

Innovating Print in Pakistan

Sarmad Ali
Managing
Director
Jang Media
Group

26 April 2018

Pakistan - A glimpse

- [illegible]

**And of course there is the
Jang Media Group**

Jang Media Group

Established in 1939, Jang Media Group is the largest and the fastest growing media company in Pakistan.

With 6 newspapers, 5 TV channels and number of digital properties, Jang Group has been leading the media space in Pakistan for almost 80 years.



Window of Pain



Jang

Innovations

QR: Jang Classifieds

AR: Integrating newspaper headlines with TV headlines through Augmented Reality

Jang VR: Creating Virtual Reality through newspapers

کلاسیفائیڈ

جنگ

برسوں کا اعتماد

Jang

Classifieds

- Jang newspaper is the largest classified platform in Pakistan, with annual revenues exceeding Rs. 600 million (5 Million USD)
- The important Classified categories range from automobiles, real estate, education, matrimonials and Jobs
- Jang Classified, a 24 page special section, is published every Sunday with the Jang newspaper from 7 of Pakistan's top cities, representing 70% of the urban consumer purchasing power in Pakistan

Jang Classifieds

Challenges

- The advent of Online Classified portals has had an adverse impact on the print classifieds
- Our Classified revenues had declined in 2015 by 17% with a volume decline of almost 20%
- The biggest challenge was Free vs Paid and dynamic, interactive Color visuals vs plain B/W static Text

Jang Classifieds – QR Code

- We introduced QR codes in key categories of real estate and automobiles to make the consumer experience more dynamic and vibrant
- And to deliver value to the consumer by adding video/audio and photo features to the existing print product

پاکستان میں پہلی بار... جنگ کلاسیفائیڈ اب QR کوڈ کے ساتھ!

جنگ کلاسیفائیڈ QR کوڈ کی جدید سہولت۔ پاکستان میں پہلی بار آپ کے اشتہار کے ساتھ QR کوڈ آئیں گے۔ پڑھیں، دیکھیں، سناؤ اور بچو۔

یقینی ذیل حاصل کرنے کے لئے:

- قریبی جنگ ایجنٹ کے پاس اشتہار رکھیں
- جنگ کلاسیفائیڈ QR کوڈ رکھیں اور جنگ ایجنٹ سے SMS پر ویب لنک حاصل کریں
- اس ویب لنک پر اپنے موبائل کی تصاویر یا ویڈیو اپ لوڈ کریں
- یقینی جنگ کلاسیفائیڈ کی ہڈی اور مٹی جیتی!

QR APPLICATION: مزید تفصیلات کیلئے اپنے موبائل فون میں کسی بھی QR APPLICATION کو ڈاؤن لوڈ کریں اور ویڈیو یا تصویر اپ لوڈ کریں۔



کلاسیفائیڈ
پرسوں کا اعتماد

Riaz Saleem | 0322 270 9793
riaz.saleem@janggroup.com.pk

پاکستان میں پہلی بار... جنگ کلاسیفائیڈ اب QR کوڈ کے ساتھ!

جنگ کلاسیفائیڈ QR کوڈ کی جدید سہولت۔ پاکستان میں پہلی بار آپ کے اشتہار کے ساتھ QR کوڈ آئیں گے۔ پڑھیں، دیکھیں، سناؤ اور بچو۔

یقینی ذیل حاصل کرنے کے لئے:

- قریبی جنگ ایجنٹ کے پاس اشتہار رکھیں
- جنگ کلاسیفائیڈ QR کوڈ رکھیں اور جنگ ایجنٹ سے SMS پر ویب لنک حاصل کریں
- اس ویب لنک پر اپنے موبائل کی تصاویر یا ویڈیو اپ لوڈ کریں
- یقینی جنگ کلاسیفائیڈ کی ہڈی اور مٹی جیتی!

QR APPLICATION: مزید تفصیلات کیلئے اپنے موبائل فون میں کسی بھی QR APPLICATION کو ڈاؤن لوڈ کریں اور ویڈیو یا تصویر اپ لوڈ کریں۔



کلاسیفائیڈ
پرسوں کا اعتماد

Riaz Saleem | 0322 270 9793
riaz.saleem@janggroup.com.pk

پاکستان میں پہلی بار... جنگ کلاسیفائیڈ اب QR کوڈ کے ساتھ!

جنگ کلاسیفائیڈ QR کوڈ کی جدید سہولت۔ پاکستان میں پہلی بار آپ کے اشتہار کے ساتھ QR کوڈ آئیں گے۔ پڑھیں، دیکھیں، سناؤ اور بچو۔

یقینی ذیل حاصل کرنے کے لئے:

- قریبی جنگ ایجنٹ کے پاس اشتہار رکھیں
- جنگ کلاسیفائیڈ QR کوڈ رکھیں اور جنگ ایجنٹ سے SMS پر ویب لنک حاصل کریں
- اس ویب لنک پر اپنے موبائل کی تصاویر یا ویڈیو اپ لوڈ کریں
- یقینی جنگ کلاسیفائیڈ کی ہڈی اور مٹی جیتی!

QR APPLICATION: مزید تفصیلات کیلئے اپنے موبائل فون میں کسی بھی QR APPLICATION کو ڈاؤن لوڈ کریں اور ویڈیو یا تصویر اپ لوڈ کریں۔



کلاسیفائیڈ
پرسوں کا اعتماد

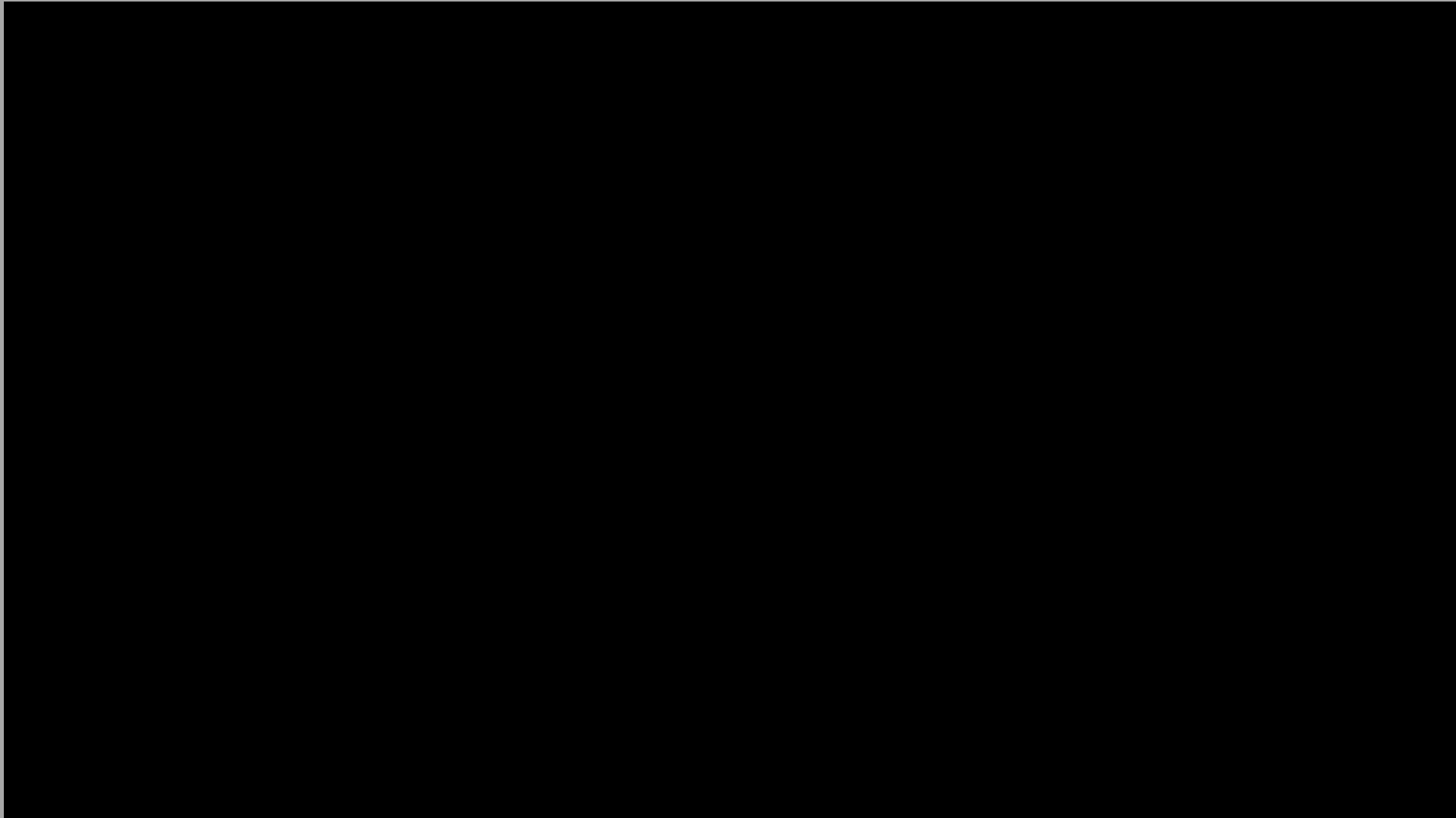
Riaz Saleem | 0322 270 9793
riaz.saleem@janggroup.com.pk

کلاسیفائیڈ بُرسوں کا اعتماد



 www.classads.jang.com.pk

کلاسیفائیڈ
بُرسوں کا اعتماد



Jang Classifieds: Results

- The revenue has gone up **30%** since 2016, when QR code was launched.
- Jang Classified volume has gone up by **27%**.



Jang Real

Jang Real

- Augmented Reality is not a very common concept in Pakistan. Jang developed its own AR App - Jang Real - towards the end of 2016.
- This is the first time any media house has made use of AR in Pakistan.
- Jang Real adds value to the news by augmenting content as well as monetizing it.

Newspaper goes Live

By scanning the news with your Jang real App, you can watch the news from Geo news channel.

The collage features three main elements:

- Newspaper Page:** A page from 'Jang' newspaper with the headline 'جنگ' (Jang) and 'ارکائیہ' (Arkaiah). The page includes various news articles and a date stamp '24 دسمبر 2011'.
- Smartphone:** A smartphone displaying the 'Jang' app interface, showing the same headline 'جنگ' and 'ارکائیہ'.
- Shell Helix Motor oil:** An advertisement for Shell Helix Motor oil, featuring the text 'This News Headline is brought to you by Shell HELIX Motor oils'.

Monetizing Jang Real

INTERNATIONAL
THE NEWS
Saturday
February 25, 2017

SPORTS NEWS
Lahore Edition





**Chess body
polls' process
gets momentum**
From Our Correspondent
ISLAMABAD: Pakistan Sports Board (PSB) and the instruction of Mian Iftikhar Hussain Pizzada, Federal Minister for Sports, Pakistan Sports Board (PSB) has appointed Anjum Iqbal Qureshi, Advocate Supreme Court of Pakistan (former Judge Islamabad High Court, Islamabad) Election Commissioner, conduct Chess Federation Pakistan (CFP) elections. The Secretary, Ministry of Sports, Government of Pakistan gave undertaking the Islamabad High Court Islamabad regarding the holding CFP elections in accordance with its constitution and National Sports Policy, 2005. The Direct General PSB Dr Akhter Nawaz Gajdar has also constituted a two-member committee comprising Syed Habib Shah, DDC, District Muzaffargarh, and Dr Muhammad Azam Dar, Director NF for providing secretarial support. The Election Commissioner addressed a letter to the provincial/regional sports boards to intimate the names of the main officers/bearers of legitimate provincial/regional chess associations affiliated with them that electoral college could be finalised. Sindh, KP and Islamabad Sports Board have responded so far. Similarly, Election Commissioner also

This HBL PSL Sports News is brought to you by




defeat
BOARD
M Rizwan c Kamran b Hafeez 4
SD Elliott bow to Shukla 0
SP Kharne c Asghar b Wahab 21
Kamran Yamin c Hafeez b Sammi 25
Sohail Tanvir not out 36
Rasid Shah st Kamran b Shahid 22
Shulam Mudassar not out 1
Extras (w 1) 1
Total (9 wickets; 20 overs) 149
Fall: 1-38, 2-38, 3-38, 4-39, 5-39, 6-43, 7-58, 8-92, 9-147
Bowling: Hasan 4-0-32-1, Asghar 1-0-22-0, Hafeez 3-0-25-2, Shukla 2-1-14-2 (tw), Wahab 4-0-24-1, Shahid 4-0-21-1, Sammi 2-0-11-1.
Peshawar Zalmi won toss.
Result: Peshawar Zalmi won by 17 runs.
Points: Peshawar Zalmi 2, Lahore Qalandars 0.
Umpires: REJ Martinez (SL) and Shoaib Raza (Pak). TV umpire: Ahmed Shahab (Pak). Match referee: R S Mahanama (SL).

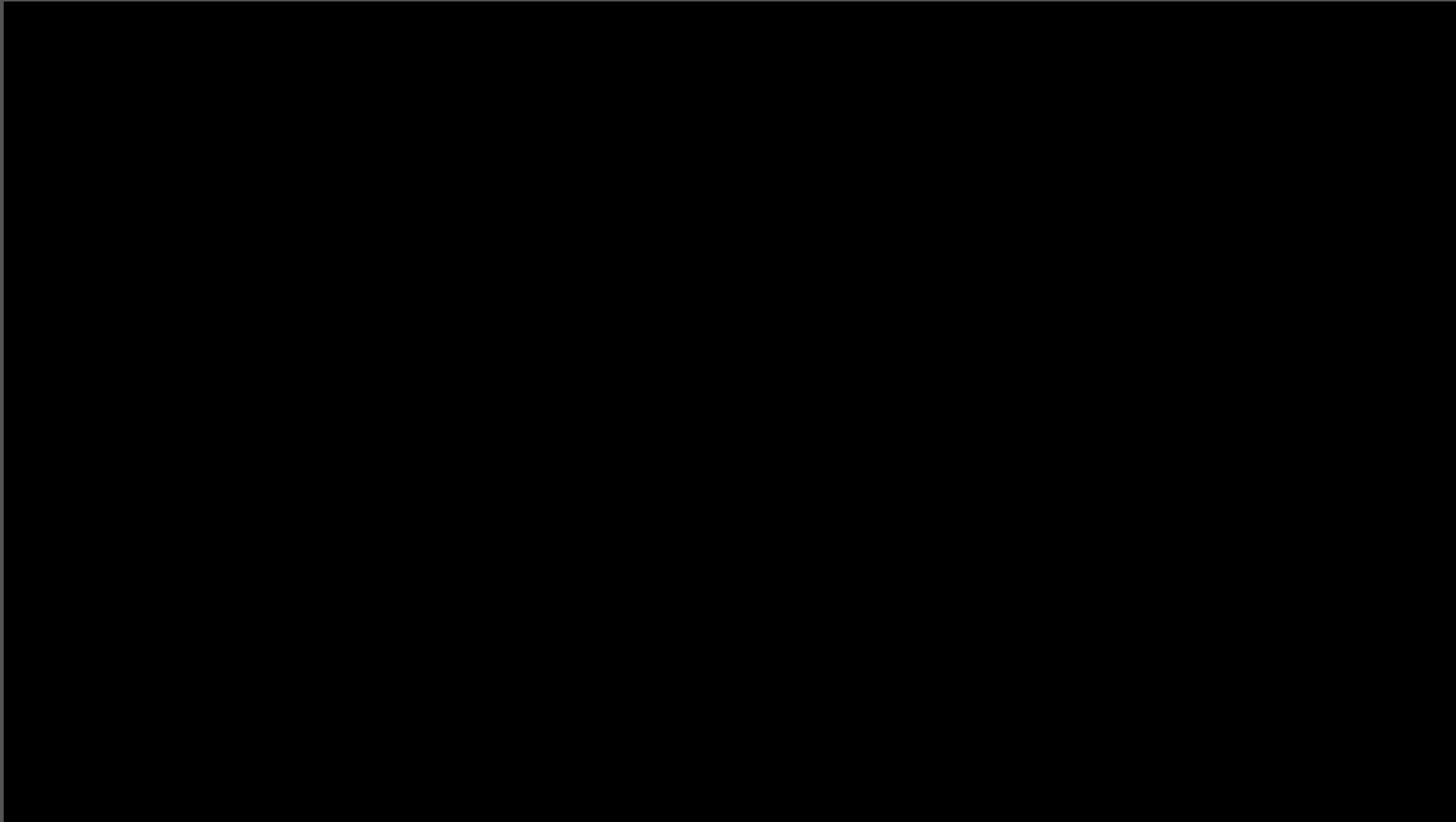
rickets like that, it is going to be tough, but we fought well and will look to come back well in the next game. We lost three wickets trying to be defensive, but credit to the opposition. They played well and their spinners bowled well. Our next game is crucial. We know if we turn up well, we can play. We are up against a strong

Quinn's came out on bowling, despite being out. Clack and the batsmen were against. It was a crucial game and the team who gave against us was blinding with Cameron Cullum was run out while 40-ball knock as Zalmi overplatform to show my form and we were tempted to bowl Karachi Kings. Delport slumping left arm Shukla Al Hasan trapped the in-came the early loss of Tannim fitness despite being overfirst. But we looked at their "Anytime you lose five Karachi side."

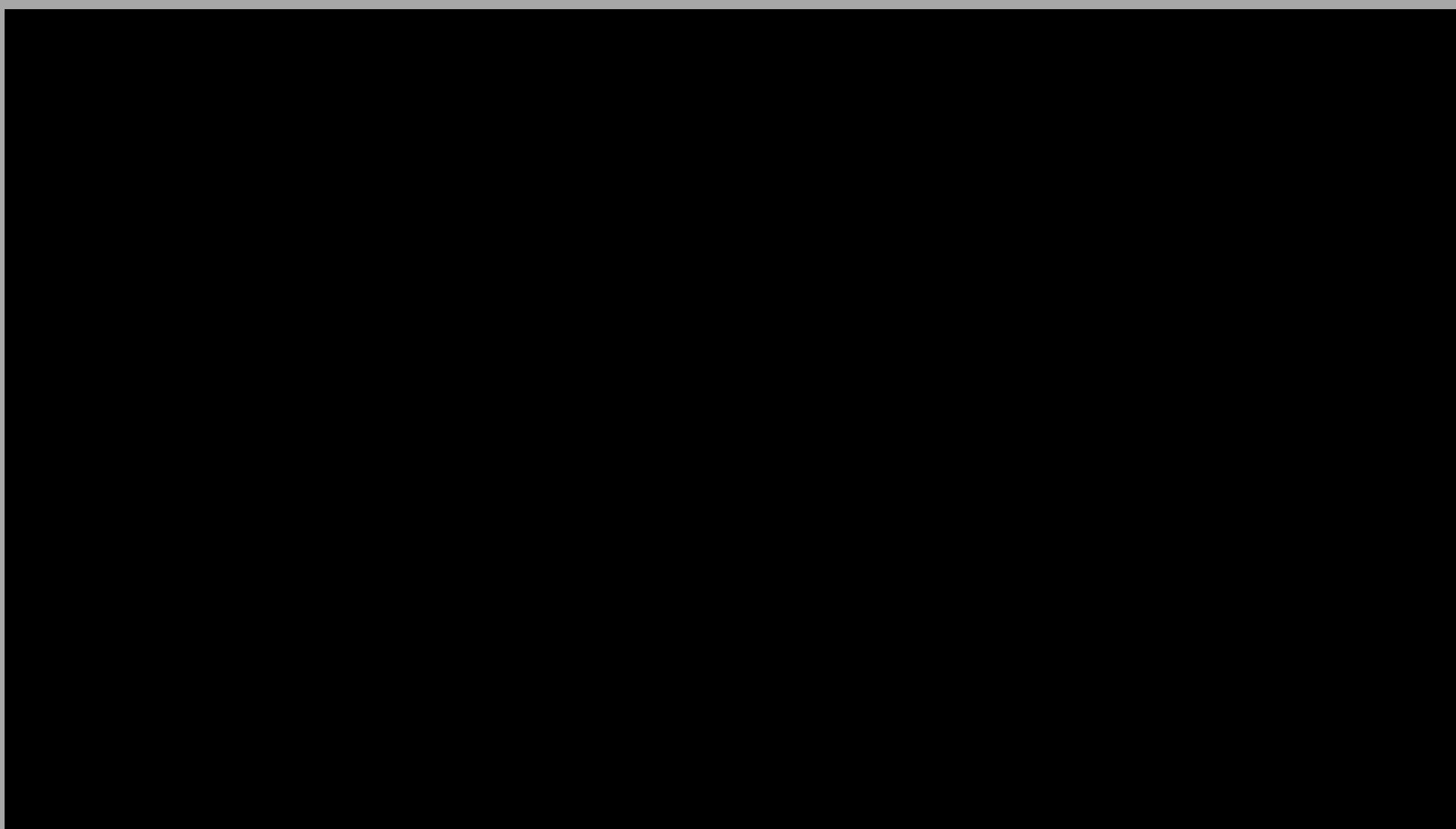



**Jang
Media
Group**

Monetizing Content



Augmentising Advertisements



Jang Real: Results

App downloads – 110,347

Scans/day – 75,530



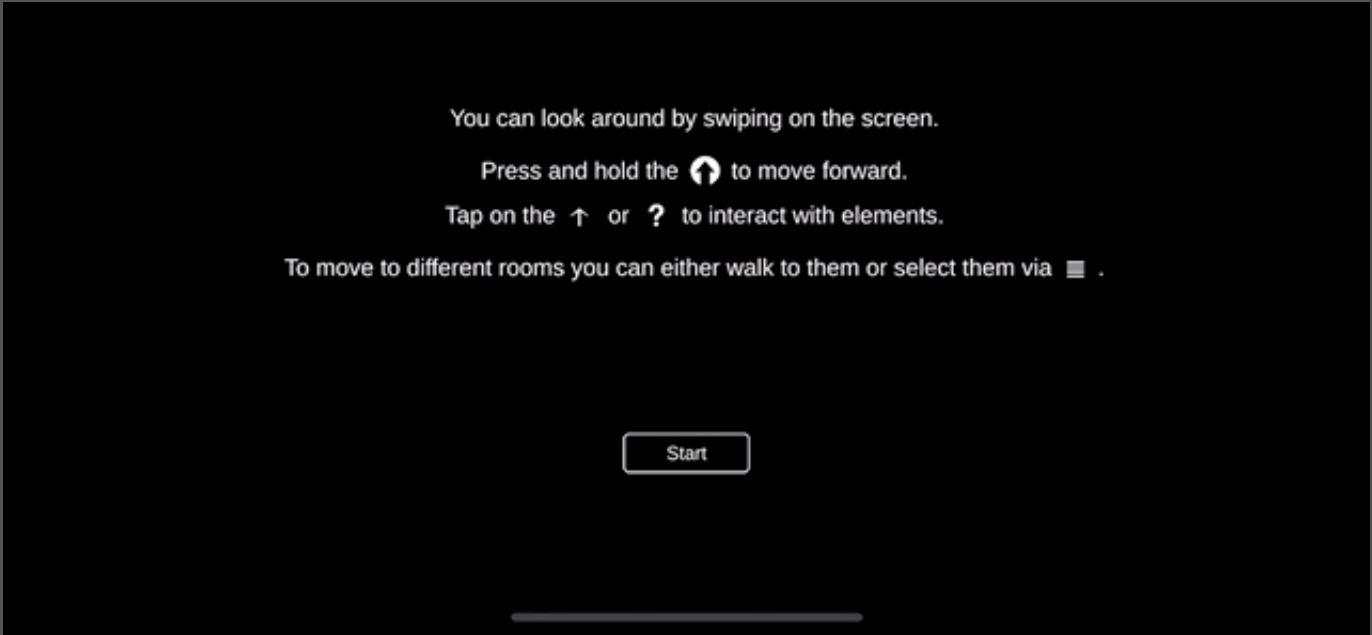
Jang Virtual Reality

Jang VR

We introduced Virtual Reality in mid 2017.

2017 marked the 70 years of Pakistan and also the 70 years of our flagship brand, Jang newspaper's publication in Pakistan.

We gave our readers a virtual gallery of our front pages from these 70 years.



**So who says
newspapers
are dead??**

Thank You!



+92 321 8295005



Sarmad.ali@janggroup.com.pk



jang.solutions