

Digitization of Print Media

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Abstract

In today's world of growing technology internet plays a very important role in connecting everyone around the globe. Internet gave rise to a new concept known as Online Magazine. Today these magazines covers a wide range of topics such as sports, news, fashion, gadgets, college etc. Online College Magazines provide a platform for students to exhibit their talent. Online Fashion magazine updates its readers about the new trends in the world of fashion. Online magazines provides its readers with some leisure time as well as knowledge about latest trends, sports, glamour etc.

Keywords: Online magazine, bulletin board system, customization

INTRODUCTION

Digitization as a method of preservation is now a global phenomenon as well as the new trend in managing a library collection especially precious ones among academic libraries Digitization is the process of converting information into a digital format . In this format, information is organized into discrete units of data (called bit s) that can be separately addressed (usually in multiple-bit groups called bytes). This is the binary data that computers and many devices with

computing capacity (such as digital cameras and digital hearing aids) can process.

An online magazine is a magazine published on the Internet, through bulletin board system and other forms of public computer networks. One of the first magazines to convert from a print magazine format to being online only was the computer magazine Datamation.

Some online magazines distributed through the World Wide Web call themselves webzine. An e-magazine (also spelled e-zine) is a more specialized term appropriately used for small magazines and newsletters distributed by any electronic method, for example, by electronic mail (e-mail/email).

Some social groups may use the terms cyberzine and hyperzine when referring to electronically distributed resources. Similarly, some online magazines may refer to themselves as "electronic magazines" or "e-magazines" to reflect their readership demographics or to capture alternative terms and spellings in online searches.

An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership

Many large print-publishers now provide digital reproduction of their print

magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

Some online publishers have begun publishing in multiple digital formats, or dual digital formats, that may include both HTML version that look like traditional web pages and Flash versions that appear more like traditional magazines with digital flipping of pages.

Online magazines representing matters of interest to specialists in or societies for academic subjects, science, trade or industry are typically referred to as online journals.

OBJECTIVES OF THE STUDY

- A. To deliver best services to meet the diverse needs and interest of users.
- B. To provide users a wonderful reading experience by keeping their needs into consideration.

LITERATURE REVIEW

Some approaches for digitization of print media, features in digitized media and customization of content have been

proposed in the past. In this section we discuss about that approaches for the same.

Dr Prabhat Pandey [1] has discussed Digitization of Library Materials in Academic Libraries: Issues and Challenges where he has discussed about digitizing the print media that is library materials in academic libraries.

Teerling, M.L.;Huizing, Koos [2] has provided a study on Exploring the concepts of website customization where it is discussed about the customization feature of websites and how to achieve customization in a website.

mediaworks.io [3] an IT/Media company which had an important role in launching magazines, web portals and media applications provided an overview on how a digitized print media is portrayed and its outlook.

Lydia B. Chilton, Robert C. Miller, Greg Little, Chen-Hsiang Yu MIT CSAIL [4]-proposed a paper on why we need to customize the web , what are the advantages of customizing the web and examples of web customization and the era of web customization.

seapower magazines [5] Official Publication of the navy league of the United States is a digitized print media for the US marines and the navy where all the issues regarding the navy league are presented as a digitized print media provided an outlook on the advantages of digitized media over print media.

what.techtarget [6] a website providing broad study on digitization. The study provided the purpose of switching to digitization of print media and how to achieve successful digitized print media, its advertisement and the need of social network in digitization.

joanroasxd.wordpress [7] on online magazines has an article providing knowledge on the advantages and disadvantages of online magazine. How to develop a digitized print media and requirements and knowledge needed for the same.

Andrea Bassanino, Antonio Maresca [8] proposed an article in performance.ey.com as an extract from “Performance”, Volume 6 on the mass switching from print media to digitized media and the preference of readers being changed into digitized media. prezi.com [9] on the digitization of print media proposed an article on the

study about the problems in digitization of print media. The solutions for the problems faced in digitization is also proposed in the article.

SCOPE AND METHODOLOGY

The study mainly depends on reports and websites of several e-magazines, survey from readers about their needs and priorities, many college as well as school magazines have contributed as major source of study.

Besides, these various books, newspapers and related websites have been used for the study. Suitable tools like percentages, tables and figures are also used in this study for analysis.

DIFFERENCE BETWEEN ONLINE MAGAZINE AND PRINT MEDIA

Digital editions have the benefit of reduced cost to the publisher and reader by avoiding the time and expense to print and deliver like a paper edition.

Online magazine format is considered more environmentally friendly due to the reduction of paper and energy use.

Some publishers are using other electronic publication methods such as RSS to reach out to readers and inform them when new

digital editions are available whereas for printed magazines a monthly, yearly or quarterly subscription is bought and has a fix interval at which magazine is released

Due to their digital nature, magazines can be more interactive than their paper counterparts. You can now include surveys, polls, videos, and audio into your digital magazine

Digital make more money even though there will be fewer ads in each magazine, customers are tired of flipping through page after page of ads.

So, the price of each advertisement will be higher but there will be fewer spaces available. You'll actually make more money with less work due to this, since you can also include more technologically advanced forms of ads.

Digital publishing allows you to sell out the copies of your latest issues without having the cost and logistics linked with unsold copies.

Longer articles work well on printed magazines whereas shorter and eye catching articles works well on digital magazine.

Due to flattening ad revenue it's important to consider earning through a subscription plus ad revenue model. Thankfully, due to excellent technology, you can break into the digital publishing subscription model really easily

REVOLUTION IN DIGITIZATION OF PRINT MEDIA

In the late 1990s, e-magazine publishers began adapting to the interactive and informative qualities of the Internet instead of simply duplicating print magazines on the web. Publishers of traditional print titles and entrepreneurs

with an eye to a potential readership in the millions started publishing online titles.

Salon.com, founded in July 1995 by David Talbot, was launched with considerable media exposure and today reports 5.8 million monthly unique visitors.

In the 2000s some webzines began appearing in a printed format to complement their online versions.

Total global magazine revenue, in billions of US\$, split by digital and print; and % year-on-year growth, 2009-2018

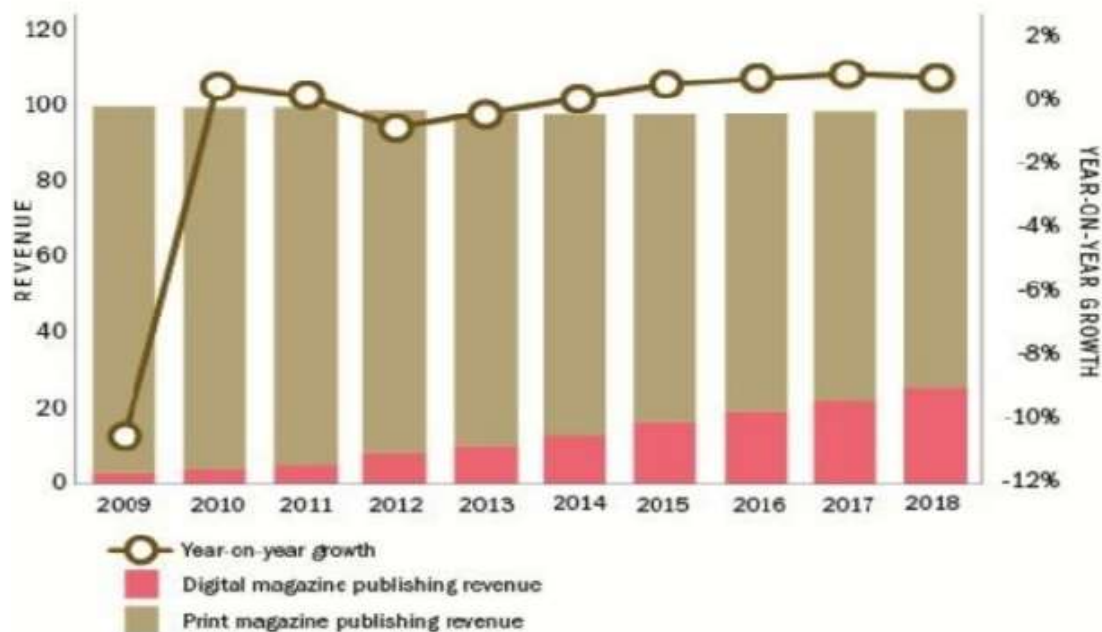


Figure 1: Revenue Growth Graph [8]

UPCOMING TRENDS IN DIGITIZATION

The new trends in App strategy of Online Magazines are:

A. The magazine App as mobile content hub. It resembles an article-based hub, or one central location combining magazine content with a steady stream of regularly updated content from all possible websites, top stories of the day.

B. Native v/s Newsstand. Reducing the steps to find a magazine app and instead potentially having a spot on user's device screen.

C. Watch It. The video consumption for magazines, not only readers respond to videos but it also adds a layer of engagement for the reader and lends itself to social sharing.

D. Social Media strategies for magazines.

CUSTOMIZATION

These days a new concept of Customization has been introduced into the field of E-Magazine. Customization simply means a modification made to something to suit a particular individual or task.

Customization can be automatic or can be done by user himself according to his or her needs or specifications. In user Customization a user can select from various options given to him and can arrange the magazine accordingly.

In automatic customization a user patch and its priorities are being monitored and magazine customizes automatically according to user interest.

The concept of customization is new but very important aspect of e-magazine because it provides a user a desirable environment and meet their diverse needs and interest.

How to achieve Customization?

There are many ways to achieve customization and some are:

A. Keeping a track of user activities and arraigning magazines accordingly.

B. Letting the user arrange his content according to his needs.

C. Many other logics have also been developed in order to achieve customization such as use of session variables stores user's priority.

IMPROVEMENT IN ONLINE MAGAZINE

A. The online magazine has changed dramatically over the course of years. Salon.com was the first digital magazine which went online in 1996 and is still continuing.

B. Features like live notification are available on browser which can notify the reader about anything which the website wants to notify.

C. The User design can also changed which is more appealing to the eye and

also catch the reader's attention to the article. The format and text is also easy to read.

D. Unlike the 1995 version of the website which is all jumbled up with only texts . The newer version of the website make use of images different color and design and give a more appealing look.



Figure 2: Salon Magazine in 1995

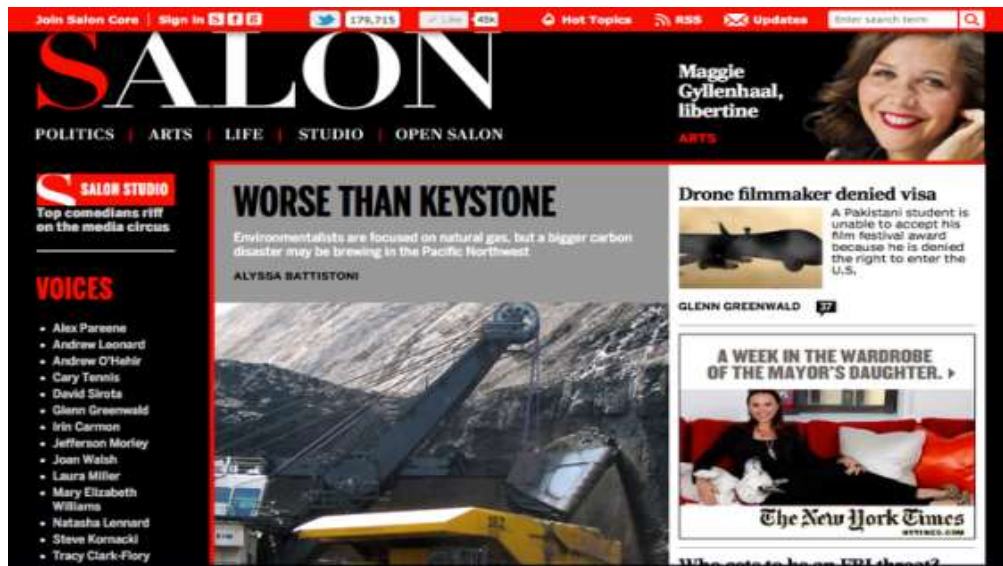


Figure 3: Salon Magazine Now

BENEFITS OF DIGITIZATION

A. Increase magazine distribution on a global scale.

B. Deliver content across multiple platforms and devices.

C. Lower production and on-going publishing costs.

D. Instantly direct potential customers and traffic to your content. Allows for a wider audience.

E. Online participation, the ability to link in with the magazine.

F. Convenience. The print issues being saved, corrections can be made easily. Gaining photos, interviews, follow-up questions and citing sources and social networks becomes easier when publishing online.

G. Unlimited space. Depending on the web hosting, unlimited space is provided for publishing.

FUTURE WORK

The future of Online Magazines can be seen as features like:

A. New technologies like hologram.

B. Big data analytics and its affects in Magazines.

C. Generic Online Magazines and predictable patterns for more personal and unique websites.

D. Mobile as a first screen. The entire website as it is with all the features on mobile screen.

E. Infinite scroll. The ability to scroll infinitely without the need to skip to a second page or load more

F. Lazy Loading. Loading the latest feed updates without loading icons

G. Material and flat design. Making use of depth and shadows to highlight. Reflecting in logos

H. Story telling, central videos, infographic etc.

RESULT

Online magazines are overshadowing print magazines. The revenue of print magazines falls 2-3% every year due to online magazines.

CONCLUSION

The study on online magazine concludes that online magazine development is confined to the word "Mobile". The pace with which the world is moving, the patterns of readers and users is changing.

Online magazine would increase the distribution of magazines on global scale, deliver content across various platforms, online participation of users and linking users with the magazine focusing on publicizing the magazine and advertisement.

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