



NEWS
For immediate release

Canadian daily La Presse completes its digital shift

SUCCESS OF LA PRESSE+ MEANS MONDAY-TO-FRIDAY LA PRESSE PRINT EDITION WILL CEASE PUBLICATION BEGINNING JANUARY 1

Montréal, September 16, 2015 – On the heels of the success of La Presse+, its free digital tablet edition, La Presse, Canada’s French-language daily of record, will mark a milestone in its history on January 1, 2016. As of that date, La Presse+ will replace the print version of La Presse from Monday to Friday. The Saturday print edition will be maintained, and will continue to be distributed to subscribers and points of sale.

LA PRESSE+: OUTSTANDING RESULTS

“La Presse will soon become the world’s first major print daily newspaper to go 100% digital on weekdays, and will position itself as Québec’s digital news and information leader,” explained Guy Crevier, President and Publisher of La Presse, “Thirty months after its launch, La Presse+ is now more successful than the print version of La Presse after 131 years of existence. Over 460,000 people⁽¹⁾ have made La Presse+ part of their weekly news and information ritual. At the same time, La Presse+ is a huge success with advertisers, who have quickly adopted it as a creative advertising vehicle—a highly effective and measurable medium for reaching top-quality target audiences.”

“This digital shift was supported with conviction and consistency by La Presse’s shareholder, Power Corporation,” added Mr. Crevier.

In recent years, mass adoption of new technologies has led to a sharp downturn for the vast majority of mainstream media outlets, especially print dailies, which now face an unprecedented critical period. “When we developed La Presse+, we made the decision to create a new model for the digital future,” Mr. Crevier continued: “This edition for tablet is enabling us to maintain, and indeed improve, the quality, depth, richness and diversity of our content, and to continue offering our daily readers in-depth series and features, debates, columns and editorials.”

La Presse+ is generating outstanding engagement among readers, who spend an average⁽²⁾ of 40 minutes with the app on weekdays, one hour on Saturdays and 50 minutes on Sundays. It is also turning out to be a very powerful tool for renewing and rejuvenating La Presse’s audience base, since it is successfully reaching and retaining adults aged 25 to 54, who make up 63%⁽³⁾ of its readership.

The quality of the platform design, the innovative free-subscription business model and the richness of La Presse+’s interactive content have won acclaim on more than 30 occasions in Canada and around the world since the application was launched in 2013.

TORONTO STAR LAUNCHES DIGITAL EDITION, STAR TOUCH

The Toronto Star, Canada's largest English-language daily newspaper, yesterday launched its digital tablet edition, STAR TOUCH, powered by the La Presse+ technology platform and developed in collaboration with the La Presse team and Nuglif, a subsidiary overseeing commercialization, operations and implementation of the La Presse+ platform.

ABOUT LA PRESSE

La Presse, Canada's French-language news medium of record, is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. Its content features distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free digital edition, fully leverages the multi-function capabilities of iPad and Android tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

Sources:

- (1) Estimate of 465,926 tab readers from June 24 to August 30, 2015 (Localytics, average weekly cumulative of 310,217 unique tablets, multiplied by the coefficient of 1.5 users per tablet [CROP, January 2015]).
- (2) Localytics, Spring 2015
- (3) CROP, January 2015

Information

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