



**POLITECNICO  
DI MILANO**



## **La Presse case – IT & Digital Strategy**

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# La Presse Case - driving questions

1. How would you describe the changes going on in the publishing market and in printed press, with specific reference to newspapers?
  - Which are the main changes on the “demand” side?
  - Which ones on the “supply” side?
2. How did La Presse modify its strategy and business model to respond to such changes?
3. How would you represent La Presse’s business model after the launch of LaPresse+?
4. Which considerations could you make relatively to the sustainability of this strategy and business model?