Digital innovations in Malaysia

Decisions made almost two decades ago are showing significant returns in Malaysia as the country focuses on developing digital technologies and innovations. In 1996 then Prime Minister Mahathir established the Multimedia Super Corridor (MSC) along the highway between the capital, Kuala Lumpur, and the international airport to the south of the city. The MSC offered companies attractive tax breaks and excellent facilities such as high speed Internet and proximity to the airport. In return, Malaysia aimed to attract knowledge-based international companies to help develop domestic markets. Cyberjaya, a planned city with a science park as its core, forms a key part of the MSC. This city aspires to be seen as Malaysia's Silicon Valley. Cyberjaya officially opened in May 1997.

That year the MSC had fewer than 300 IT companies. Thirteen years later the number had grown to almost 2,600. More than 63,000 knowledge-based jobs have been created, and almost RM820 million ($US 264 million) spent on research and development as of October 2010. The MSC had generated revenues of more than RM13 billion ($US 4.19 billion) as of the same date, and Malaysia's ICT exports totalled more than RM5 billion ($US 1.61 billion) a year in 2009.

Building iPad applications for the world
Woodwing Asia Pacific, a subsidiary of the Dutch parent Woodwing Software, is one of the key international companies based in Cyberjaya. The parent company was founded in May 2000 and the Asia-Pacific subsidiary in 2006. Remco Koster is the managing director and looks after a range of countries in the region, from Indonesia and Australia in the south to China and Japan in the north. Koster believes the arrival of the iPad offers publishers fresh opportu-

nities to attract audiences. But publishers must incorporate the most compelling aspects of the iPad to attract audiences. Otherwise publishers risk doing what they did online when they shovelled content from the newspaper without understanding that online requires a new form of journalism. "It's the same with the iPad. The device needs a new way of thinking," Koster said.

Publishers must not ignore the potential of the iPad. An iPad app must not simply transfer pdf content from online. It must embrace all of the aspects that have made the iPad such a success: excellent still images, crisp text, compelling audio and video, and elegant design that is easy to navigate. To do this well requires talent and imagination, and a new approach to digital storytelling.

The unique selling points of the iPad are the potential to display rich text and magnificent images, interactivity and the power of multimedia for new forms of storytelling. "The aim of any iPad app is to allow audiences to enjoy the content, and it must be easy and intuitive for people to find and enjoy that content," Koster said. He believes that quality "got lost in the web era" and the iPad gives publishers the chance to focus on quality again. People are more willing to pay for iPad apps than for online content, he said, provided the apps give "convenience, quality and a nice environment".

Convenience refers to ease of use and intuitive navigation that shows off the content in the simplest but most elegant way. The environment of an iPad app must be attractive in the sense that it appeals to audience aesthetics. Images and video must be of the highest quality, text must be crisp and easy to read, and an orderly design is of paramount importance. "Quality is that undefinable concept that audiences will pay for," Koster said. It was also important to appre-

ciate the power of appropriate text fonts. "Good type is so important on an iPad app."

Koster described the iPad as an "accelerator of major change" for digital publishing. It might also accelerate the demise of ink on paper.

We need to pause here to discuss the economics of print newspaper production. In June 2009 a Moody's senior analyst in New York, John Puchalla, said the American newspaper industry spent too much of each dollar on printing and distribution, and too little on what sells newspapers: the content. Puchalla estimated 70 cents of each dollar were spent on paper, printing, distribution and corporate functions. Only 14 cents were spent on editorial content. The other 16 cents went to pay for advertising and marketing. Puchalla described the cost structure of the American newspaper industry as "distorted". *The New York Times*, for example, spent $US 650 million in 2009 on printing and distribution, but less than a third of that amount – $US 200 million – on content. The company paid $US 65 million that year for newsprint.

Many Asian newspapers have the same "distorted" cost ratios. Devices like the iPad could help publishers reduce printing and distribution costs, and allow more to be spent on content. For example, newspapers could give loyal readers – people who have subscribed for more than two years – an iPad or similar device in recognition of that loyalty. The device would be a status symbol and readers could keep the device while they continued to subscribe.

But iPad content must involve more than transferring pdfs from the newspaper. Too many iPad apps offered by major publishing companies simply copy or emulate existing or previous media. Newspapers' iPad apps look like their online sites, which in turn look like newspaper front pages. Where is the imagination or the innovation? Too many newspaper apps offer poor-quality multimedia. It reminds one of the early years of television news when news presenters read news agency copy on air.

Remco Koster uses the analogy of potatoes to make various forms of food. If publishers provide content for iPad apps and other tablet platforms using pdf, they are trying to

make mashed potato out of French fries instead of returning to the original potato. "Too many news companies think that taking the portable document format (pdf) from the web site and pushing it into an iPad app is being creative. But it is still French fries [pdf]. It cannot be anything else." Koster believes it is important to study successful iPad apps to discover what works, and also to learn from failed apps.

Woodwing has created a range of videos about its apps at its YouTube site www.youtube.com/user/WoodWingSoftware.

Sales of the iPad have been extraordinary. In the first three months after the device became available in 2010, Apple sold 3.27 million. A leading American market research company, iSuppli, expects Apple to sell about 100 million iPads over the next three years, if Apple can keep up with demand. Why do iPad owners love their devices? Portability and elegance top the list. Next is the ease of wi-fi connectivity and the capacity to read e-books and other digital documents, plus the versatility the wide variety of apps offer in terms of performing tasks that save time and make life easy. Consumers love finding new ways to interact with their iPad. We would argue that smartphones like the iPhone have already taught a generation of users how swiping and other multi-touch gestures work, and they have grown to appreciate the simplicity and ease of use of these phones. The iPad has simply continued this theme of ease of use.

In September 2010 Stephen Baker, vice president for industry analysis for the NPD Group, released details of research into how people used their iPads. Details can be found at www.npdgroupblog.com/author/stevebaker/. Baker found that early adopters were using their iPads for more than 18 hours a week, and for almost a third of them that time was increasing. "Clearly early adopters love their iPads and are find-

Asia's Media Innovators
by Stephen Quinn and
Kim Kierans

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ing increased opportunities to use them." Interestingly, a fifth of users' time with the iPad was spent in bed, only slightly less than the 25 per cent of time people spent with their iPad on a stationary surface. It was obvious, Baker wrote, "that the iPad form factor makes people feel warm and cuddly".

In a Zogby International survey published in October 2010, three in four respondents said devices like the iPad made them more productive. And 80 of the top 100 companies in the Fortune 500 were testing and evaluating the iPad, according to Apple. Writing apps has become a profitable industry. As of October 2010 about 225,000 apps were available for the iPhone via iTunes, with another 100,000 available for Google's Android phones. It is relatively easy to rewrite iPhone apps for tablet devices like the iPad.

In *The Facts About Australian Newspapers Report* published in October 2010 by Newspaper Works, CEO Tony Hale said 331,000 newspaper-related apps were downloaded on iPhones and iPads in Australia in the five months to the end of June 2010. Newspaper Works is the marketing arm of Australia's newspaper publishers. These apps included a range of subjects, from finding jobs, houses and restaurant reviews, to sites that focus on individual sports as well as news.

Woodwing has been probably the most successful company worldwide in the development of iPad apps for publishers. It has launched a new iPad app every month since April 2010, when it released the first iPad app for *TIME* magazine. As of October 2010

Remco Koster demonstrating the Woodwing app for Time Magazine
Photo by Kim Kierans, 2010

WoodWing had launched more than 50 app-and published more than 350 digital publications for the iPad worldwide. Newspapers in the Asian region for whom Woodwing has created an iPad app include *The Star* (Malaysia); *Kompas* (Indonesia); the Mainichi Newspaper Company (Japan), and the *South China Morning Post* (Hong Kong, SAR). Details of European, American and UK media companies that have developed iPad apps in partnership with Woodwing can be found at the company's web site at www.woodwing.com/en/digital-magazine/ipad-gallery.

Woodwing's history and technology
Founded in 2000, WoodWing is a privately owned company with 85 employees and offices in Europe, USA, Latin America and Asia-Pacific. It was the first company to commit to the Adobe InDesign and InCopy platform, and later developed the award-winning Smart range of productivity tools and efficiency-enhancing plug-ins. The company shifted focus from productivity tools to publishing systems, and in 2007 Deloitte described WoodWing as one of the fastest-growing technology companies in the Netherlands. It serves hundreds of customers through a professional network of more than 70 partners, active in more than 75 countries.

WoodWing developed its Digital Magazine Tools for iPad early in 2010, to release them with the launch of Apple's iPad on 3 April 2010. These tools allow publishers to create a digital magazine and distribute it via an interactive Reader app, simplifying the creative process. Creating a digital magazine or app for the iPad is done in almost the same way as making one for print, which means publishers are already familiar with the process. WoodWing's Enterprise content management system is the foundation of the suite, providing tools for storage and workflow control. Adobe InDesign is used to create the digital content. Content Station allows a designer to set the page order and export content, which is then placed in a bran-ded iPad reader application. Content Station, WoodWing's content management application, allows users to create Dossiers containing the InDesign layouts

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and all material for a digital magazine. Images, video, and audio are uploaded via content Station and stored in the Enterprise system. Users can create stories in Content Station using the built-in editor, InCopy.

Dossiers are folders that contain the content for a single story. Once the Dossiers are created, Content Station has a special "digital magazine" view that allows users to arrange the Dossiers via drag-and-drop. This creates a page order for the digital magazine. The branded iPad application functions as a reader for the content generated by Content Station. Users have the choice of using either a standalone app that contains all content for a single issue, or a distribution app that connects to a content delivery server. In the latter case content is pulled from the web in the same way a browser pulls content. The distribution app allows publishers to show multiple issues in a store format and allows end-users to buy individual issues that are downloaded right into the application.

Newspapers, magazines, books or corporate clients each have their own rules and demands, "but all our solutions share the same core technology underneath: Enterprise, a versatile publishing system," Koster said. Enterprise allows for cross-media content management. It supports all kinds of publications and editions, encompasses any printed or digital media, and handles images, text, audio, video and graphics.

By using WoodWing's Digital Magazine Tools, editors in a newsroom decide which stories from the print edition will be published on the iPad. The app can also provide readers with content created especially for the iPad. For example, a dedicated layout team could create the digital edition while the photo editor collects extra images that will appear only in the iPad app. Readers can also be offered options such as Sudoku or crossword puzzles, and a range of interactive options that will build and hold audiences.

To accommodate the huge interest in publishing on the iPad, WoodWing offers hands-on workshops for publishers around the world. The two-day workshop is held at a WoodWing or partner office. Target attendees are designers familiar with magazine creation in InDesign. Details can be found at www.woodwing.com.

Launch of rivals to the iPad
The iPad's success saw the launch of several rivals in 2010. Samsung, Hewlett-Packard, Cisco, RIM, Dell, Lenovo, Asus, Acer, Google, CSL, Toshiba and Microsoft were all selling or planning their own tablet platforms as of October 2010. Here is a list of some of the contenders.

RIM BlackBerry PlayBook: Details revealed September 2010. It has a 7-inch screen and dual facing cameras. It is expected to be available early 2011. It runs BlackBerry software and will be able to connect with a nearby BlackBerry phone, acting as a bigger screen for it. The price has not been announced.

Dell Streak: A 5-inch tablet with full mobile phone functions was released October 2010. Runs Google's Android software. Costs about $US 650.

Cisco Cius: Another 7-inch tablet designed for business use. Scheduled to launch early 2011. Price has not been announced, but Cisco said it aimed to keep it under $US 1,000.

CSL Droid Spice MI700: Runs Google's Android software. Costs about $US 400 and has full mobile phone functions plus Bluetooth and wi-fi.

Samsung GALAXY Tab: A 7-inch tablet was scheduled to be released by the end of 2010. Will run Google's Android software. Prices have not been announced.

Late in 2010 WoodWing extended its Digital Magazine Tools to support these new and upcoming tablet devices. Samsung and WoodWing worked together to bring digital publications to Samsung's GALAXY Tab, a new-generation Android tablet. Examples went on display at WoodWing's booth at the IFRA Expo, the world's biggest publishing convention, in Hamburg in Germany in October 2010. Erik Schut, president of WoodWing Software, said Samsung's GALAXY Tab was the "first step into a multi-device tablet publishing world" for WoodWing.

Koster said WoodWing believed in openness: "Open standard components, open source, an open XML foundation and an open architecture enable tight integration with third party products and a wide variety

of content sources." WoodWing also helps publishers connect with social media, which in turn enables almost any publication to reach almost any community. "Our large customer base, across the full spectrum from small to large publishers, is proof that WoodWing delivers the best solutions for the best price."

WoodWing software for making iPad apps offers a reader-friendly interface. In portrait mode, apps focus more on the text, while in landscape mode apps offer all multimedia features such as images, interactive graphics, audio and video. Scrollable text columns enable readers to capture comprehensive information even in landscape mode. Erik Schut, president of WoodWing Software, said his company's iPad publishing options were ideal "even for the demanding workflows in the newspaper field" and were the best tools for creation of daily iPad publications.

Advertising and the iPad
The potential for advertising on the iPad has scarcely been touched. The interactive nature of the device and the potential to offer layers of information suggests that advertisers will grow to love the iPad as a way to market their products. And consumers appear happy for that to happen. Research published in September 2010 suggested that iPad owners were more open and responsive to advertising than mobile users of other devices – even iPhone owners. The study, by AdAge, showed that iPad users were more likely to buy products after being introduced to advertisements. Three in five of respondents – all users of the iPad, iPhone and all other connected devices – said they were "OK with advertising" if it meant they received content for free.

The magic word for making effective advertisements for the iPad is interactivity. Almost half of iPad owners said they were more likely to click on advertisements that included multimedia compared with a quarter of iPhone subscribers and 27 per cent of owners of other connected devices. And iPad users also said they would buy a product via their mobile device because of an advertisement. The iPad will attract Generation Y because of their desire for interactivity, mobility and connection to others.

JV Rufino is vice-president for mobile and publishing with the Inquirer Company in the

Philippines, publisher of his country's most prestigious daily, the *Philippines Daily Inquirer*. He said his company was excited about tablet devices because they combined interactivity with an audience willing to be more engrossed with content. "On the web, people are constantly distracted, and they are information grazers: a tweet here; a link there; the first few paragraphs of an article. When people pick up tablets they appear to be more willing to invest time in a content experience. That more closely approximates the print experience, without giving up the interactivity offered by digital devices. It's good for journalists who want to treat of topics that don't lend themselves to a 140-character tweet or blurb, and it's good for advertisers.

Rufino said he could see the interactive aspects of tablets reaching a "framework of conventions" as had happened on the desktop web. And ultimately tablets could become as thin and flexible as paper, and perhaps as cheap to produce.

iPad apps for e-reading
One area with huge potential for development is electronic books (e-books) on the iPad especially for children. According to a study released in October 2010 in the United States, the amount of time children spend reading books for enjoyment decreases as they use mobile phones and other mobile technologies. But e-books might bring them back to literature. The study, by educational and media company Scholastic and Harrison Group, found parents were concerned that greater access to technology would limit children's time spent reading or with the family. About 40 per cent of parents in the study believed that time spent online or on mobile devices would reduce time with books or engaging in physical activities. A third were concerned technology would lead to less time spent with family.

But the study found that technology could encourage children to read. Of the children polled in the study, 57 per cent said they would be interested in reading an e-book. And about a third of children said they would read more books for pleasure if e-books were more available to them. To appreciate the future of books, see the Toy Story iPad app from Disney Digital. It is truly magical. The iPad's colours are vivid

and attractive. This puts the iPad well ahead of any device that only has a black and white screen.

Malaysia Vision 2020
Malaysia is well positioned to take full advantage of new technology such as iPad and the supporting software applications. Statistics show that in 2010 almost 17 million people were online – about 65 per cent of the population according to the Internet World Statistics web site (www.internet-worldstats.com/asia/my.htm). The impetus for this rapid development of the telecommunications sector including the Multimedia Super Corridor (MSC) Project was laid out in the Sixth Malaysia Plan's *Vision 2020*, introduced by former Prime Minister Mahathir in 1991. Its goal was to see Malaysia ranked as a fully developed country by the year 2020 and the plan recognized telecommunications as an essential component of development.

As a result Malaysia has one of the more advanced telecommunications networks in the developing world, according to a study released in May 2010 by Budde Communications, an Australian-based telecommunications research and consultancy company. The study documents the country's booming mobile market with a penetration rate of 106 per cent. According to the study at the start of 2010 more than 30 million people were mobile subscribers, the second highest number in South East Asia after Singapore. The major push has been into 3G services by providers Telekom Malaysia and Maxis. The result is that one in every five mobile users subscribes to 3G services. In November 2010 the country leapt into a new converged fourth-generation (4G) voice and broadband network for the country under the auspices of international communication companies, Carat Malaysia and YTL Communications Sdn Bhd.

The phenomenal growth of mobile and early adoption of SMS messaging could be due to the slow growth of traditional Internet in Malaysia. Budde estimates than in 2009, about 100 billion SMS were sent on mobile phones. High-speed broadband access started to gain momentum only in 2008. In that year the government awarded Telekom Malaysia the main service provider the contract to develop a National Broadband Network (NBN). It is building a fibre-based open system and as Budde reports the first

stage of the high-speed broadband project was launched in early 2010 offering access speeds of 10Mb/s. For more details see www.budde.com/au/Research/Malaysia-Telecoms-Moble-and-Broadband.html?r=51.

The growing use of the web either on mobile phones or computers is taking a bite out of circulation among daily mainstream newspapers. When the Audit Bureau of Circulation (ABC) released circulation figures for daily newspapers in September 2010, the results looked a lot like what newspapers in Europe and North America are experiencing. *The Malaysian Insider* story on ABC circulation figures reported that between 2005 and 2009 *The Star* had dropped 7.4 per cent from 310,000 to 287,000 readers while circulation at the *New Straits Times* went down by 20 per cent, *Utusan Malaysia* by 21 per cent and *Bertia Harian* by 24 per cent. The ABC figures also showed more Malaysians were turning to tabloid-style scandal sheets such as *Harian Metro, China Press* and *Kosmo.*

The reason, according to the authors of the September 2010 article in *The Malaysian Insider*, was: "A combination of changing tastes and competition from the Internet have contributed to the decline. Many corporate readers have switched to going online and reduced the number of subscriptions for their offices. The general public also appeared bored with political drama and suspect that mainstream media is controlled by the government and tends to filter the news."

Readers are turning to what they regard as more independent sources of news, free newspapers such as *The Sun* and Internet publications such as *Malaysiakini.com, The Malaysian Insider* and *Free Malaysia Today*. And as telecommunications improves more people will be turning to their mobile phones or laptops to get the news they want when they want, as one manager of an international transportation company told the *The Malay Insider*. "Getting updates via the mobile phone is so fast," he said in the article, published 10 September 2010. "People prefer to get business and political news from the Internet but buy tabloids to read gossip to pass the time." The declining popularity of government licensed newspapers in favour of a free uncensored Internet has Malaysian government officials concerned.

The Press Freedom wall in the stairwell leading up to the office of Malaysiakini.   Photo by Kim Kierans 2010

aimed "to protect the public against websites that have contravened local laws and regulations, including those that concern online fraud activities, also phishing, obscene materials and identity thefts." The term "phishing" refers to fake online communications designed to trick people into giving personal information such as account log-ins. Authorities are also concerned about material online that incites racial or religious tensions. Indications are that the government is looking for ways to monitor undesirable blogs as well as the websites of alternative and mainstream media and may be enlisting the help of Internet service providers (ISPs). *The Malaysian Insider* reported fears among publishers and bloggers that the government could be considering an Internet filter to block "undesirable websites" similar to China's aborted "Green Dam" software.

Internet not so free

Malaysia's Multimedia Super Corridor Bill included a commitment not to censor information on the Internet. The government made the "no censorship" policy part of the Communications and Multimedia Act of 1998 as a way to attract investors. The policy also opened the door to a public dialogue not readily available in major newspapers and broadcasters, many of which are government controlled or closely linked with political parties. Apart from occasional raids and bans, online publications have been mostly free to publish diverse views and opinions. As the Internet becomes more readily available to citizens, authorities are trying to figure out ways to monitor and catch those who overstep the 1998 guidelines or who violate other laws connected to cyberspace and free speech, including the Sedition Act 1948, the Computer Crimes Act 1997 or the Personal Data Protection Act 2010.

In August 2010 the government agency, the Malaysian Communications and Multimedia Commission (MCMC), announced it had hired KPMG, an international consulting company, to conduct what it calls a study on positive and safe use of the Internet. MCMC's communications officer told the *Malay Mail* on 28 September 2010 that the study involving police, Internet regulators, the information ministry and attorney general's chambers

In the meantime, MCMC continues to investigate complaints of Internet abuse. Malaysia's information and communication culture minister, Datuk Seri Dr Rais Yatim, told the business magazine *MIS Asia* that MCMC has formed a special team, which included police to investigate complaints online about possible threats to national security and unity. He said MCMC has received more than 500 complaints of Internet abuse and has looked at 503 websites including Facebook and Twitter for offences that would violate the Malaysian Communications and Multimedia Commission Act, in particular section 233, which prohibits the online publishing of "obscene, indecent, false menacing or offensive in character with malicious intent". Of those complaints, 13 cases have been forwarded to the Attorney General's chambers, Dr Rais Yatim told *Bernama*, the national news agency on 18 September 2010. "We have taken action, are taking action and will take action against the offenders," he explained. "But we need to be very cautious as the cyber world is very complicated." Internet publishers and bloggers see the KMPG study and Internet investigation team as further steps by government to control new media and freedom of speech. The Centre for Independent Journalism (CIJ) in Malaysia said this action was evidence of authorities setting out "no-go areas" and "instilling self-censorship" in the blogging community.

Malaysiakini

Malaysia's first and best-known online newspaper, Malaysiakini.com has been fighting authorities since it went online in November 1999. It has 40 editorial staff working on Malay, Chinese, Tamil and English publications. Alexa.com reports that Malaysiakini.com gets 4.5 million monthly visits. Its CEO Premesh Chandran says the online paper had grown 20 to 30 per cent each year and 90 per cent of its funding comes from subscriptions and advertisements on its English website. A banner advertisement at the top of a page costs about 3,000 Malaysian ringgit (about $US 968).

"We feel that our job is to be an independent news organisation, to report what's happening in society, provide differing news points and analysis," Chandran explained in an interview near his office in the Bangsar suburb of Kuala Lumpur in June 2010.

Malaysiakini has trained about 200 citizen journalists around the country who are equipped with Flip video cameras. They file reports on local issues such as a playground where the swings are not working, a road not completed, violations by logging companies, and the effects of a washed out bridge on school children. Videos can be seen at http://cj.my

The online publication has its own video production unit www.malaysiakini.tv. Editors push stories to Facebook, Twitter and YouTube. As an integrated digital company, Malaysiakini has developed applications for iPhone and iPad users.

Chandran said people turned to Malaysiakini and other online newspapers because "by and large nearly all mainstream media is owned by individuals or companies which are related to the ruling coalition. I don't think anybody can be seen to be independent. Because of the annual licensing regime newspapers can easily lose their licences." And Chandran says newspapers have been suspended, and closed down by authorities.

Malaysiakini and other online publications have greater freedom because of the law that says the Internet cannot be censored. Chandran said this allows online publications like Malaysiakini to do regular coverage of both sides and not shy away from stories concerning corruption, neglect by government, human rights, people dying in custody and issues like that. Newspapers, he said tend to shy away from stories "whenever there's a political cost. Even economic costs when the price of petrol goes up, they don't want to cover that."

The only sensitive point for the online publication is its coverage of religion. Chandran makes the distinction between religious discussion – apostasy, conversion, custody issues – and religious conflict. He said Malaysiakini encourages discussion of issues but is careful when dealing with conflict. "If there is a religious clash, we make sure we get the facts right," Chandran explained. "When churches get burned or a pig's head gets thrown in a mosque these are acts of violence, these are acts of agitation. They are meant to agitate. So do you play up and provoke? No you don't." He said the role of the media is not to pit religious groups against each other because "it is an isolated act. We should just find the criminals and prosecute them."

Despite the law that says the Internet cannot be censored, over the past 11 years Chandran has experienced police raids where office computers were seized; and he and others at the online paper have spent time in jail.

Premesh Chandran with computers seized in the 2003 raid on Malaysiakini offices.   Photo by Kim Kierans 2010

In late 2010 Chandran was fighting against a ban by authorities concerning the publication of the book of cartoons by Malaysiakini's cartoonist Zunar, whose real name is Zulkiflee S.M. Anwarul Haque. The cartoons in *1 Funny Malaysia* have already been published online and Chandran argues are in the public domain. "What if it's on [an] iPad? That's allowed, but the physical book is not allowed," he said with a laugh. "We have this duality in law. If it is printed they

can ban it, if it's published online they can't do anything about it."

Chandran said it is important that people should not see news just as news. "It's fighting for justice. It's part of the political process. If you're part of the process it's [journalism], is not a financial bottom line," Chandran said. "Democracy really cannot function without journalism. People should see it as a public good like how we have health services, how we have education services."