



Caminum

AMSTERDAM-MADRID

Caminum is a company focused on research and organizational development for those media companies that are in the process of entering the New Media market.

[www.caminum.com](http://www.caminum.com)

## An analytical, creative and integral methodology Caminum Newspaper Analysis Tool<sup>©</sup>

Using its methodology based on the analysis of process maturity and the management of change within the organization, Caminum facilitates the transition of your newspaper to convergent or integrated structures.

Caminum offers real and coherent strategies for improvement to meet the new challenges in the newspaper arena which is undergoing dramatic changes, is highly dependent on its technical environment and on the changing habits of the news consumers. Our goal is to adapt your newspaper to the New Media scenarios in a progressive and non-traumatic way.

### Our vision

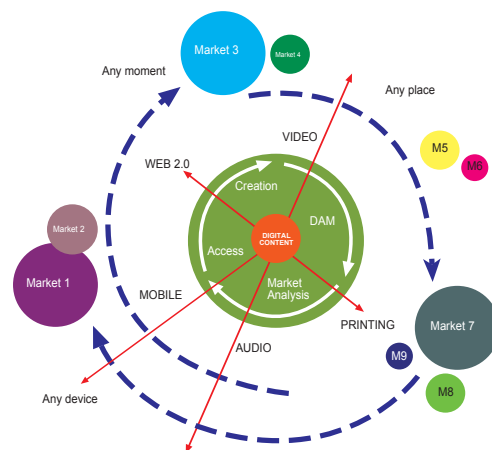
There are theories in abundance concerning the introduction of convergence structures in newspapers, but they are not supported by a methodology nor by procedures that enable us to measure the actual possi-

bilities of success factors of an organizational change. Caminum offers practical solutions based on “how to proceed” instead of on theories about “what is” convergence. The mere introduction of information technology in newspapers doesn't imply structural convergence. Only a well balanced and integral management of processes, technology, people, and change can achieve mature standards of convergence for your newspaper. Caminum considers convergence as a process (based on inputs-activities-outputs) and not as the ultimate goal. This means that it can be constantly measured, monitored and improved.

### Newspaper Analysis Tool

This analytical and diagnostic tool measures the maturity of the key processes and of the capacity for change of your newspaper. The *Newspaper Analysis Tool* has been developed using various organizational models, up-to-date scientific research, best practices of the field and

MEDIA CONVERGENCE ASSESSMENT



**Structural Convergence approach.** Process Maturity Analysis (inputs-activities-outputs) in your newspaper organization allows you to define rational change projects according to your resources for operating in New Media markets. (Graphic based in A.T. Kearney concept).

the professional experience of Caminum's experts. The objective of the *Newspaper Analysis Tool* is to offer in-depth information about the current state of your newspaper concerning convergence and about its potential for adjustment to the changes. Being able to foresee the chances for success or failure of a change process minimizes the risk of a negative impact on your newspaper staff and implies a considerable saving of time and expenses.

## ¿HOW DOES THE NEWSPAPER ANALYSIS TOOL WORK?

### 1. DESCRIPTION OF THE CURRENT SITUATION

First, we establish a representative selection of persons (on strategic, tactical and operational level) who are responsible for the key processes of your newspaper. The results, obtained through personal interviews (quantitative and qualitative data gathering) in conjunction with documented information concerning the business and its cultural setting, will lead to a precise description of the current situation of your newspaper operations.

### 2. OBTAINING FEEDBACK

Concerned parties receive preliminary information about the results of the analysis and diagnosis of the current situation. The feedback given is used as input for the final conclusions.

### 3. COMPARING THE STATUS QUO AND OPTIMAL CONVERGENCE SITUATION

The team of experts involved in your project analyse the results and prepare a detailed presentation or a written report that is presented at a meeting of all parties involved. What is the current situation in regard to the desired situation? Are strategic changes necessary? If so, which ones? And above all, how are they to be tackled?

### 4. RECOMMENDATIONS

Caminum's role at this point is to offer practical recommendations and various possible scenarios. In addition, if you so wish, we are prepared to advise and coach you during the implementation of the change process, translating the recommendations into a concrete and comprehensive change project plan.



# Caminum

Media Research and Development

## OUR SERVICES

Change Project Management  
Newspaper Think Tank  
Training  
IT Consultancy for Newspapers  
Newsroom design  
Design and redesign services

## CONTACT

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www.caminum.com

## WHY CAMINUM?

### 1. OBJECTIVITY AND RESPECT

Caminum offers you an independent and complete approach based on processes, technology and people in combination with a highly developed sensitivity for the socio-cultural context of your newspaper and its professionals.

### 2. TIME SAVING

The time necessary for a rigorous evaluation of your situation is considerable and we know you are always hard pressed for it. Our team of experts involved in your project do the research, analyze the results and prepare a detailed report for the purpose of making decisions based on different scenarios.

### 3. OPEN TO ANY NEWSPAPER

Our research and advisory services offer added value to any newspaper, irrespective of its size and does so for a competitive fee based on a transparent "fixed price-fixed time" per project policy.

### 4. CHANGE MANAGEMENT EXPERTISE

Caminum uses the results of its analysis and diagnosis with absolute confidentiality based on non disclosure agreements with your company. We use that information just as a starting point for designing an integral roadmap for change and adequate measures for the needs and capabilities of your newspaper.