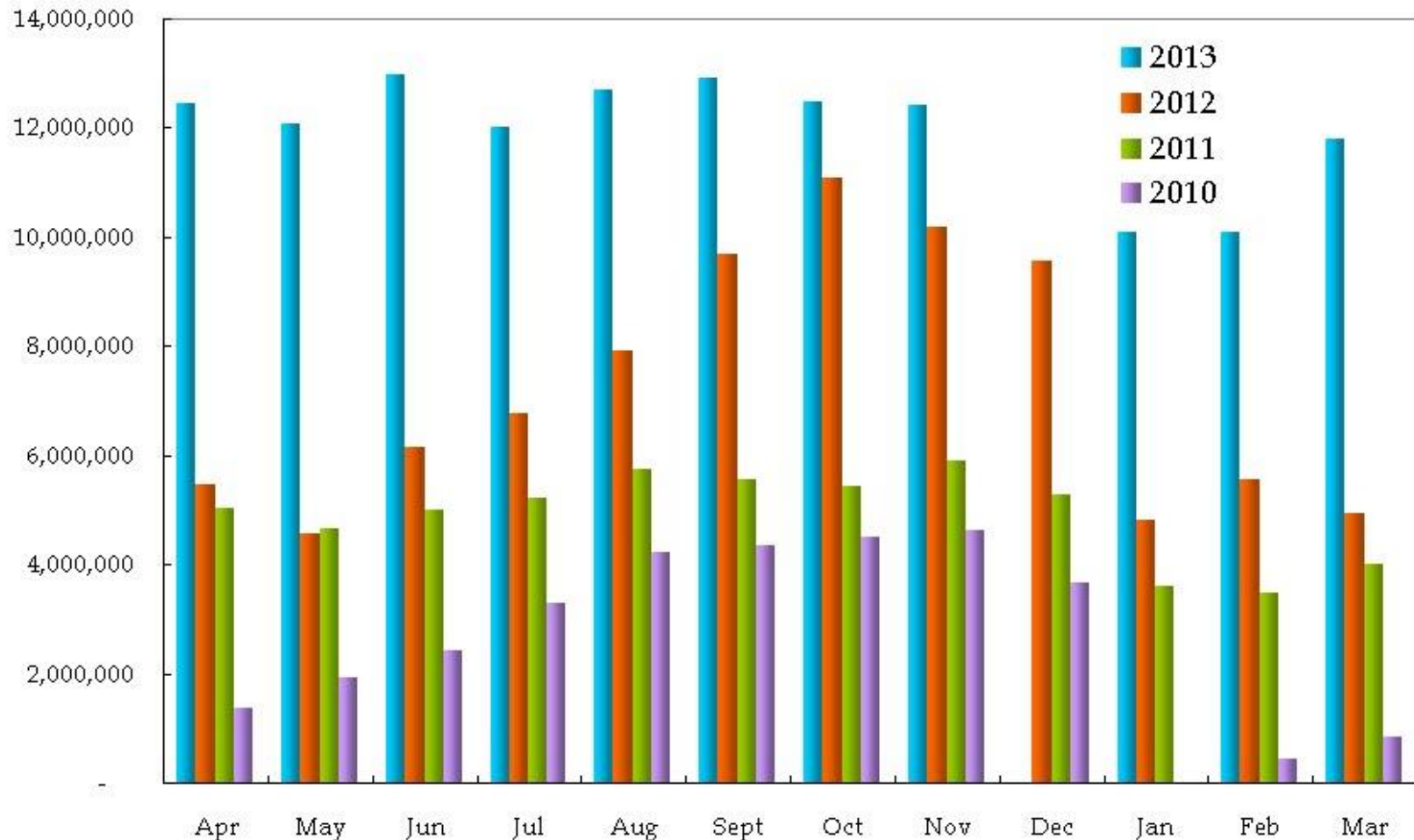


iPhone

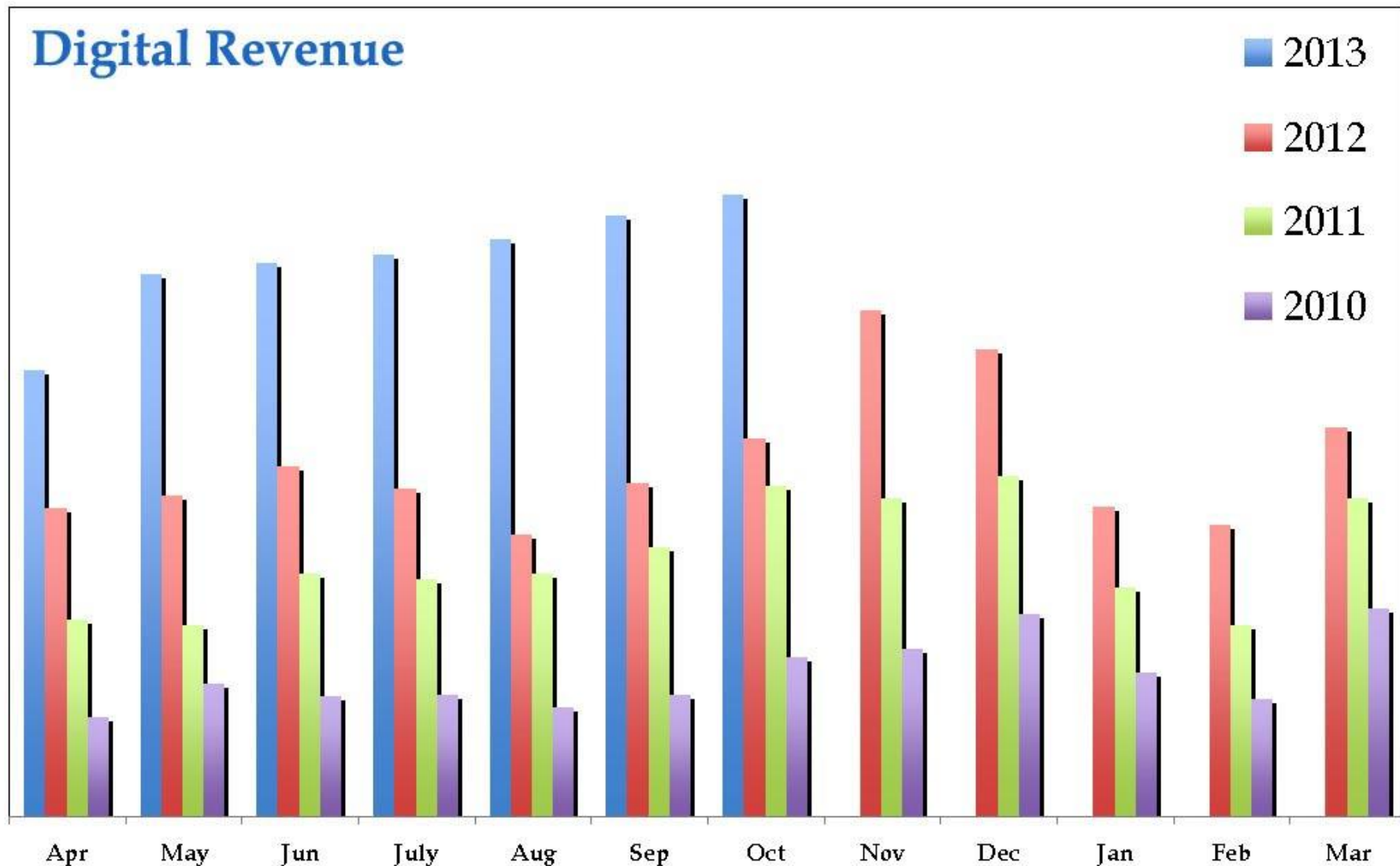
# Digital traffic regains more than what print has lost

◆ Increase traffic enormously

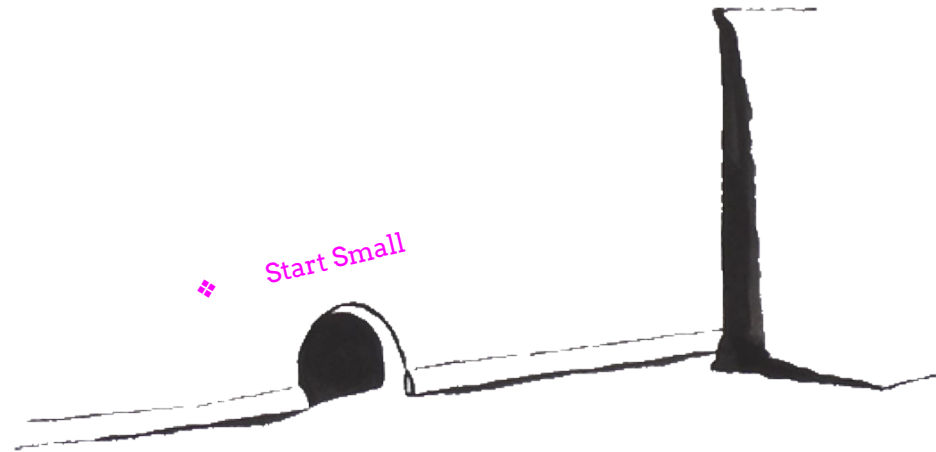
**Video views** ↑ 32 times since launch ~12M video views daily



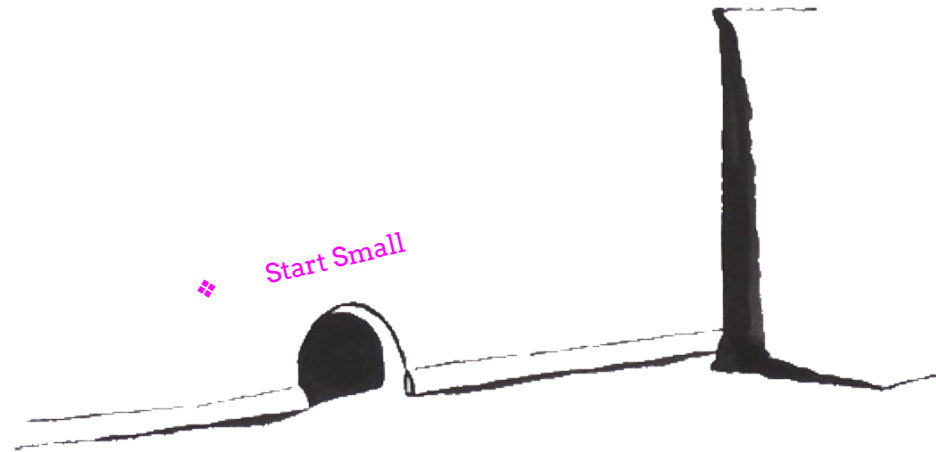
# Traffic brings REVENUE







... but we have a very humble start...

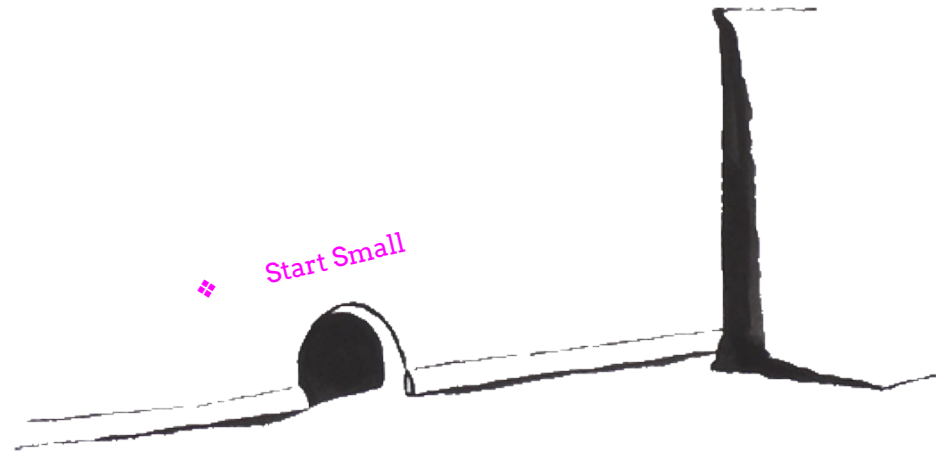


### New staff at start:

- ◆ 6 video editors
- ◆ 1 animation producer

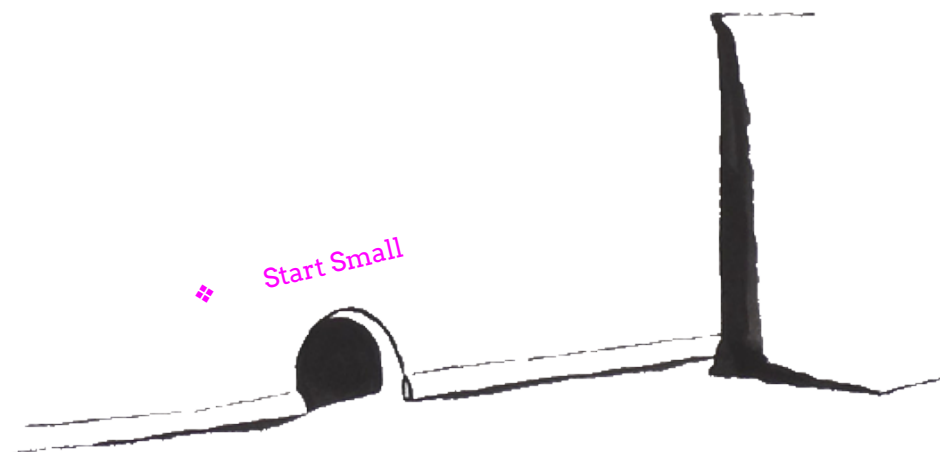
### Print staff:

- ◆ 2 - 3 reporters per news department → inhouse writers
- ◆ Photographer = Cameraman



## Repackage print contents to video product

- ★ Focus on **storytelling** and **Video Editing skills**
- ★ keep video **short** with add **music**



**Day 1** ... *disappointing*

最Hit

2009年05月01日

最新

最Hit

要聞港聞

兩岸國際



拳毆途人醉漢發癲隨街  
打人 4,530

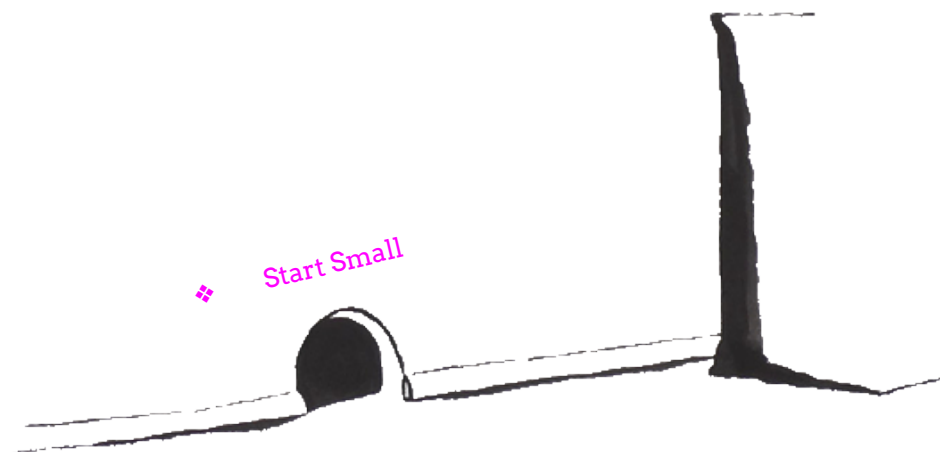


少女提分手遭男友斬殺  
2,734



Barbie上海施魔法  
1,817





Day 7 ... even worse --'

最Hit

2009年05月07日

最新

最Hit

要聞港聞

兩岸國際



葉問愛徒梁挺被捕墮胎  
費爭執 448



輕鐵撞輕鐵12乘客傷  
376



陳敬創上訴 12罪僅一  
撤銷 345

# Discovery of what works best...

★ **Exclusive news** boosts up traffic enormously!

動新聞

2009年06月04日

自動播放

開

準新娘抽脂枉死手術椅 **Bride-to-be died during slimming surgery**



【本報訊】年輕內地準新娘原訂今年底與香港男友在港共諧連理，卻嫌自己臉頰太瘦，擔心拍婚照不夠美，竟瞞着未婚夫到醫院做整容手...



聯絡我們

June 4

Top 1 video views:

39,967

最Hit

&lt;&lt; 1 2 3 4 &gt;&gt;

最新

最Hit

要聞港聞

兩岸國際



準新娘抽脂枉死手術椅  
39,967



老翻阿Sa自願拍床照  
28,815



北橋新牌撞車慘死  
12,721

# Discovery of what works best...

★ **Exclusive news** boosts up traffic enormously!

動新聞

2009年06月05日

自動播放

開

李澤楷梁洛施生仔

Actress gave birth to Richard Li's first son



【本報訊】城中超級王老五、電訊盈科主席李澤楷和女星梁洛施秘密拍拖一年半，昨日兩人終親自證實戀情，更驚爆已榮升父母。原來快...



聯絡我們

最Hit

《 1 2 3 4 》

最新

最Hit

要聞港聞

兩岸國際



李澤楷梁洛施生仔  
298,820



17歲女酥胸半露遭官斥  
107,382



20萬人悼六四 58,997

June 5

Top 1 video views:

298,820

7.5 times increase in traffic!

## Discovery of what works best...

★ **Exclusive news** This still works now!

要聞港聞 2013年05月29日 中環STARBUCKS 公廁擺水沖咖啡

中環STARBUCKS  
公廁擺水沖咖啡

484,430

讚 5,410

Starbucks using public toilet water to make coffee



星巴克咖啡店專用  
Starbucks On



## Discovery of what works best...

### ★ Positive news

要聞港聞 2013年04月26日 18猛男抬小巴 救捲車底女子

阿Sir一句「男人出嚟幫手」  
18猛男抬小巴 救捲車底女子

358,997

讚 5,124

18 men lift up minibus to save woman beneath



## Discovery of what works best...

### ★ Mini feature series



## Discovery of what works best...

★ Good showcase for title sponsorship





## Discovery of what works best...

### ★ Entertainment & Sports





## Discovery of what works best...

### ★ Science and Gadgets



# Discovery of what works best...

## ★ Science and Gadgets

動新聞 2012年09月28日 自動播放 開

仲等iPhone5? Note II今日有得賣



appledaily.com.hk

Top 1 video Online only

上週才迎接了iPhone5，港人今日又多一個新的智能手機選擇。三星第二代大螢幕智能手機Galaxy Note II今日正...

聯絡我們

最Hit

《 1 2 3 4 5 6 》

最新

最Hit

要聞港聞

兩岸國際

仲等iPhone 5? Note II今日有得賣 340,052

Baby是怎樣煉成的 蠟像兵團攻陷娛圈 315,569

摸胸指插下體 校長認25年前非禮 307,270

## Discovery of what works best...

### ★ Funny and weird news



## Discovery of what works best...

★ Exclusive news


★ Positive news

★ Mini feature series

★ Entertainment & Sports

★ Science and Gadgets

★ Funny and weird news



Drive both  
traffic &  
Ads revenue



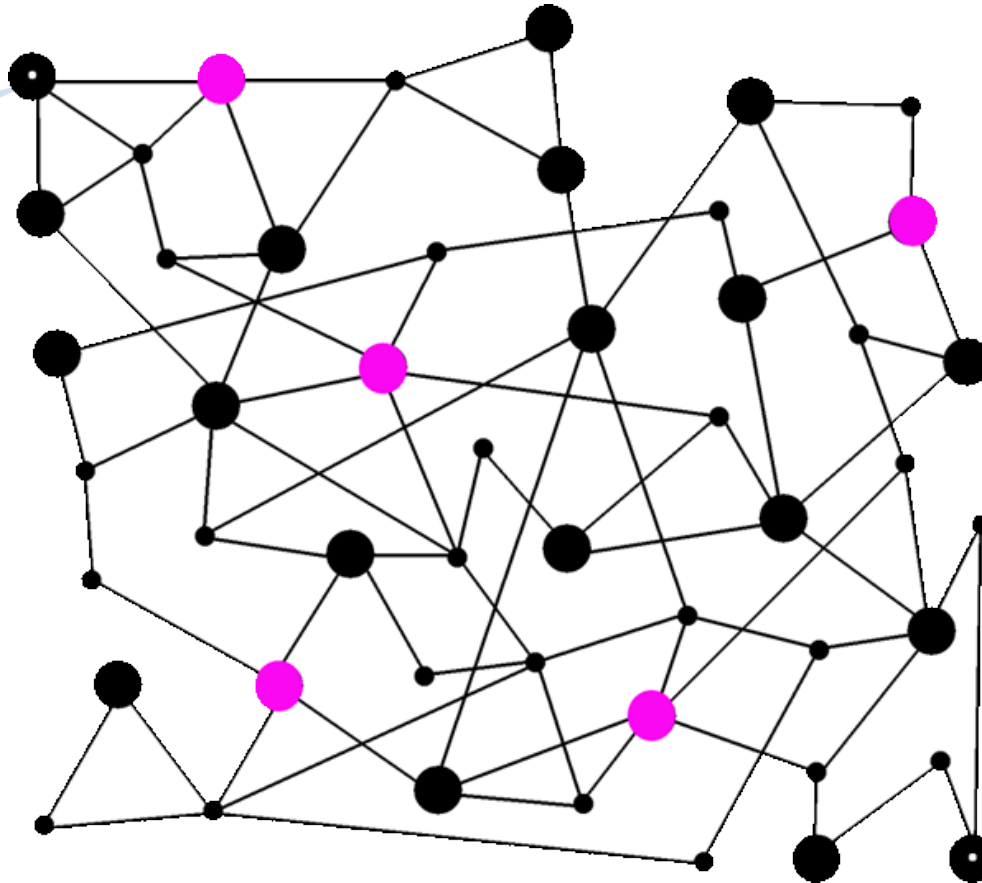
## Discovery of what works best...

- ★ Exclusive news
- ★ Positive news
- ★ Mini feature series
- ★ Entertainment & Sports
- ★ Science and Gadgets
- ★ Funny and weird news

Building  
Credibility

# Decentralization

key digital  
people to lead  
instant news  
expansion in  
print depts



increase  
video  
inventory

## to **News Story Channels**

★ Content beyond printed newspaper

**Game**



**Talkshow**



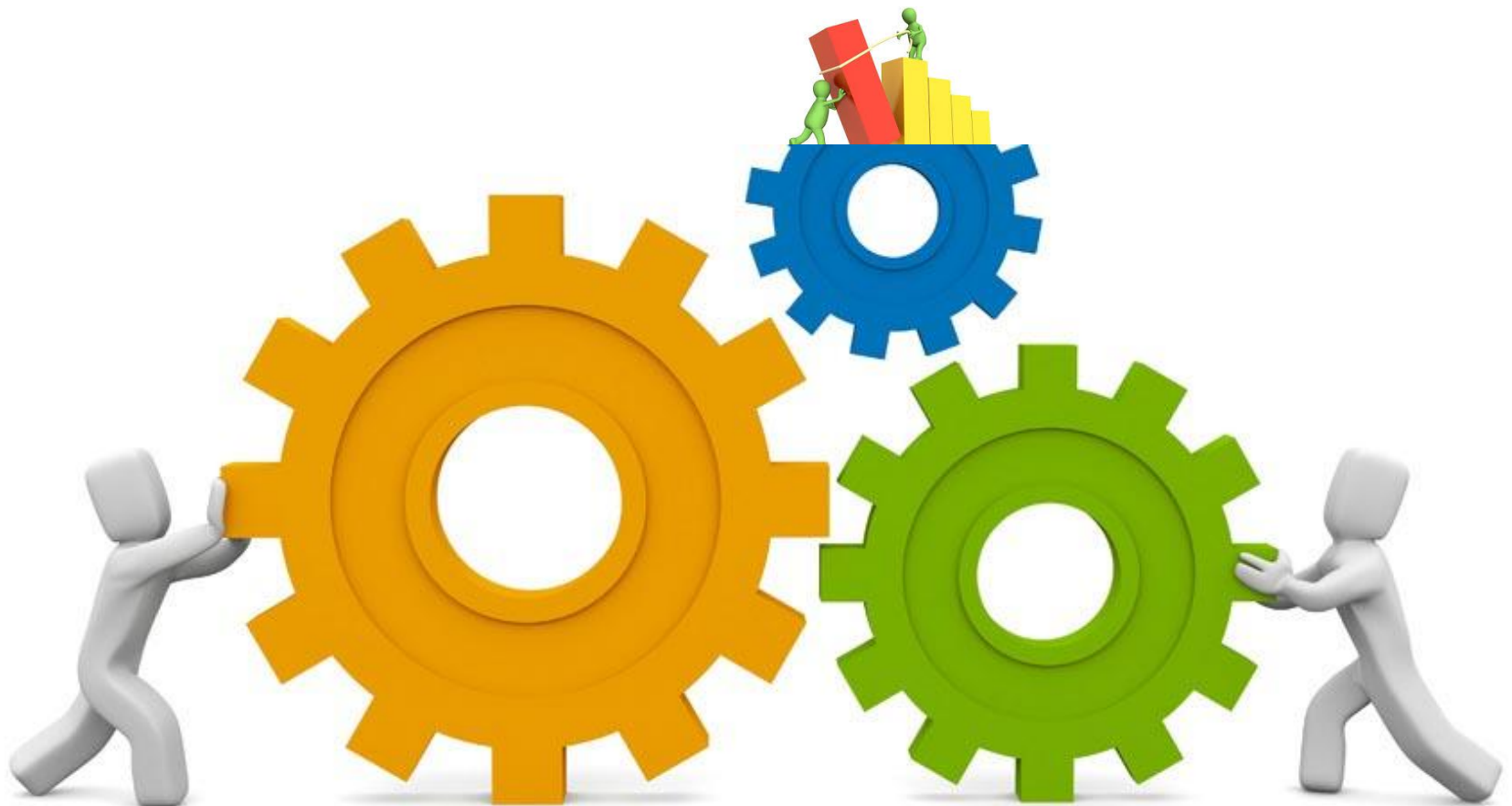
**Live**



★ Plan ahead

★ Build showcases

# Editorial + BD + IT



## Case Study - The Arctic Campaign



- Cross Platforms







Canon 呈獻 救冰行動

# 冰荒荒搵你幫

## Business Sponsorship

Canon as our gear and title sponsor.



## Case Study - The Arctic Campaign



- 5-day print coverage
- 1-month online campaign
  - >100 video stories
  - >10M video views
  - >36K fb likes

### Cross Platforms





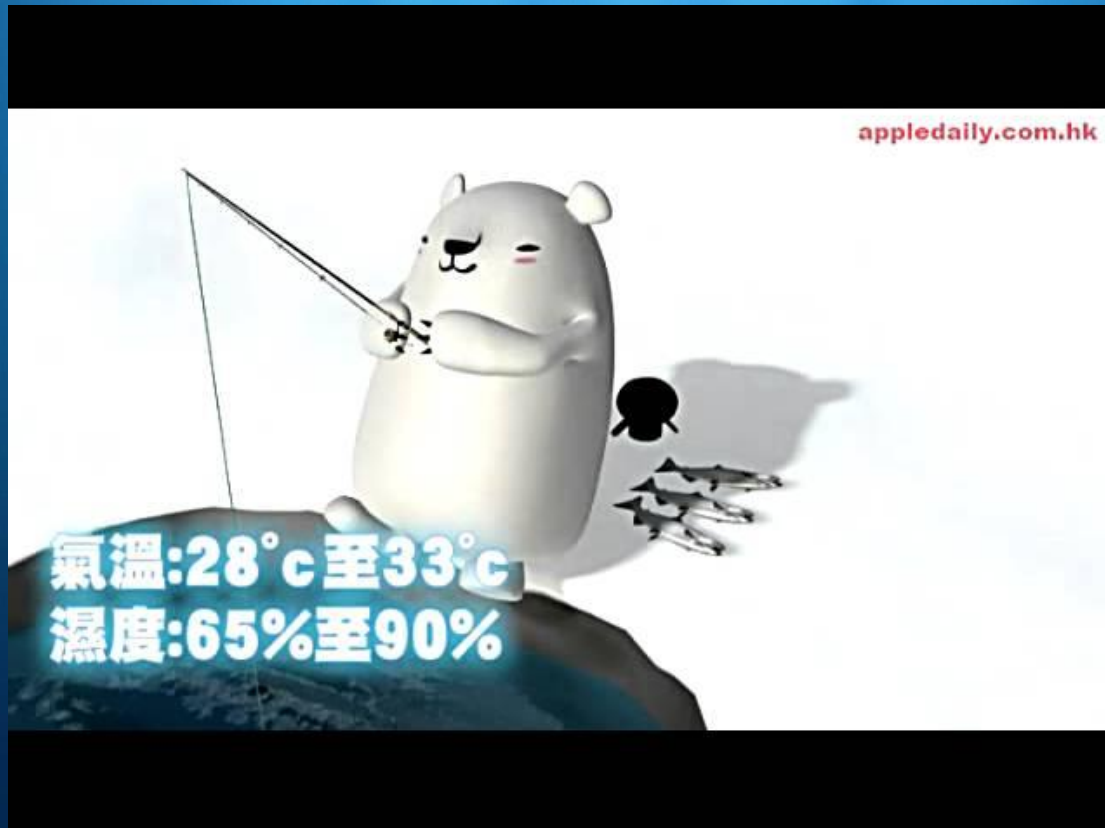
## Visual creativity to enhance audience experience

- 6 Special arctic animal cartoons created and animated to build program identity.



## Visual creativity to enhance audience experience

- Animations are developed into **daily weather reports**





This showcase succeeds to bring more sponsored content campaign





## 蘋果動新聞即時報導 — 澳洲狂旅派

想了解更多「澳洲狂旅派」幕後花絮及有趣影片報導？立即點擊以下影片！



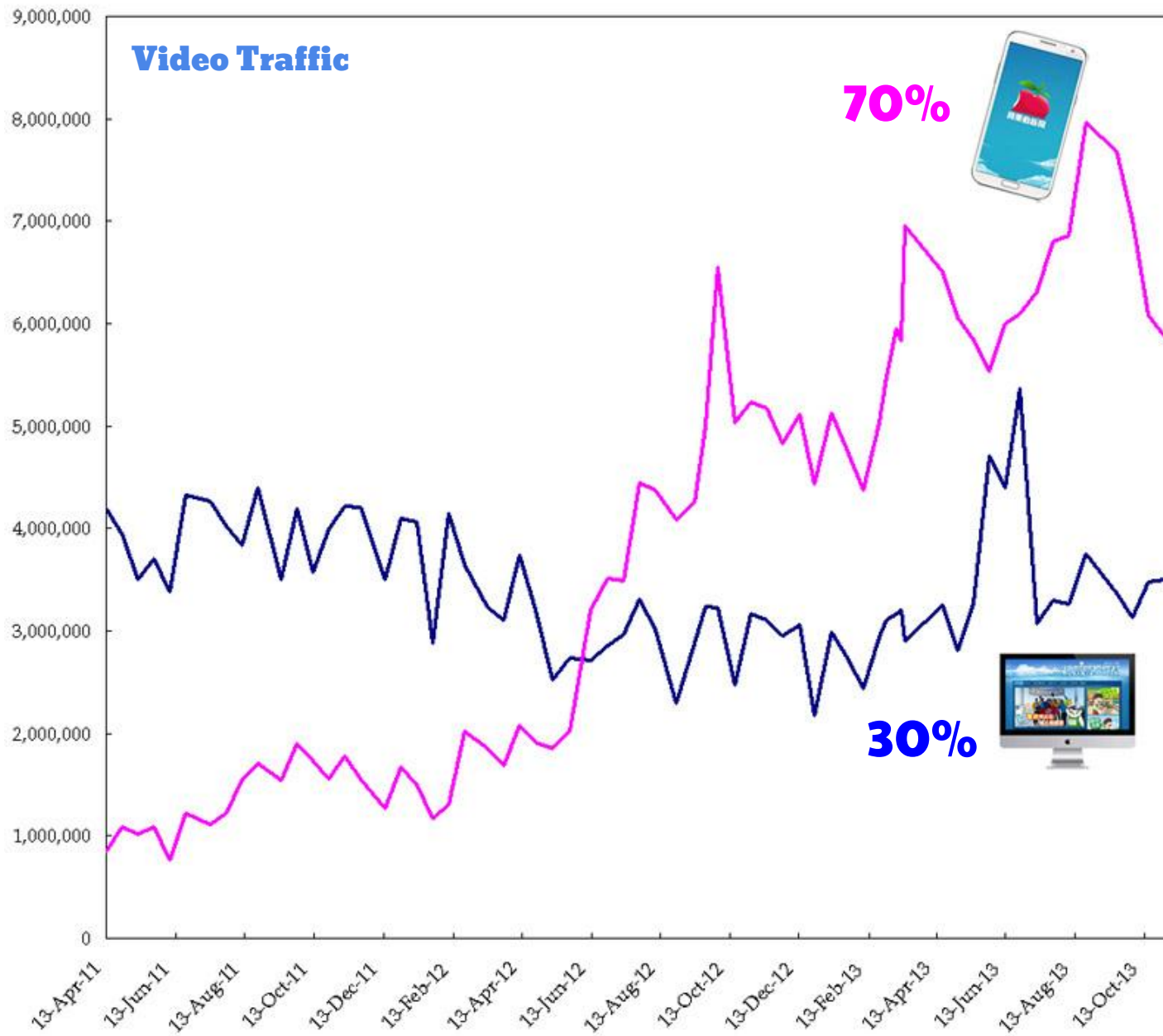
**世界級豪華火車 好食好住落南澳**  
2013-11-07



ESTÉE LAUDER  
GOOD SLEEP WEEK

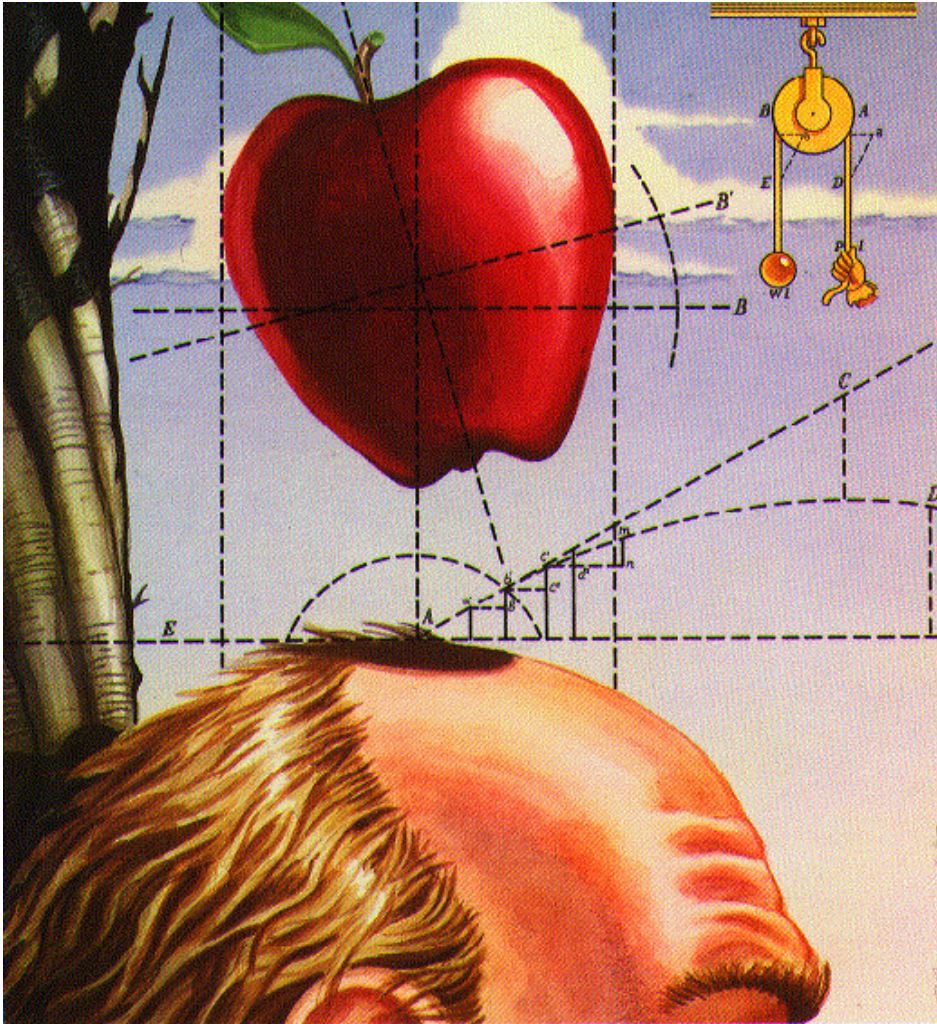
appledaily.com.hk

Learn more about the arctic project : <http://bit.ly/arctic-appledaily>





## Key learning...

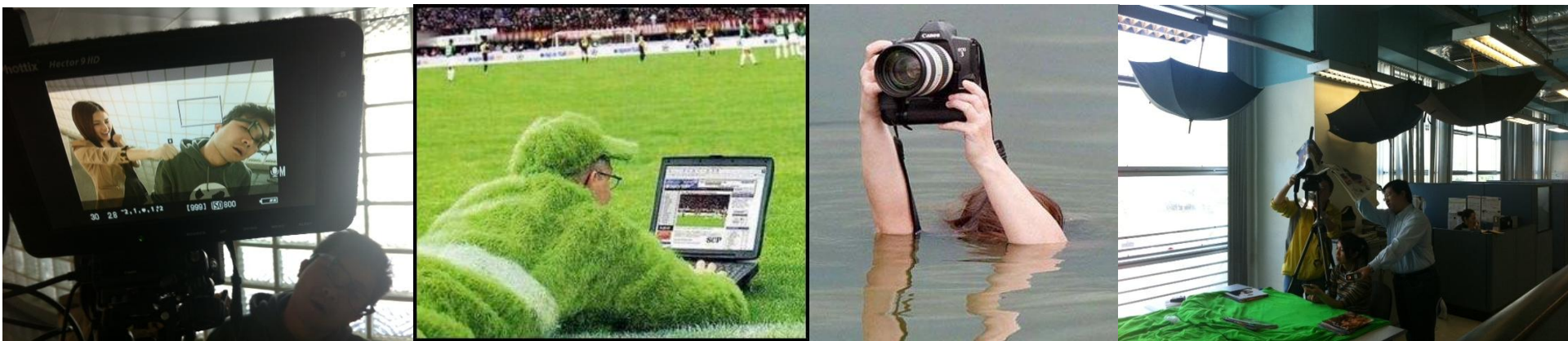


**Dare to make mistakes**

**... you will discover  
best practices on the way:)**

*P.S. make new mistakes...  
don't repeat; could be deadly \* \_ \**

# miSSion XpOssiBle



Thank you :)

<http://bit.ly/2013-inculab-appledaily>