

## Toronto Star to launch tablet edition next year

OTTAWA, CANADA: Canada's largest circulation newspaper, *Toronto Star*, announced yesterday plans for a tablet edition in the new year, following in the footsteps of another major local newspaper.



Toronto's *Toronto Star* plans to launch a tablet edition in 2015. (Image: Wikipedia)

*Toronto Star*, which boasts three million readers weekly, said it has reached a deal with Montreal French-language daily *La Presse* to develop its new tablet edition, based on *La Presse*'s proprietary tablet technology.

The interactive multimedia tablet edition is expected to launch in the fall of 2015, *Toronto Star* said in a statement.

The duo will also offer joint marketing opportunities to national advertisers "who desire access to an important critical mass of French and English readers," it said.

*Toronto Star* publisher John Cruickshank said the move is "another important step forward for our industry."

*La Presse* introduced its tablet edition last year, and Cruickshank said he was "impressed" by its pickup notably by younger readers.

*Toronto Star*'s parent Torstar, meanwhile, announced deeper quarterly losses of Can\$87m (US\$76m), up Can\$6.8m (US\$6.0m) from the previous quarter.

Torstar president David Holland pointed to "continued shifts in spending by advertisers" from print to online and mobile news platforms.

"We expect continued challenges in print advertising revenues combined with relative stability in multi-platform subscriber revenues" over the coming year, he said.

Source: AFP, via I-Net Bridge

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