

A Short History

of the International Herald Tribune

On October 4, 1887, **James Gordon Bennett Jr.** published the first issue of the New York Herald's European edition. From the beginning the Paris Herald's world news coverage was, for its day, remarkably extensive. Bennett brought to Europe such **innovations** as the linotype, color comic strips, and half-tone engravings of news photographs. He was the first to give sports events front-page play and one of the first to give prominent attention to the news of science and medicine. A pioneer in cable communications, Bennett was also the first to use radio to send news.

After Bennett's death in 1918, the Paris Herald continued the tradition of adopting new technology to better serve readers. In 1928, it became **the first newspaper distributed by airplane**, flying copies to London in time for breakfast. The paper survived the Depression of the 1930's without missing an issue, and was interrupted only by the occupation of Paris in June 1940. It resumed publication in December 1944.

After two changes of ownership following the death of Bennett, and a merger with the **New York Tribune** which resulted in the creation of the New York Herald Tribune, the paper and its European edition were sold in 1959 to John Hay Whitney, then U.S. Ambassador to Britain. Although the New York paper closed in 1966, Whitney was determined to keep the Paris paper alive, and to this end **The Washington Post and The New York Times** joined the paper's ownership. On May 22, 1967, the newspaper appeared for the first time under its new name, the **International Herald Tribune**.

The IHT retained its independent spark after the 1967 ownership change, and it continued to strengthen **its reputation for clear, objective presentation of significant international news**. Non-American readers, only one-third of the paper's audience in 1970, outnumbered American readers by 1980, and now form more than two-thirds of the total readership. In the 1970's, the IHT renewed **its tradition of technological innovation**. In 1974 it pioneered the electronic transmission of facsimile pages from one country to another with the opening of a printing site near London. A second site was opened in Zurich in 1977.

In 1978, it became one of the most technologically advanced newspapers in Europe by installing a wholly computerized editing typesetting system. In September 1980, another historic step was taken as the paper began to send page images via satellite from Paris to Hong Kong – becoming the first daily newspaper to be **electronically sent from one continent to another**, making it simultaneously available to readers on opposite sides of the world. It was in 1991 that The Washington Post and The New York Times purchased the Whitney interest and became equal co-owners of the newspaper. And in 2003, **The New York Times acquired full ownership of the IHT** as part of its long-term strategy to reach the world's best audience with the highest quality journalism. This gave the IHT timely access to the unparalleled news resources of The Times and an expanded network of its own correspondents to provide readers with an **international, independent perspective** on global news and events.

The IHT's **distribution network** and its international circulation was further enhanced by the opening of many other print sites around the world: Athens, Bali, Bangkok, Birr (Ireland), Bologna, Cairo, Dhaka, Doha, Dubai, Frankfurt, Hong Kong, Hyderabad (India), Istanbul, Jakarta, Kuala Lumpur, Kuwait City, Linköping (Sweden), London, Madrid, Manilla, Mechelen (Belgium), Moscow, Nagoya, New York, Nimes, Osaka, Paris, Sao Paulo, Seoul, Singapore, Sydney, Taipei, Tel Aviv, Tokyo and Zurich. Simultaneous printing in 35 sites, including 14 in Asia, makes it possible for the International Herald Tribune to be delivered to **more than 180 countries** every day.

In 2009 the IHT unveiled a fresh new look for its paper. A bold redesign has enhanced its international personality, broadened its contemporary appeal and given more definition to the 122-year-old paper's journalistic strengths.

At the same time it launched the Global Edition online at global.nytimes.com combining the international voice of the IHT with the worldwide breadth of reporting of The Times and the digital expertise of NYTimes.com. It is edited in New York, Paris and Hong Kong to provide users with a 24/7 flow of geopolitical, business, sports and style, news and commentary from a distinctly global perspective.

The **New York Times Media Group** brings together the print and online audiences of **The New York Times**, **NYTimes.com** and the **International Herald Tribune** to deliver one of the most powerful and influential advertising audiences on the planet.