

The Washington Post

NUMBER 17 | MAI 2022



1 HOUR BY METRORAIL (GLENMONT TO FOGGY BOTTOM-GWU)

"One of the world's most respected news-media organization"

The Washington Post is the daily newspaper who the most published in the washington metropolitan area. The Post has won 69 Pulitzer* prizes since it was founded. They are recognized for their economy knowledge. In 2021, the Post faces several business challenge: the strength of its competitor NYT, which was already thinking in 2008 about investments in the digital world, the number of channels and the consumer behavior. The Post decides to create a SaaS platform: Arc XP.



Today's news

A group of students from HEC will visit the Washington Post (George Washington University School of Business). These fabulous students have the chance to meet Olivier Knox, Scheherazade S. Rehman and Frank Sesno. These students in suits will feel warm, because it's a sunny hot day.

THE CASE WITH JEFF BEZOS

Before 2013, the Washington Post was a public company with shares traded on the New York Stock Exchange. The company has been run for decades by the Graham family, the majority shareholder. The Graham family decided to explore the sale of the newspaper without making mention of any potential buyer. The idea of selling raised several questions. This transaction idea made sense when the possible exchange was with Jeff Bezos. A fusion between the world of news (on paper) & technology! The world of journalism needed to be adapted to the world of new technologies. Jeff Bezos, CEO of Amazon has a great knowledge in this field. The founder of Amazon buy it for \$250 million. The transaction was indeed made in the name of Jeff Bezos (not Amazon). It is certain that at the time of the purchase, Bezos clearly had an idea that the newspaper could also have an impact on the Amazon platform.

Fun fact: The washington Post is not free with Amazon Prime, but but there is a discount. The consumer pays \$5.99 per month (regular price is \$9.99 in 2022).



Olivier Knox

Education: Columbia University (BA in political science)

French american journalist

He worked for Yahoo for a few years & worked for the White House correspondent for 15 years,

*Award for achievements in journalism, literature, and musical composition within the United States.

Source :

Bill RIGBY (2013). "How will Amazon's Bezos change The Washington Post?",
<https://www.reuters.com/article/us-washingtonpost-bezos-innovations>

Frederic FILLOUX (2013). Two strategies: The Washington Post vs the NYT,
<https://mondaynote.com/two-strategies-the-washington-post-vs-the-nyt-c334cf7c43b2>

In 2013 and its activities

Revenus : 4,0 milliards de dollars (-3 % par rapport à 2011)
Éducation : 2,2 milliards de dollars (-9 %)
Télévision par câble : 0,8 milliard de dollars (+4 %)
Journaux :.....\$0.6bn (-7%)
Diffusion TV:..\$0.4bn (+25%)

Kevin MINER and Ryan NELSON (2021). "Digital Transformation at The Washington Post: Innovating for the Next Generation", https://store.hbr.org/product/digital-transformation-at-the-washington-post-innovating-for-the-next-generation/UV8443?fbclid=IwAR3lrz_hV8QcWr-TJWRN1fkGzj0TlcFQDrewumrkd5ZSo5nZquaa4LTfvKU

Nicolas BÉRUBÉ (2013). *LaPresse*, "Le fondateur d'Amazon achète le Washington Post", <https://www.lapresse.ca/international/correspondants/201308/06/01-4677348-le-fondateur-damazon-achete-le-washington-post.php>

WashPostPR (2021). "Olivier Knox joins The Washington Post to anchor The Daily 202", <https://www.washingtonpost.com/pr/2021/01/05/olivier-knox-joins-washington-post-anchor-daily-202/>