

## **Yachting Matters Spring Edition 2005**

### **Newspapers at Sea**

Even when at sea, most of us now have access to news by TV and internet. We can look at a screen and catch up on the latest headline news, sports results, weather reports and share prices. What you don't get, however, from the small screen, is the ability to relax on deck or in a comfortable chair in the saloon with a real newspaper in your hands. It's only when you have the newsprint between your fingers that you can enjoy in-depth analysis of all the latest world events, the stories behind the news, the latest celebrity gossip, lifestyle articles, your favourite columnists, financial analysis and the latest news from the business world, not to mention the Times crossword or the latest Mac cartoon...

Until recently, guests and crew have had to wait for landfall before checking the local newspapers to see if they have any international press available, which often turns out to be several days old. There are now two services available which provide daily newspapers online to the marine market in a printable format. They are both of great interest to yacht captains, owners, guests and crew. TEAMtalk SatNews and NewspaperDirect provide a vast range of news and newspapers from around the world, so you can supply your guests with local and national news, in their own language, every day. They have both already enjoyed huge success in the cruise line and international hotel market, and are now being used on a number of private yachts.

NewspaperDirect is an authorized out-of-market distribution partner for all the publishers they represent. You can choose from over 250 newspaper titles from 50 countries in 30 languages, including the New York Times, Wall street Journal, Frankfurter Allgemeine Zeitung, El Pais and Al-Quds Al-Arabi. The service includes an easy-to-use compact Print Station which allows you to either print newspapers on demand, or to schedule specific titles for daily subscriptions. Selected newspapers are automatically downloaded and printed for you as soon as they hit the presses so, depending on your time zone and that of the newspaper, you can present your guests with their chosen newspaper with either breakfast, afternoon tea or sundowners! The newspapers can even be personalised with the name of the guest and/or the yacht.

The great thing about this service is that the newspapers are printed in full on A3 (tabloid) size special paper which looks and feels like newsprint, but doesn't stain your hands. Any newspaper can be printed in colour using the appropriate printer. The yacht will require an A3, double sided printer. The typical footprint of the most compact A3 printer is 55x65cm. The printer can be used by other applications on board.

Needless to say, as the newspapers are printed in full, the size of the download is considerable (around 12.5Mbytes), so the best option to use for downloading,

without incurring high costs, is a satellite data service where you pay a fixed amount per month for unlimited data (similar to ADSL ashore). If multiple copies of the same paper are required, only one download is required, and multiple copies can be printed from the same download. Currently the only satellite data service providing this is VSAT, using for example the SeaTel 4003 pedestal with either the MTN, Wavercall, Stratos or Eutelsat service. If you happen to be marina-based and have access to a shore ADSL line, Wi-Fi or even Wi-Max, then this is definitely the cheapest option for downloading. A new wireless high speed (384k), cost effective alternative is to use the E3 Vodafone 3G airtime service with much expanded coverage in the Mediterranean for this summer.

TEAMtalk SatNews offers a slightly different service. They provide a multi-national news service available 24 hours per day. 55 editions are published daily in 10 different languages with news content supplied by the world's leading agencies such as Associated Press and Agence France Presse. They also supply special editions to cover major events such as US Elections, the Olympics, Wimbledon or the Open. The news can be tailored to cover your guests' home news, and digest editions of some popular national newspapers such as the New York Times and Die Welt are also available.

TEAMtalk SatNews papers include 1 page, 2 page, 4 page and 9 page editions. All SatNews 4 page editions contain around 4,500 words. The papers are downloaded and printed using special software, with the files compressed to ensure minimal transmission costs. The paper is printed on A4, so an existing onboard printer can be used. However, being of A4 size and not using newsprint paper does not provide the original newspaper style that NewspaperDirect have adopted. The compressed, small file size (up to 30kbytes for 9 pages) allows the editions to be downloaded using any satellite or wireless data service economically, including Inmarsat Fleet or B, Globalstar or GPRS.

This service is already used on many superyachts, where guests appreciate having a hard copy of the news to carry with them on deck or to their cabin, rather than being glued to the TV screen.

Due to the constraints of the size of the download and size of the printer, the NewspaperDirect service is ideally suited to the larger yacht that has the space for a VSAT and an A3 printer. The TEAMtalk SatNews service is suitable for any size yacht that has a data connection to enable a 30k download.

How do you pay the paper boy? The two services have different contract structures. However, both are similar in that you enter into a contract for a selected number of papers per day for a selected period of time. Thus, at one extreme it is possible to have access to the latest edition of the original newspaper, before it even hits the news stand, at any time of the day, at any time of the year – the ideal solution for the spontaneous owner. At the other end of the scale, it is possible to have access to one paper per day for a limited period of,

say, one month, which is an ideal cost-effective solution. The actual cost per paper varies from around US\$1.50 to US\$10.00 per paper which is directly proportional to the number of papers required per day and the contract period. There may also be a “pay-as-you-read” option appearing soon.

Providing each charter guest with their local newspaper to read with their breakfast is a small luxury which can help to make one charter yacht just that bit more memorable than another. Similarly, from the reaction of owners which we witnessed at last year’s Monaco Show, access to newspapers on board is highly desirable. As for the crew, we’ll never forget the Aussie stewardess who burst into tears of joy, or was it homesickness, at her first sight of The Age in over two years!

For further information, go to our website [www.e3s.com](http://www.e3s.com) . Select Contact for Links and select Information for downloadable Fact Sheets and Brochures.

*Roger Horner is Managing Director of the E3 Systems Group. The E3 Group specialise in providing solutions and solving problems in every aspect of electronics on today’s most sophisticated yachts. They have offices in Palma, Antibes and Barcelona.*

*For further information or comments contact Roger on email: [info@e3s.com](mailto:info@e3s.com)*