

LONDON, September 25, 2013 /PRNewswire/ --

Lloyd's List - the leading news, analysis and data source for the global shipping industry - is set to become a totally digital publication by 20th December 2013.

The landmark move follows many months of research and preparation and is - first and foremost - designed to ensure that the title continues to evolve with customer demand which now overwhelmingly favours a digital product.

"We are very proud to take this next step in the evolution of Lloyd's List," says Richard Meade, Editor. "Lloyd's List first started in 1734 as a notice pinned to the wall of a coffee shop in London

offering customers trusted shipping news and information. That aim has not changed, but the technology has and our customers are now accessing the industry's most sophisticated intelligence source in any coffee shop, anywhere in the world 24 hours a day."

"The digital approach offers new avenues and opportunities to innovate an up-to-the-minute service that offers in-depth news and information on every aspect of shipping as well as unrivalled market intelligence and data provision which can be tailored to suit our readers' needs," explains Meade. "The overwhelming majority of our customers choose the capabilities of digital over print."

In a customer survey carried out in June 2013 by Lloyd's List publishers, Informa Business Information, more than 97% of respondents said that their preferred way of accessing business information is online. Fewer than 2% of readers currently use print-only and no other means to access Lloyd's List.

"The digital migration process has been very carefully planned and we have undertaken significant investment in our digital platforms, enabling us to provide our readers with a much enhanced and very popular service online," explains Phil Smith, Group Managing Director.

Lloyd's List to go All-Digital

Written by Australian Business

"This success has resulted in huge growth in digital usage, with ever-increasing numbers of customers opting for digital over print."

"Above all, the history and tradition of Lloyd's List is to provide news and market intelligence for the shipping industry. This aim has not changed in almost 300 years," adds Smith. "This next stage in the evolution of Lloyd's List will ensure that we are all focused on continuing to provide the very best product available anywhere in the format our customers want and need."

For further information, please log onto: <http://www.lloydslist.com/digital>

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