

- NEW MARKETS & NEW PRODUCTS

NAVIGATING IN A CHANGING LANDSCAPE



relaxnews

395



50th Anniversary

Lift of change from « INFORARITY » to « INFOBESITY »



1835



1981



2000

TODAY – 28 OCTOBER 2015



4,75 BILLION posts



300 HOURS video/min



80 MILLION pictures



500 MILLION tweets

Risk of UBERISATION



REINVENT OR DIE



FREE CONTENT



OPEN DATA



SOCIAL MEDIA



UGC

Reinventing the OFFER



ONLINE NEWS
ASSOCIATION

 Search

HOME CONFERENCE ONA INDUSTRY CHICAGO MEET THE STAFF

**RELAXNEWS UNVEILS NEW
PLATFORM COMBINING DATA,
CONTENT AND SERVICE TOGETHER**

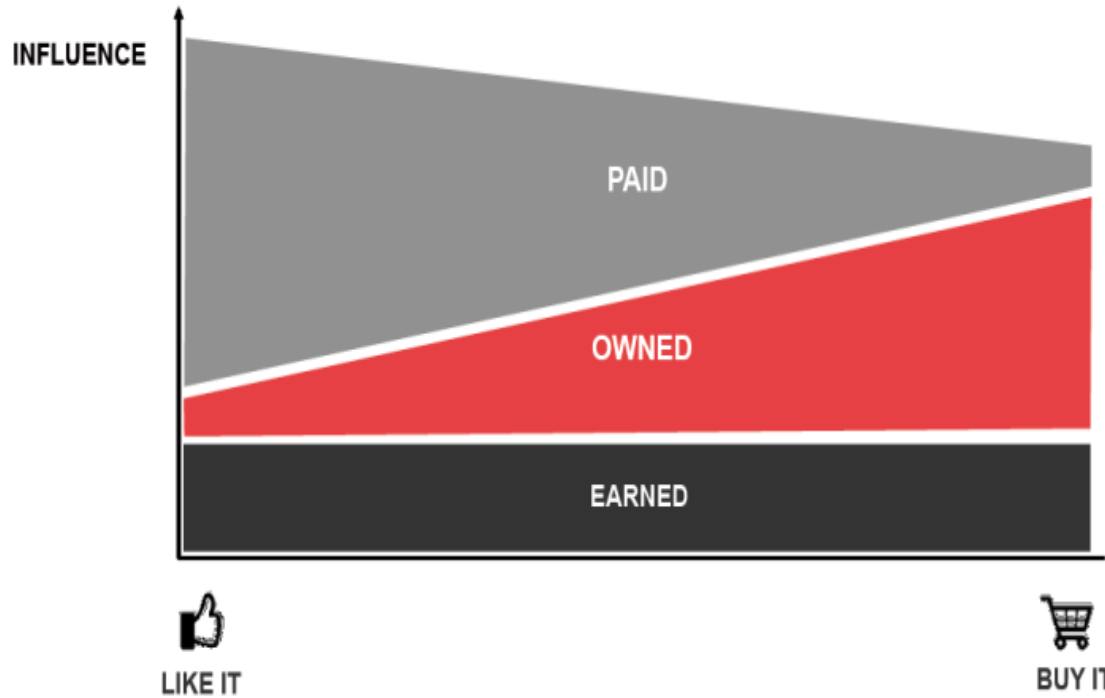


DATA

CONTENT

SERVICES

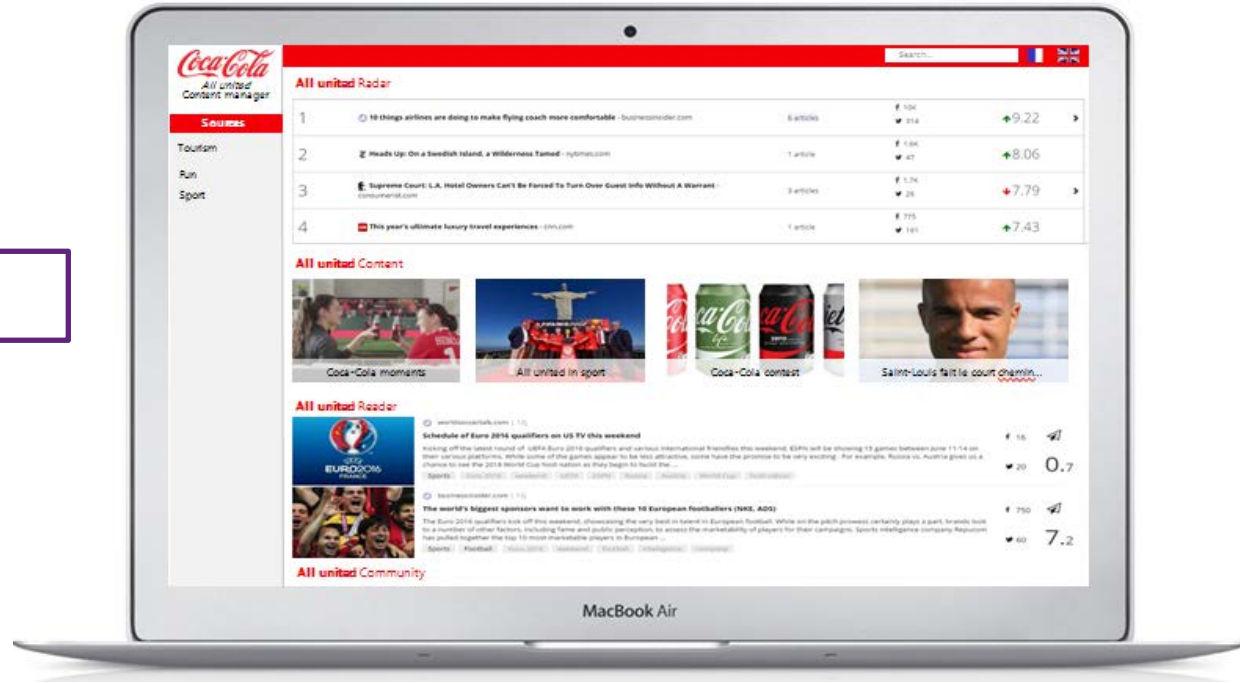
Reinventing the TARGET



WHY ?

Reinventing the TARGET

HOW ?



• RELAX CONCLUSION:

REINVENTING A CHANGING LANDSCAPE



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