



TECNAVIA

The future of e-publishing.

Company profile

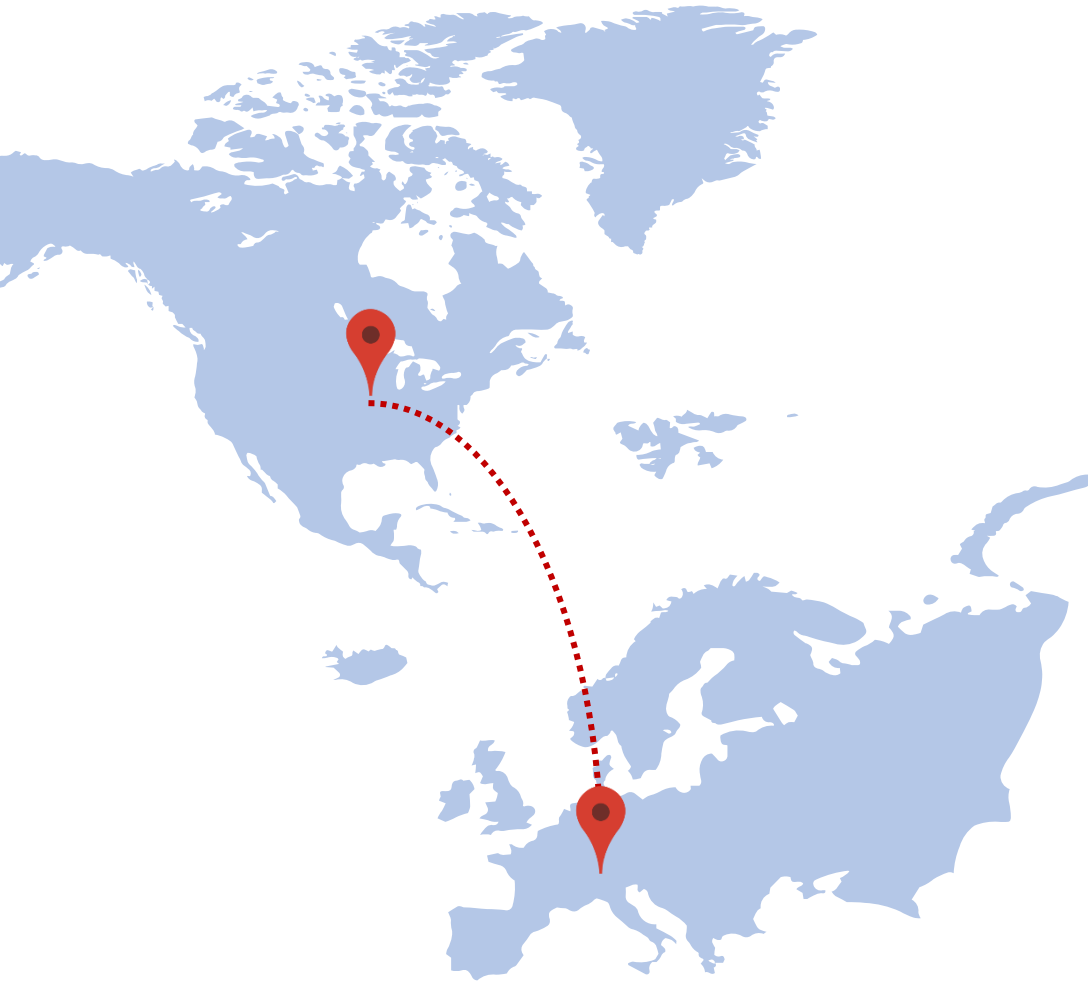
LUGANO, 05/10/2020



Your professional digital publishing partner

We develop **innovative**, **reliable** and **highly customized** solutions for publishers, newspapers and magazines

- More than **30 years of experience** in the media industry
- **Digital newspaper pioneer**; first e-Edition in early 2000s
- Over **1.800 newspaper and magazine** customers worldwide
- **Specialized team** of over 40 engineers and developers
- Expertise in **multiplatform publishing**



An international team



*Tecnavia
Lugano, Switzerland*



*Tecnavia Press
Minneapolis, Minnesota (US)*



*Tecnavia Apps
Milano, Italy*

OUR CUSTOMERS



Circulation: 2,83 million copies
1,83 million digital subscribers
6,4 million readers



circulation: 726.906 copies
504.000 digital subscribers
2,6 million readers



66 daily newspapers ; 27 weeklies
3,6 million readers
Revenue: \$ 0.9 billion (2017)



272 daily newspapers ; 286 weeklies
10,3 million readers
Revenue: \$ 2.9 billions (2019)



22 daily newspapers
4,7 million readers
Revenue: \$ 2.0 billions (2019)



82 daily newspapers
Revenue: \$ 0.74 billion (2019)



1.800 newspapers and magazines



Over **20.000** pages processed daily



United States
33% marketshare daily newspapers

Your 360° digital publishing partner



Digital Edition

- *e-Paper*
- *Native Apps*
- *2-in-1 Apps*
- *Advertising management*
- *Programmatic Advertising*
- *e-Archive*

Subscription Management

- *Single Sign-on*
- *Metered Paywall*
- *e-Commerce and payments*
- *Newsletters and push notifications*

Website Management

- *CMS configuration*
- *e-Populate*
- *Web advertising inventory*
- *Specialty and event sections*
- *Custom templates and widgets*
- *Social media integration*

The next generation digital replica

A full featured solution, providing the best in class reading experience

- **Advanced page cropping** from PDF and XML
- Responsive and **cohesive user experience** across all devices
- **Programmatic advertising** to monetize your content
- **Fast performance / High speed** visualization



Advanced page cropping

Every element of the page is mapped and can be selected individually for view – including photos, ads, clips, tables, graphs and indexes

- **Revolution in XML metadata use** – context-sensitive utilization of both XML metadata and PDF mapping data
- **Complete indexing** of the edition
- **Content enrichment:** Add URLs; e-mails; phone numbers and video links to enhance your print Ads

Advertisement

Article

Thursday, September 24, 2020

BUSINESS NEWS

Stadiums, Dunkin' Test Pay Systems

By Kenna Rose

Colleges, Dunkin' and other businesses are testing a new system to speed up and reduce errors in their payment systems.

Tim Cook, CEO of Apple Inc., speaking at a virtual conference hosted by the White House.

James Dimon, CEO of JP Morgan Chase & Co., speaking at a virtual conference hosted by the White House.

Larry Fink, CEO of BlackRock Inc., speaking at a virtual conference hosted by the White House.

Dana Gooley, CEO of Microsoft Corp., speaking at a virtual conference hosted by the White House.

Leslie Bork, CEO of Mastercard Inc., speaking at a virtual conference hosted by the White House.

Waymond Duggan, CEO of Mastercard Inc., speaking at a virtual conference hosted by the White House.

Corporate Leaders Weigh In on Remote Work

CEOs and other executives say they have seen enough to judge whether employers working at home is working. But the verdict depends on whom you ask. Here's what some are saying about the workplace shift and the value of an office.

Tim Cook, CEO of Apple Inc., speaking at a virtual conference hosted by the White House.

James Dimon, CEO of JP Morgan Chase & Co., speaking at a virtual conference hosted by the White House.

Larry Fink, CEO of BlackRock Inc., speaking at a virtual conference hosted by the White House.

Dana Gooley, CEO of Microsoft Corp., speaking at a virtual conference hosted by the White House.

Leslie Bork, CEO of Mastercard Inc., speaking at a virtual conference hosted by the White House.

Waymond Duggan, CEO of Mastercard Inc., speaking at a virtual conference hosted by the White House.

Clip

Graph

Table

Thursday, September 24, 2020

MARKETS DIGEST

DOJ INDEX INDUSTRIAL AVERAGE

S&P 500 INDEX

NASDAQ COMPOSITE INDEX

Major U.S. Stock Market Indices

Later Trading

Trading Diary

International Stock Indices

Percentage Gainers

Percentage Losers

Most Active Stocks

Volume Movers

Track the Markets

CREDIT MARKETS

Consumer Rates and Returns to Investor

Treasury yield curve

Forex Race

Corporate Borrowing Rates and Yields

Commodities

CURRENCIES & COMMODITIES

Currencies

Commodities

2021 COLLEGE RANKINGS

Find Your Fit

Find the right school is trickier than ever. See how your top choices fare on diversity, financial aid, student satisfaction and more with The WSJ/THE U.S. College Rankings. Explore the list, analyze the data and use our interactive tool to find your fit.

Read our full rankings at www.wsj.com/CollegeRankings2021

THE WALL STREET JOURNAL

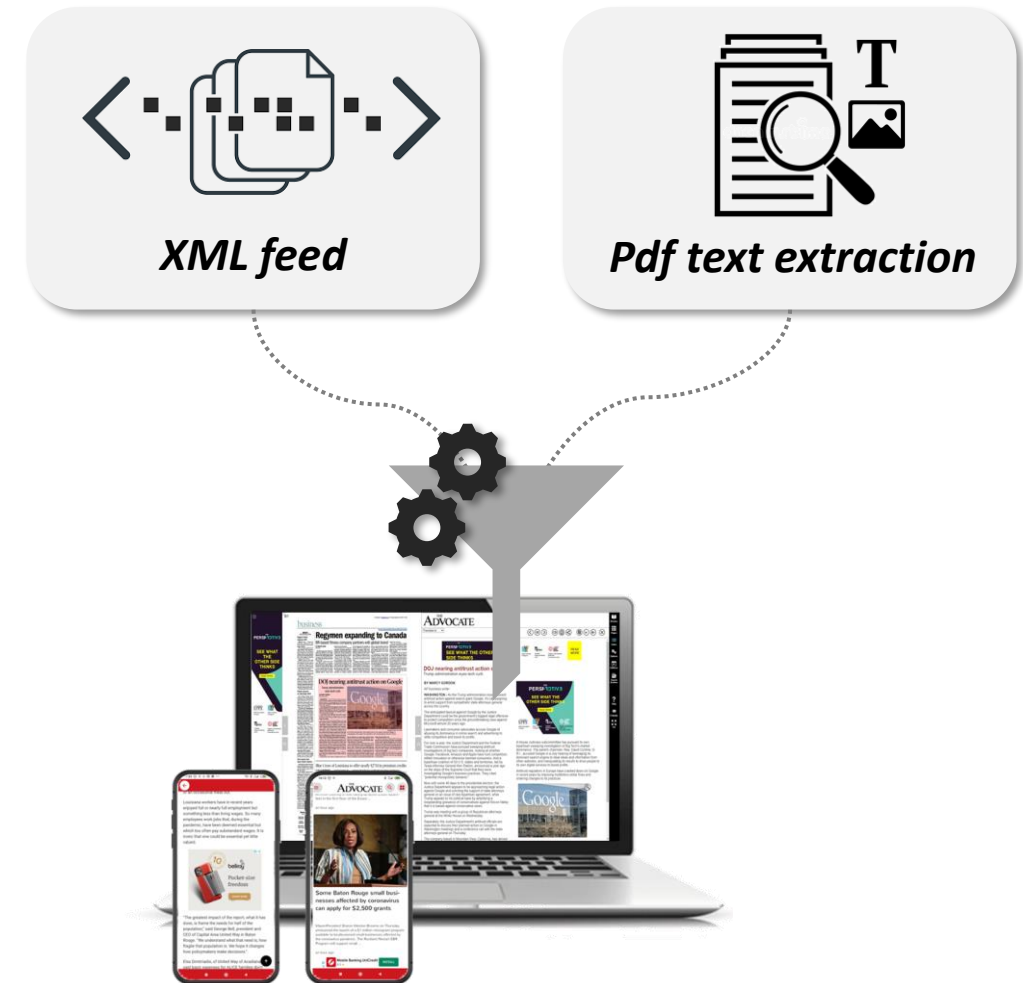
XML metadata utilization

Squaring the circle between quality and cost savings

Newspapers are made using a mix of different systems and sources.

Often the XML feed from the publishing platform is incomplete; other times inconsistencies between the XML feed and the printed pdf page can create errors or display unrelated content.

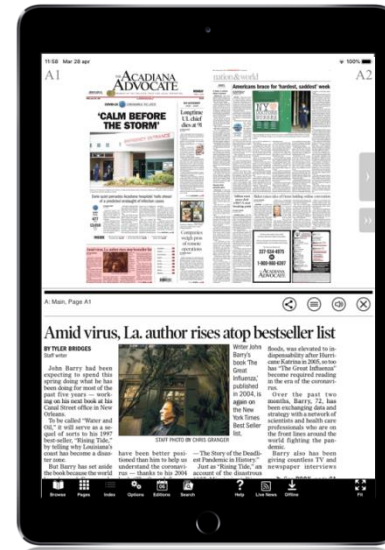
- Our solution detects when **XML data** is available and coherent, and when instead **data from PDF extraction** is needed in order to complete the page.
- A complete content segmentation is vital to provide an adequate reading experience on **mobile devices**.



Responsive and cohesive user experience across all devices



Desktop



Tablet



iOS



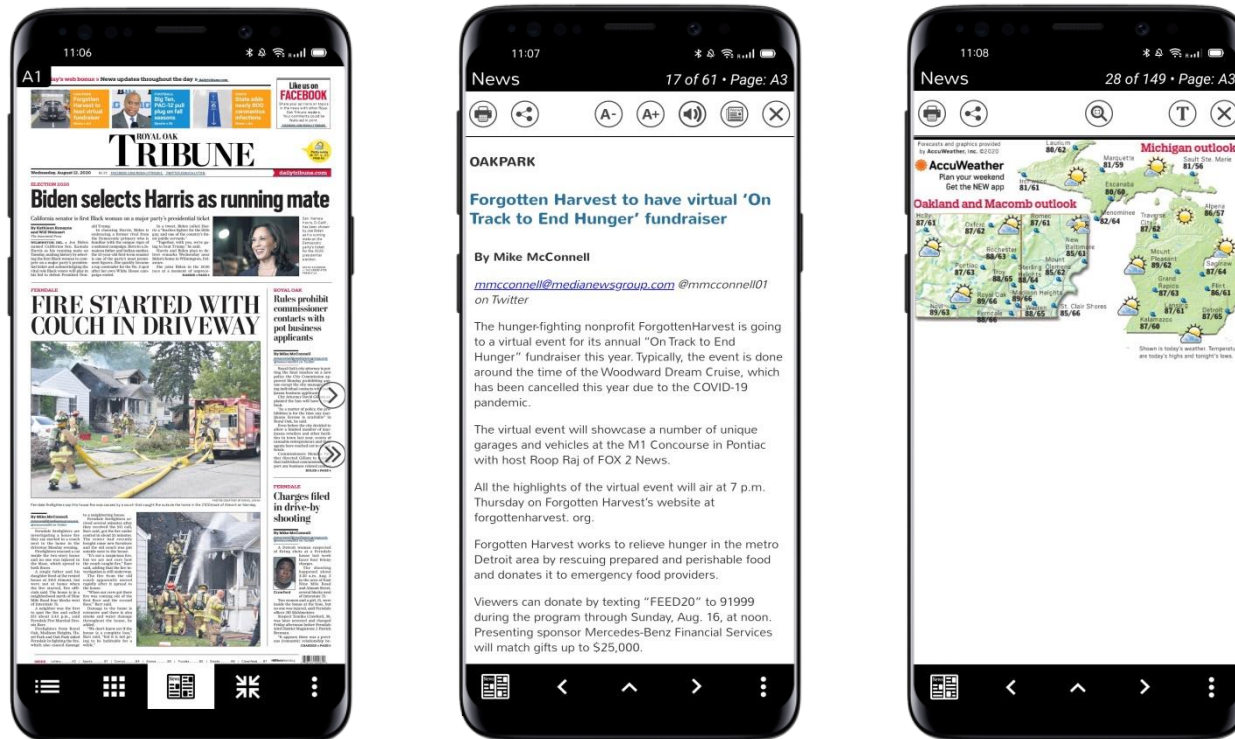
Mobile



iOS



State of the art User Interface – optimized for mobile



The best reading experience

The UI is optimized for mobile users (article scrolling) while maintaining the look and feel of the print edition. Each article can be read in text mode or in clip view.

New front-end technology

To guarantee the best performance in terms of responsiveness and uniformity across each device, the App has been redesigned with React-Native technology.

Best in class performance: high speed visualization



Real-time page streaming technology

- **Fast loading** allows to open the e-Edition within seconds, pages are downloaded in background while reading
- **Low Memory Usage:** with page streaming storing the whole newspaper in memory becomes unnecessary. A lower memory usage allows for power savings and increased performance, especially on older devices.

Why optimizing for smartphone is key ?

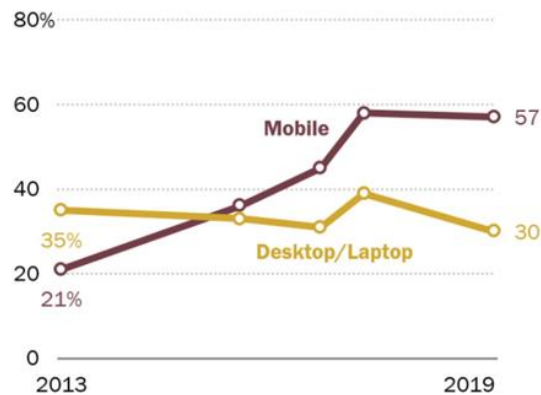
Smartphones are rapidly becoming the most common medium to read the news

From 20 % to 38 % of our users (depending on the market) are already choosing smartphones over desktop and tablets



About six-in-ten Americans often get news on a mobile device

% of U.S. adults who often get news from ...



Source: Survey conducted July 8-21, 2019.

PEW RESEARCH CENTER



PROPORTION THAT USED A SMARTPHONE FOR NEWS IN THE LAST WEEK (2013-19) - SELECTED MARKETS



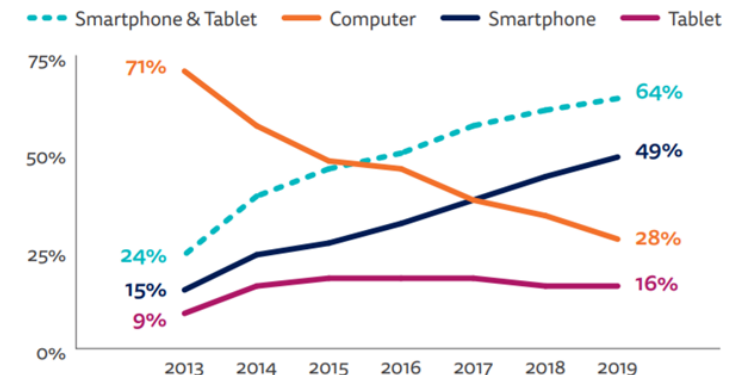
66% (+4)
access news via
smartphone across
all 38 markets

Q8B. Which, if any, of the following devices have you used to access news in the last week?
Base: Total sample 2013-19 sample in each country = 2000.

Source: Reuters Institute – Digital News Report 2019



MAIN DEVICE FOR NEWS (2013-19) - UK



UK8b6_5. You've said you use the following devices to access news in the last week, which is your MAIN way of accessing online news? Base: All in 2013-19 that used a device for news in the last week: UK = 1750.

Source: Reuters Institute – Digital News Report 2019

WSJ Print Edition – New Success Story

Wall Street Journal - Mobile e-Edition for the 1st US newspaper for circulation



App Store

Ratings and Reviews

4.7 out of 5 • 341 Ratings



Google Play

4.2



84 total



assa at, 06/30/2020

Well Done, WSJ!!

I've been a loyal reader of the WSJ since my MBA Economics professor made it required reading over 25 years ago. We were even tested to ensure we knew where in the p [more](#)



Cellinator, 07/02/2020

Amazing and 'Finally'!

This is something I've been wanting for a while with the journal. When I started using the mobile version I missed the format and feel of the print edition. Now with this ve [more](#)



cjyle, 08/06/2020

Online WSJ

Much as I enjoy handling the actual paper when I read it, the online version is extremely accessible and easy to use and I have quickly learned to use it. I love being able to tap [more](#)





EUROPEAN OFFICES

Tecnavia SA

Via Cadepiano 28
Barbengo-Lugano 6917, Switzerland
Telephone: +41 919932121
Mail: info@tecnavia.com

Tecnavia Apps

Piazza Don Mapelli 60
20099, Sesto San Giovanni, Italy
Telephone: +39 02 48731513
Mail: info@tecnavia.com

US OFFICE

Tecnavia Press

13965 W Preserve Blvd
Burnsville, MN55337-7733 USA
Telephone: +1-952-435-6744
+1-877-TECNAVIA
(+1-877-8326284)