

PaperPlus TV: Revolutionising industry media for the global pulp, paper and packaging Sector

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INTRODUCTION:

From Gutenberg to AI—A Marketing Revolution: Marketing is an ever-changing landscape, shaped by the tools of its time. From the invention of the first paper printing press by Johannes Gutenberg in the 1440s to the rise of artificial intelligence and SaaS video editing platforms in 2025, the way we communicate ideas has evolved beyond recognition. Today's customer is flooded with options: traditional print, interactive webinars, podcasts, social media—and perhaps the most powerful of all—video.

Filmmaking was once a complex and elite art form, requiring screenwriters, actors, producers, costly locations, and specialised technical teams. This began to change in the 1980s with the arrival of the camcorder, opening the door for amateur videographers. By 2000, the invention of the *Kyocera VP-210*—the world's first mobile phone with a camera—set the stage for a revolution. Fast forward to 2025, and today's smartphones can produce professional-grade video content supported by accessible, user-friendly editing tools powered by AI.

Now anyone—from students to CEOs—can tell a compelling story on camera. And yet, for all these tools, a critical question remains: how do you ensure the right people in your industry actually see your content?

That's where PaperPlus TV comes in.

What is PaperPlus TV? PaperPlus TV is the world's first dedicated on-demand video platform for the pulp, paper, tissue, board, fibre and paper-based packaging sectors. Think of it as the "Netflix for the paper industry," but free to access and purpose-built for professionals across the global supply chain.

Available via our own streaming hub www.paperplustv.com, the platform connects industry professionals, suppliers, educators, innovators, and students through targeted, advertising-and free, professional video content. It provides a stage for companies to showcase their products, tell their stories, and educate their customers—all in one place.

Why the Paper Industry Needs Its Own Video Platform

In 2025, YouTube reigns supreme in the world of video with over 2.7 billion active users and more than 122 million daily viewers. From caring for an Aardvark to learning how to play the Xylophone, there's a video for everything.

However, therein lies the problem: discovery. Unless a user is searching for something specific, your video may get buried beneath cute cat videos, film trailers, or fitness ads.

YouTube and social media platforms may offer broad visibility, but they lack focus. They're not tailored to the specific needs, trends, and audience of the pulp and paper industry.

PaperPlus TV changes that.

By focusing exclusively on the fibre-based value chain, PaperPlus TV ensures your content reaches a relevant, engaged audience—the engineers, buyers, executives, and students who care about paper, board, tissue, logistics, sustainability, innovation, and more.

Fully sectionalised content ensures the platform is carefully organised to allow users to explore specific topics relevant to their interests or roles such as: Meet the CEO, Industry trends and case studies, Digitalization and mill efficiency, Sustainability and circularity, and Logistics and supply chain represent just a few examples.

Showcase your products and solutions, PaperPlus TV is your company's stage. Use it to introduce products, provide tutorials, highlight case studies, or demonstrate innovation. The content is promoted to a network of over 50,000 paper and packaging professionals, and you retain full control over what stays visible and for how long.

Why Video Content Matters More Than Ever

Video content is now the most dominant form of communication in digital marketing. It allows:

- Complex technologies to be visualised in seconds
- Emotional connections through storytelling
- Products to be seen and understood in real-world environments
- Brands to humanise their message

While traditionalists may be cautious of this new filmmaking trend, the disruptors among us see it as an enormous opportunity. What once required a full crew can now be done with a smartphone, a storyboard, and a partner like PaperPlus TV.

'But I Don't Have the Time, Budget or Team to Make Videos...'

18 months ago, you may have had a point. But not in 2025. Today's smartphones produce high-definition, broadcast-quality video. Free and paid AI-powered editing apps are widely available. And if you're still unsure how to use them—just ask your teenager, who probably already has a viral Instagram Reel.

That said, professionalism still matters—especially in B2B. That's where PaperPlus TV and PTI Media come in and can assist you with **Done-for-You Video Creation Services** PaperPlus TV offers comprehensive media production support, including:

- Scriptwriting and storyboarding
- Filming (on-site or remote)
- Editing with professional voiceover, titles, and branding
- Access to a fully licensed library of high-quality images and footage

All you need is a smartphone video of your product or process and a short brief. The team handles the rest—editing, formatting, and distributing it to the right audience.



Who Should Be on PaperPlus TV?

Anyone who wants to reach the paper and packaging value chain:

- Equipment & Component Suppliers - Show your machines in action, provide technical explainers, and highlight ROI.
- Mill Operators & Converters - Demonstrate process improvements, sustainability wins, and team culture.
- Consultants & Service Providers - Offer insights, success stories, and thought leadership to educate your prospects.
- Event Organisers & Industry Associations: Extend the life of your conferences and forums with on-demand video coverage.
- Universities, Students & Startups - Share research, innovations, and fresh perspectives in a professional setting.

In the words of one early partner:

“Finally, a media platform that speaks our language and reaches our people.”

Getting Started: How to Join PaperPlus TV

Interested in being part of the future of industry media?

1. Visit: www.paperplustv.com
2. Send us your content for upload: Use your own videos or contact the team for support.
3. Let the Experts Help: From editing to promotion, PaperPlus TV handles the heavy lifting.
4. Reach Your Market: Your content is shared across our network and featured in curated industry sections.
5. Whether you're showcasing a product, explaining a process, or sharing a thought leadership piece—your story deserves to be seen by the right people.

Final Thoughts: Why Now?

In an age where speed, clarity, and credibility drive decision-making, video is no longer optional—it's essential. PaperPlus TV isn't just keeping up with the times; it's redefining how the global paper industry communicates. By bridging decades of manufacturing excellence with cutting-edge digital storytelling, it gives every company—large or small—the opportunity to tell its story, solve customer problems, and spark conversations that lead to growth.

Visit www.paperplustv.com today. Start watching, start sharing, and start building your industry presence.

Feature	PaperPlus TV	YouTube	Trade Media Services
Industry Focus	100% pulp, paper, board, tissue, packaging	General audience	Mixed content
Ad-Free Viewing	Yes	No	Mostly
Upload Limitations	Unlimited for partners	Strict & algorithm-driven	Limited
Customised Video Support	Full service	Self-serve only	Minimal
Built-in Audience	50,000+ industry professionals	General public	Niche readers
Free to Access	Yes	Not without adverts	Sometimes