

IRISH EYES SMILE ON NEW YORK

4 September 2009: The Irish Times has become the latest leading daily newspaper to be printed digitally in New York. The title is produced by Newsworld Corporation in conjunction with its States-side partner AlphaGraphics, using the Screen's Truepress Jet520 system installed at the Newark-based company.

The Irish Times is published six days a week, with paginations and run lengths varying from day to day. Copies are distributed across New York City as well as to Washington and Boston.

Ingrid Jones, International Distribution Manager, Irish Times, says: "We have been in discussions with Newsworld for some six months and are delighted with the successful outcome of these negotiations. Where we have previously flown in copies of the newspaper, we are very excited that the technology and service is available in situ. Our job now is to build on the existing circulation figures for New York and develop the paper for the relevant audience and readership, something we can do with the benefits and opportunities provided by digital production."

David Renouf of Newsworld adds: "There is a huge advantage to publishers being able to have the newspaper on sale on the same day and on time. We are very pleased to be working with Irish Times and look forward to contributing to the ongoing success of the paper in the US."

The digital production of newspapers in New York went live earlier this year. Newsworld's David Renouf says it continues to generate significant levels of interest and adoption. He continues: "We are working with a number of publishers around the world, who are all ready to move their production over to this technology. It is proving to be a very exciting time in the history of digital print and newspapers."

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