

Daily Newspapers

Digital Access and Paywall/Metered Access Implementation

The number of newspapers with paywalls or metered access grew dramatically in 2013. In 2012 there were 20 papers with paywalls/metered access and by the end of 2013 that number was 33.

Postmedia extended its paid digital subscription model to all its newspapers across Canada on May 14, 2013. Postmedia first began charging for online news content in 2011. Postmedia's print subscribers receive free access to their print newspaper's website. Non-print subscribers can choose from a number of subscriptions including the All Access bundle, the Digital Access bundle or the ePaper. Casual users can continue to enjoy free access to its digital content. Canadian users will be able to access 10 free articles and International users will be able to access five free articles every 30 days.

The Guardian in PE also launched a new digital subscription plan in May 2013. The new metered pay model allows visitors to view up to eight articles, videos or photos on the site per month before being asked to become digital subscribers. Print subscribers receive unlimited access to all site content while the All Access Pass digital-only subscriptions will be offered at 99 cents per month for the first month and will be renewed at a rate of \$8.50 per month.

The Chronicle Herald in Halifax announced plans for an online subscription model in August 2013. Digital subscriptions provide unlimited access to all of The Chronicle Herald's premium news content on desktop, e-paper, iPhone/iPad app and other mobile device browsers. This new model allows The Chronicle Herald to deliver more coverage across multiple devices. Print subscribers will continue to have 24-7 access to all digital products including TheChronicleHerald.ca, e-paper, Business Insider and mobile apps while non-subscribers will be offered digital only subscription plans based on their location.

On August 13, 2013 the **Toronto Star** introduced their new subscription model for online content. Visitors to the Star's website are able to access 10 free articles every 30 days before being asked to purchase a Digital Access subscription package. Digital-only subscriptions are offered at 99 cents for the first month and then \$9.99 each subsequent month. Digital access includes full access to thestar.com website: all of the articles, columnists, investigative reports, features, profiles, news, sports, blogs, slide shows and multimedia features. Digital Access is accessible on any device –computer, tablet or smartphone. Also included is the daily "Replica Edition": a feature packed electronic version of the printed paper. Home Delivery subscribers can add Digital Access to their subscription for only \$4.99 per month.

La Presse launched their daily digital edition on April 18, branded LaPresse+. This digital tablet edition is available free of charge, in contrast to the paywall/metered access model.

Augmented Reality

Glacier announced enterprise-wide augmented reality initiative with Layar in the first quarter of 2013. Glacier Media teamed up with Layar to introduce augmented reality (AR) technology throughout all of its properties in Lower Mainland, British Columbia. Glacier publications now feature extensive use of AR in both editorial and advertising content. The Layar app, which can be downloaded on iOS or Android devices, operates as image recognition software by invisibly tagging images, logos and icons with codes

to allow the augmented reality components to appear instantly on a reader's smartphone or tablet when scanning the AR content.

The **Winnipeg Free Press** introduced augmented reality technology in September 2013. The Free Press partnered with British technology company Blippar to enhance its printed newspaper with new augmented reality (AR) features. Readers can download the free Blippar app on their smartphone or tablet device and use the app to scan AR-enhanced print content to reveal hidden digital materials such as videos, photo slideshows and embedded answers in puzzles. The first edition of the paper with this interactive technology was launched on September 4.

The **Toronto Star** partnered with Nissan Canada to produce a special edition print newspaper on Thursday, September 19 that was enhanced with Augmented Reality. Readers download the free Layar app on any smartphone or tablet device and scan pages of the paper to unlock interactive features within the editorial and advertising content. The Star's digitally enhanced print product gave readers the opportunity to watch videos, listen to audio stories and view animated cartoons on their mobile device, allowing them to experience the newspaper in an entirely new way.

General Industry Updates

In April 2013, the Halifax **Chronicle Herald** launched an expanded weekend edition, and discontinued the Sunday edition. The larger weekend paper will be delivered on Saturdays and the Chronicle Herald will continue to update content on its website and mobile apps seven days a week.

In Nova Scotia, **The Amherst Daily News** moved to a weekly publishing schedule. The 120-year-old daily paper re-launched on August 2 as the Amherst News. The paper also revamped its online presence, providing increased local news and events coverage through its website www.cumberlandnewsnow.com.

On November 18, **the Calgary Herald** launched a new compact format and redesign including colour on every page. The paper has moved to a slimmer and shorter size and now includes colour on every page. A number of editorial changes were also implemented including a prioritization of local news, enhanced Food coverage and the merging of the Entertainment and Real Life sections into one Arts & Life section.

The **Alliance of Audited Media (AAM)** has introduced a number of rule and reporting changes for Canadian newspapers. The audit program has revised its reporting and qualification requirements for newspapers in order to simplify reporting, reduce internal record keeping for publishers and lower costs. The audit program has also introduced an updated report format with a new "qualified" category for non-paid and third-party copies. The changes came into effect with the reporting period that ran through September 2013.

Community Newspapers

New Publications

In August 2013 the **Amherst (NS) Daily News** moved to a weekly publishing schedule. The 120-year-old daily paper re-launched on Friday, August 2 as the Amherst News. The paper also enhanced its online presence, providing increased local news and events coverage through the www.cumberlandnewsnow.com site.

Metroland launched a new community newspaper in Norfolk, ON. On October 3, 2013, Metroland Media's Brant group of publications launched the first edition of the Norfolk News, a weekly newspaper covering the Norfolk County community.

Community Newspaper Changes

The Amherst (NS) Daily News' sister publication the **Citizen-Record** shifted to a Wednesday publishing schedule beginning on July 31, 2013.

In August, BC paper **The NOW**, re-launched as The Tri-Cities NOW to better reflect its regional distribution. For almost 30 years, the Glacier Media-owned paper has served the communities of Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra. The publication also updated its website by implementing a new design, increasing news and events coverage and adding more photo galleries.

In September, the Ontario papers, **Scarborough Mirror**, **North York Mirror** and **Etobicoke Guardian** published their final Tuesday editions. All three publications are now distributed once a week on Thursdays. The Metroland community papers were previously published on Thursdays and Fridays, until last spring when the Friday edition was converted to Tuesday.

In December 2013 **Black Press** (BC) adjusted the publication schedule for its two Chilliwack papers following changes to the Abbotsford papers in October. Black Press harmonized publication days so the **Chilliwack Times** and the **Chilliwack Progress** would publish on different days.

Newspapers Mergers

Three **Black Press** (BC) papers amalgamated to become two new papers with a broader reach throughout the region. The **Cariboo Advisor**, the **Williams Lake Tribune**, and its weekend edition **Tribune Weekend** merged on September 4, 2013. The new Williams Lake Tribune is distributed on Wednesdays and the Weekend Advisor edition is published on Fridays.

Purchases or Ownership Changes

In May 2013 **Multimedia Nova Corp.** ceased publication of its **Town Crier** newspapers in the Greater Toronto Area after filing for bankruptcy. In August 2013 the Town Crier newspaper chain was purchased by a group of former employees with plans to re-launch the paper in September. First launched in 1979 in East York, the Town Crier chain expanded across nine different local markets across the GTA during its 34-year history. Multimedia Nova purchased the chain of English-language newspapers in 2001.

In July 2013 **Glacier Media Group** purchased Pique Publishing Inc. which publishes the **Pique**, a weekly independent newsmagazine in Whistler, BC. The award-winning publication was originally founded in 1994 by Bob and Kathy Barnett. Glacier owns more than 100 community newspapers in Canada including three additional media outlets in the Whistler region: The Whistler Question, the Squamish Chief and Whistler the Magazine.

In September **Black Press** purchased the **Yukon News** from former co-owners and publishers Steve Robertson and Barbara McLeod. Yukon News is a free paper based in Whitehorse with a twice-a-week publishing schedule on Wednesdays and Fridays.

In September **The Chronicle Herald (NS)** purchased three community newspapers from TC Media as well as its flyer distribution network. The three weekly papers-- Bedford Sackville Weekly News, the Halifax West Weekly News and the Dartmouth Cole-Harbour—are now part of The Chronicle Herald's Community Herald network. Flyers are now consolidated into a singular package delivered by the Herald.

In October 2013, **Black Press (BC)** purchased two community newspapers and sold four publications in separate transactions with **Glacier Media**. Black Press takes ownership of The Abbotsford/Mission Times and the Chilliwack Times, while Glacier Media now owns the North Shore Outlook, the Westender, South Delta Leader and Bowen Island Undercurrent. Each chain already operates competing publications in the communities affected, except for Bowen Island where the Undercurrent is the only newspaper.

In November 2013 the newly created **Grasslands News Group (SK)** purchased the **Melville Advance, Fort Qu'Appelle Times** and **Whitewood Herald**. The Advance and Fort Times were purchased from Mark and Lin Orosz. Chris Ashfield, former owner of the Herald, will work with the sales consultants to strengthen the ties between the three papers to offer new products and new advertising possibilities for businesspeople in east-central Saskatchewan.

In December 2013 **TC Media** and **Sun Media Corporation** announced an agreement under which the 74 Sun Media community papers and associated web properties in Quebec would be acquired by TC Media for an amount of \$75 million. The list of newspapers included in this deal can be found at <http://www.newspaperscanada.ca/news/industry/tc-media-acquires-sun-media-s-community-papers-quebec>. As part of this transaction, TC Transcontinental also signed a parallel agreement with Quebecor Media to print some of its magazines and direct marketing materials.

Digital Changes

In February, **Glacier Media** teamed up with Layar to introduce augmented reality (AR) technology throughout all of its properties in Lower Mainland, British Columbia. Glacier publications now feature extensive use of AR in both editorial and advertising content. Unlike QR codes in print, Layar allows reader's to link to multiple assets; watch video, listen to audio, share content on social networks and even buy products – right from the page.

In May 2013, Manitoba-based francophone newspaper **La Liberté** celebrated its centennial anniversary by digitizing the 5,000 plus newspapers it has published since its founding in 1913. The newspaper's entire archive is now available in a free searchable online database.

In June **TC Media** launched a new bilingual automobile website designed for drivers interested in purchasing a new or used vehicle. AutoGo.ca includes editorial content covering industry news and product reviews, as well as an e-commerce component featuring both new and used vehicle listings from across the country.

In July **Glacier Media Group** entered into a new partnership with SocialShopper, an online commerce site that provides special offers from local businesses. Founded in Vancouver in 2010, Social Shopper features daily deals and other marketing campaigns that connect local businesses with consumers via social and mobile channels.

In August 2013 **Glacier Media** acquired online lifestyle publication VitaminDaily, Canada's premier online lifestyle magazine for women. Founded in 2004 the VitaminDaily.com digital publishing platform has grown to six editions (Vancouver, Calgary, Toronto, Montreal (English and French) and Moms & Kids) delivering over half a million newsletters a week to upwardly-mobile Canadian women.

In September the **Cambridge Times** expanded its online content to include national and international news coverage. Their website features local news prominently, with regular updates on breaking situations, additional photos and video taken during events covered in the print edition, and last-minute items that may not make it in before the print deadline.

In October **TC Media** revamped over 160 local newspaper websites and unveiled a sleek new look for its local newspaper websites across the country. The media company redesigned all of its regional and community newspaper sites to improve navigation and mobile optimization. The new sites also put a greater emphasis on content and feature enhanced photo slideshows, video galleries and events calendars.

Newspapers Closures

In July 2013 **Sun Media** announced the closure of 7 weekly publications in Quebec, Ontario, Manitoba and Saskatchewan and Manitoba:

- L'Action Regionale in Monteregie (Quebec)
- Le Magazine Saint-Lambert (Quebec)
- Le Progrès de Bellechasse (Quebec)
- The Midland Free Press (Ontario)
- Lake Progress (Saskatchewan)
- The Lac du Bonnet Leader (Manitoba)
- The Beausejour Review (Manitoba)
- The Meadow

In October 2013 **TC Media** closed Placentia community paper **The Charter** after 16 years of publishing. TC Media's paper in Carbonear, The Compass, extended its coverage to the Placentia area.

In December 2013 **Black Press** suspended publication of the **Abbotsford/Mission Times** (BC) in order to focus its publishing resources on its other community papers in the region, the Abbotsford News and the Mission City Record. Black Press purchased the community paper from Glacier Media in October 2013.