

## The story A tidal wave sweeps over Journalism in Athens



The editorial and design renovations at the Athens daily newspaper, *Eleftheros Tipos*, are the story of a real journalism 'tsunami' that has shaken the foundations of the Greek print market. A paper that had been in existence for a quarter of a century and once the leader in its country, it found itself in decline in the middle of 2006, overtaken by pessimism and in the red and bringing up the rear in comparison with the great Greek national newspapers. With little credibility and strong ties to the Greek political right, *ET* was then bought by Mr. and Mrs. Angelopoulos: he, a thriving businessman and ship-owner; she, the ex-president of the organising committee of the 2004

Olympics in Athens and the true author of its success. Mr. and Mrs. Angelopoulos, who are well known in their own country, wanted to blow some fresh air into the rusty Greek press. To develop their project, they contracted with INNOVATION, who over the course of a year proposed new organisational, editorial and design models by Javier Errea. An ultramodern newsroom was created to facilitate multimedia convergence and content generation twenty-four hours a day using all available platforms. From the very beginning, the new *Eleftheros Tipos* has been a phenomenon that has not only been able to regain its credibility but also, above all, which has generated a new readership, comprising young people and women in particular. Today carrying *ET* under your arm is a sign of distinction that politicians, businessmen and people of culture display with pride.

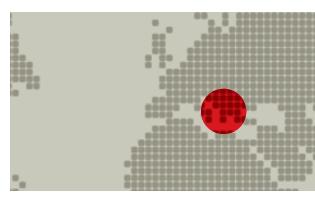
## Keys to success A daily newspaper that looks like a magazine

■ **Rigorous reporting can be fun.** Is it possible to do serious reporting and be entertaining at the same time? At INNOVATION we think so. This was the principle that guided the *Eleftheros Tipos* redesign project.

■ **Un daily newsmagazine.** *Eleftheros Tipos* lets you know what is happening by sticking to current affairs, but at the same time, it has the look of a full-colour mag-

azine. It wants to be more than just a newspaper: it wants to surprise you on a daily basis, it wants to innovate and it wants to get away from restrictive formats and standard typesetting templates.

■ **Talking about what people are interested in.** The biggest challenge of this change was to 'depoliticise' and 'de-bureaucratise' the contents of a paper that was too far re-



# 300%

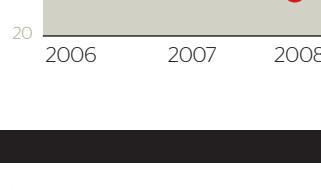
AMONG THE LEADERS

Circulation on Sundays has tripled in just one year, whereas the number of copies distributed by competitors has dropped 30%. *ET* is now back in the leading group of Greek daily newspapers

# 50%

Ad generated profits of the publishing company have doubled in just one year. Today *ET* is a newspaper in fashion. Advertisers have perceived this and returned to its pages.

AVERAGE AGE OF READERS



1983 The Lilian Vouduri foundation launches a markedly liberal daily newspaper that by the mid-80s will be the leader in Greece.



23.05.2007 Coinciding with the soccer finals of the European Champions League in Athens, a rejuvenated *ET* appears.



TERESA E. ZOLT

## Europe's best designed daily newspaper in 2007

In autumn 2007, out of more than 300 daily newspapers in the running, the European Newspaper Award panel chose *ET* as Europe's best designed daily newspaper. The prize was awarded in Vienna in April, 2008. Making the trip to the ceremonies were Michalis Zacharatos, general director; Serafin Kotrotsos, director; and Spiros Polikandriotis, art director.

tives of the design project was to ensure that it was very easy to find things within *ET*, with an emphasis on impactful and moveable section headings.

■ **The double page as the basic working unit.** The page is no longer the natural working unit. The narrow confines of the page are broken, the fear of the centrefold is lost. The canvas expands.

But with a clear hierarchy: on each double page a great story unfolds. *ET* is a paper with priorities. That is the only way the photography can shine in all its splendour.

■ **The strategy of Pame**

**Plateia.** Going beyond the printed product, the online readers of *e-tipos.com* are now the central players, thanks to links and constant cross references. This is a clear strategy for which a strong and consistent graphic personality has been chosen.



FEDRA SANS BRITANNIC GOTHAM

Body Text Headlines Signaling

# a a a

moved from the street. To begin to talk about education, health, youth, unemployment... "News you can use".

■ **A unique and sophisticated paper.** The newsstands in Greece are real bazaars filled

# ΕΛΕΥΘΕΡΟΣ ΤΥΠΟΣ

● 26.05.2007

e-tipos.com  
Σάββατο 26 Μαΐου 2007  
€1, Αρ. Φύλλου 4

