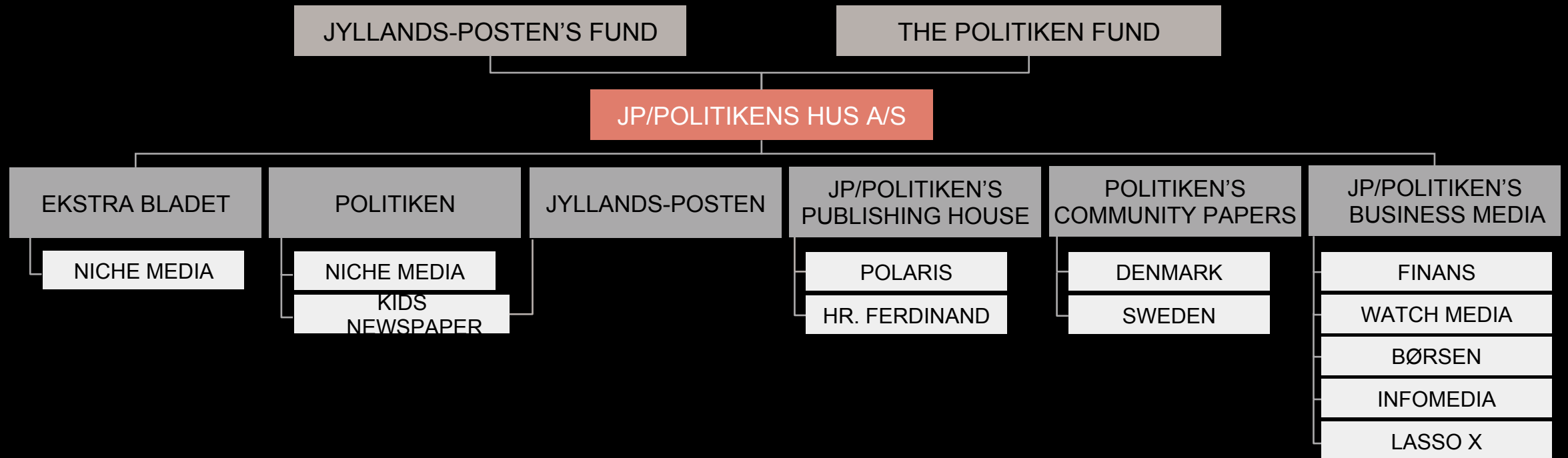

JP|Politikens Hus

6th March 2019

Dorthe Bjerregaard-Knudsen, COO

JP/POLITIKENS HUS



2018

TURNOVER

EBT

DKK, M.

2.761

177

€, M.

288

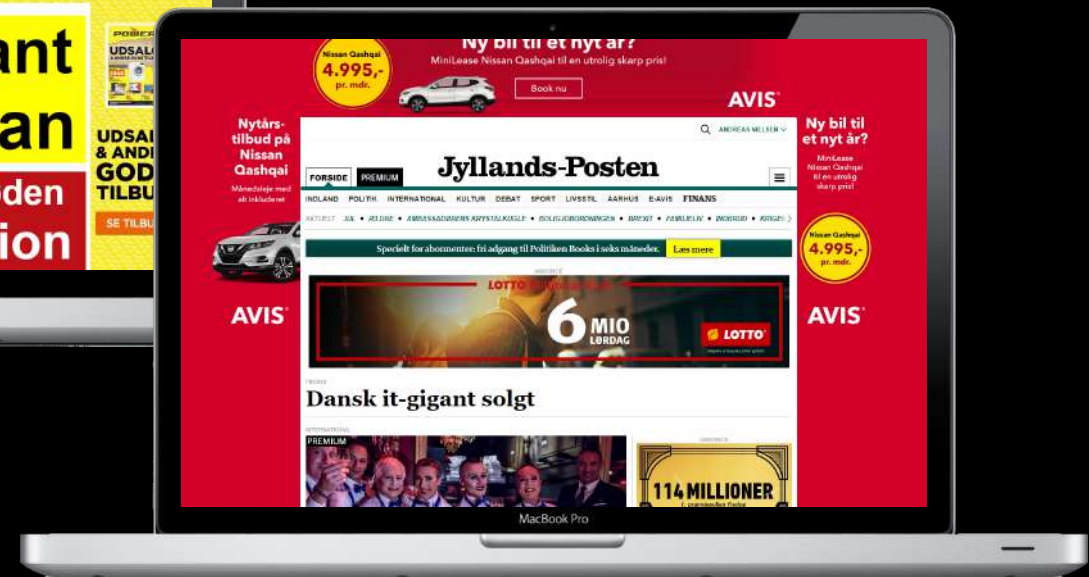
24

2.135

employees

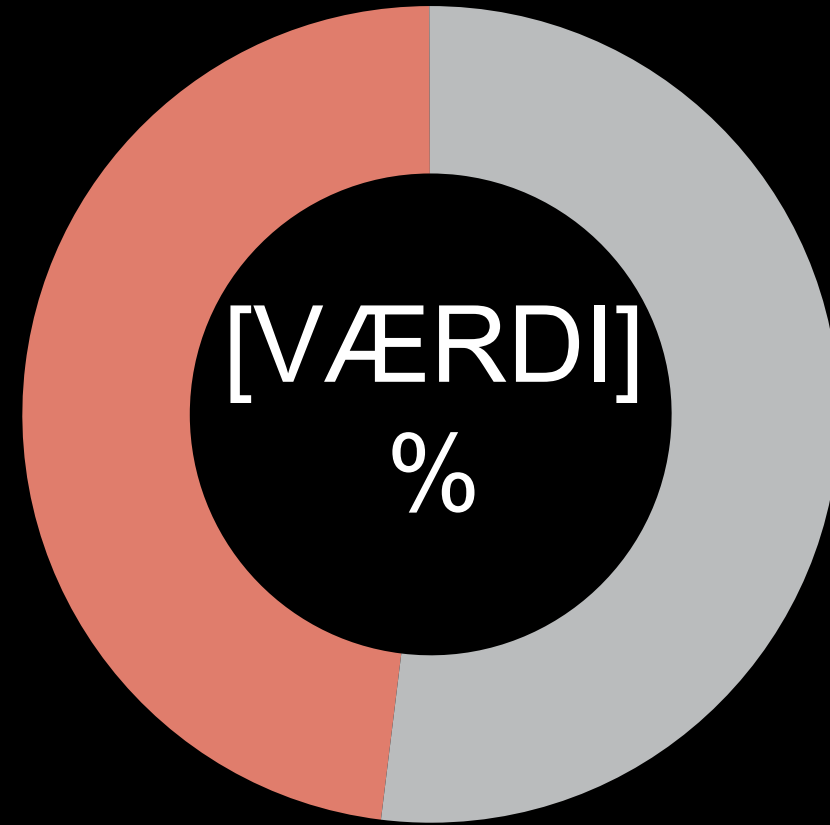


THREE NATIONAL NEWS TITLES



TIME SPENT ON TOP 20 DANISH NEWS SITES

1 million Danes
in less than 24 H

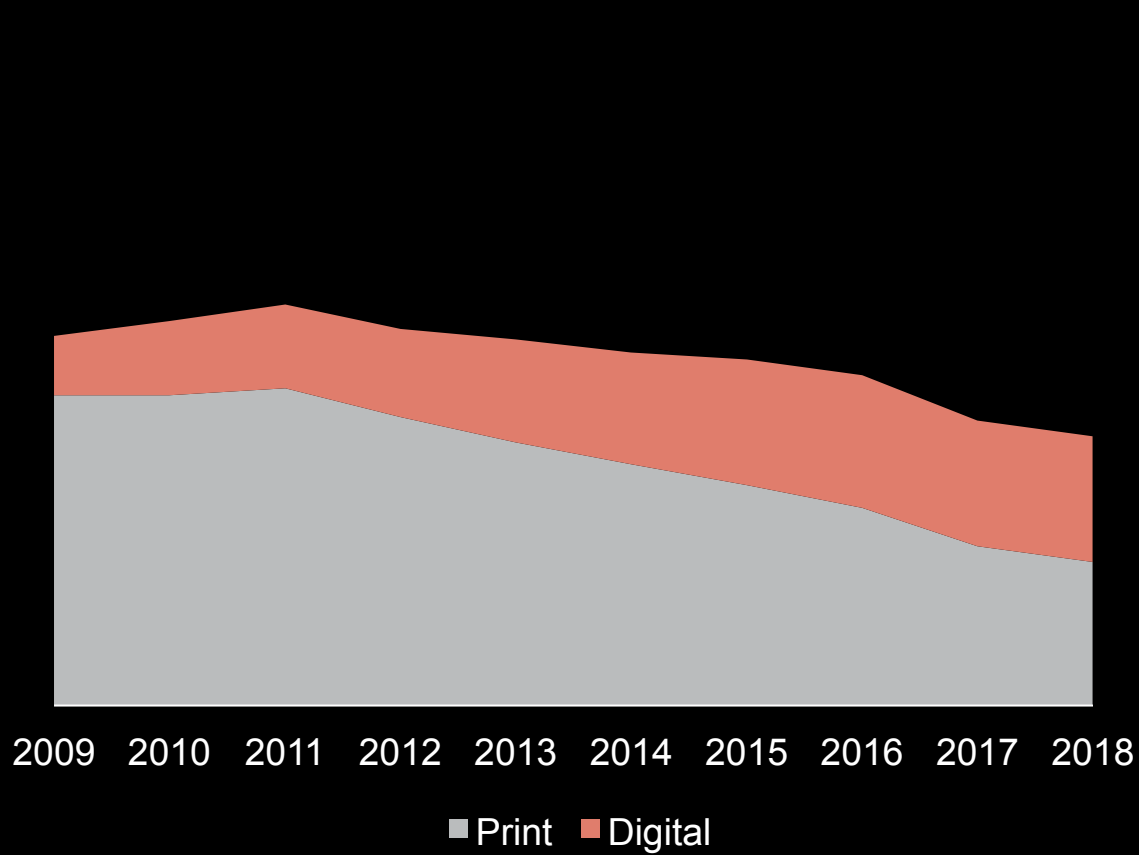


■ JP/Politikens Hus ■ Other

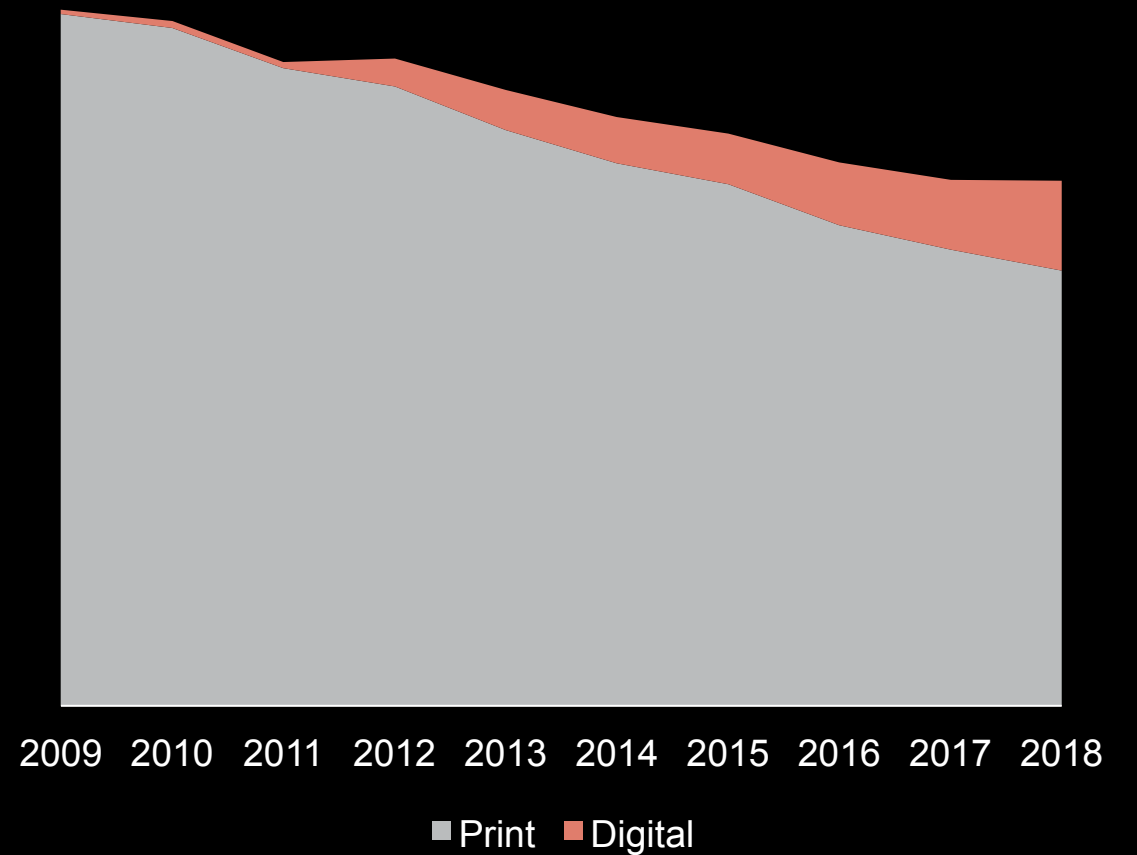
OUR TRANSFORMATION

REVENUE SOURCES

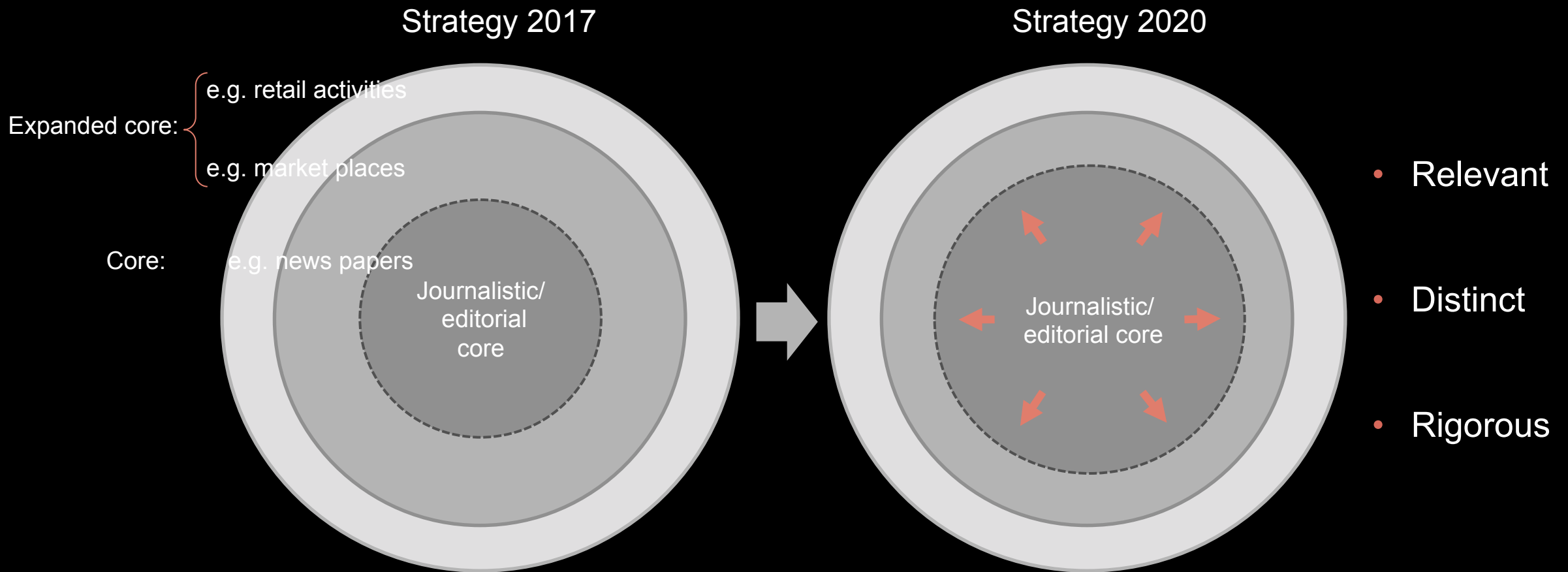
Ad sales



Content sales



CONTENT - IS THE HOLY GRAIL



Identify willingness to pay in sustainable business model



PREVIOUS MODELS

	Politiken Meter Model	Politiken Premium	Jyllands-Posten Premium
Price pr. month	6 €	10 €	13,5 €
Content	25 free articles	Online access	Online access
E-newspaper	÷	÷	÷

Learnings

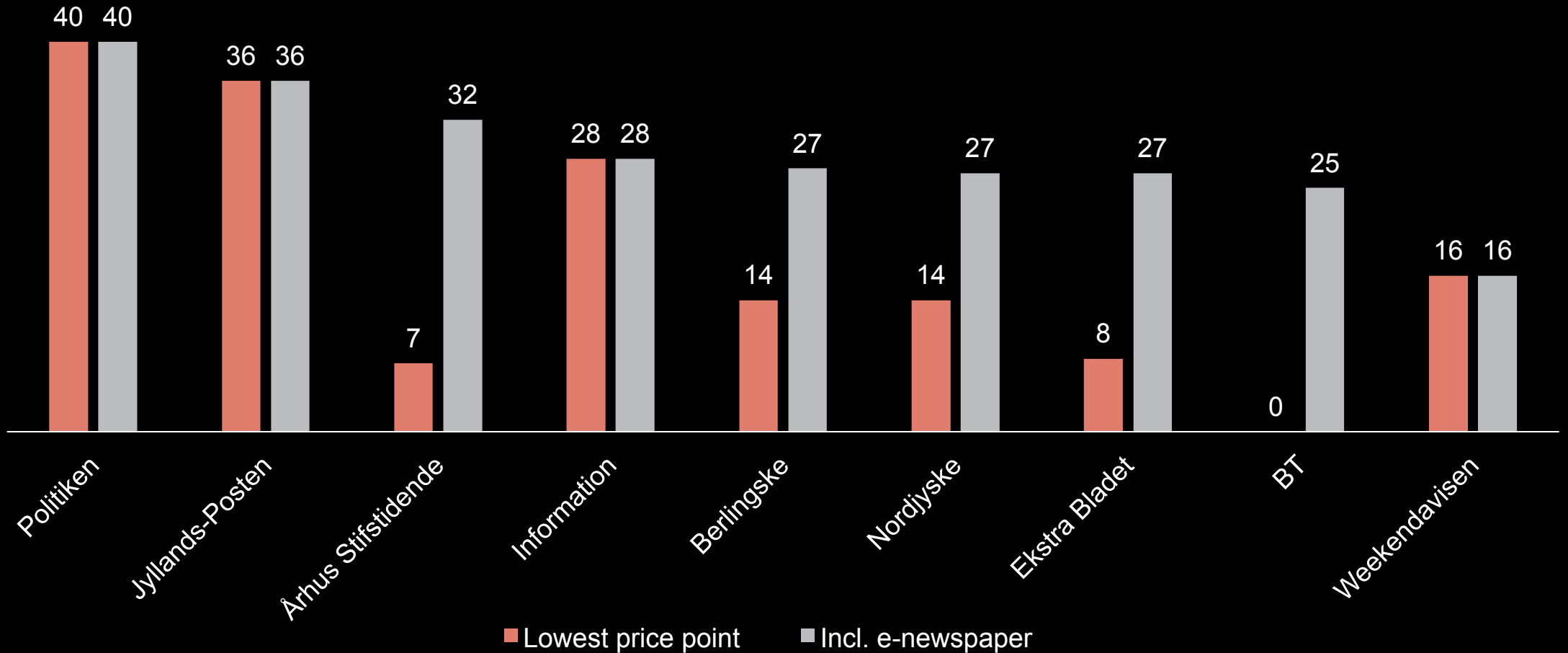
- Cheating was too easy
- Too low price point
- Unrealistic ambitions on number of subscribers
- Impossible to scale to a sustainable business

CURRENT MODEL

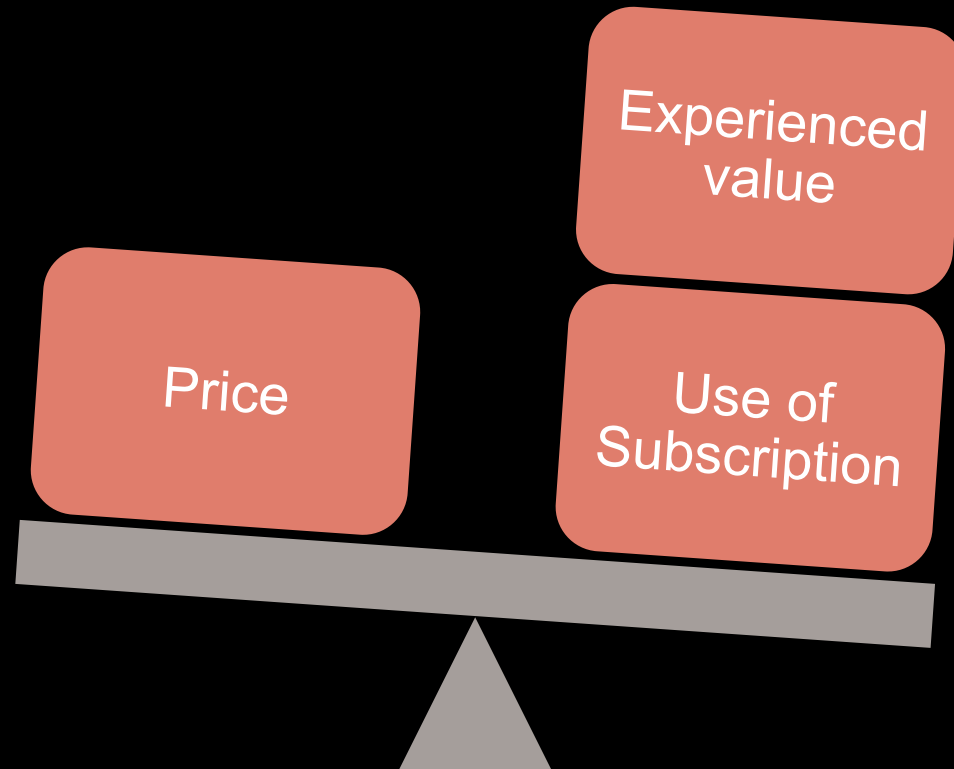
	Politiken	Jyllands-Posten
Price pr. month	40 €	36 €
E-newspaper	✓	✓
Full online access	✓	✓
Live events	✓	✓
News app	✓	✓
Archive	✓	✓
Podcasts	✓	(✓)
	More features coming	More features coming

HIGH PRICE POINT

€ pr. month

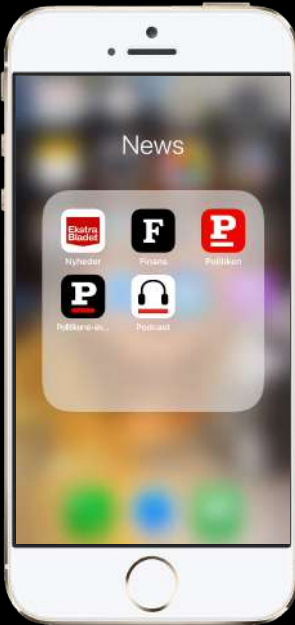


VALUE PERCEPTION



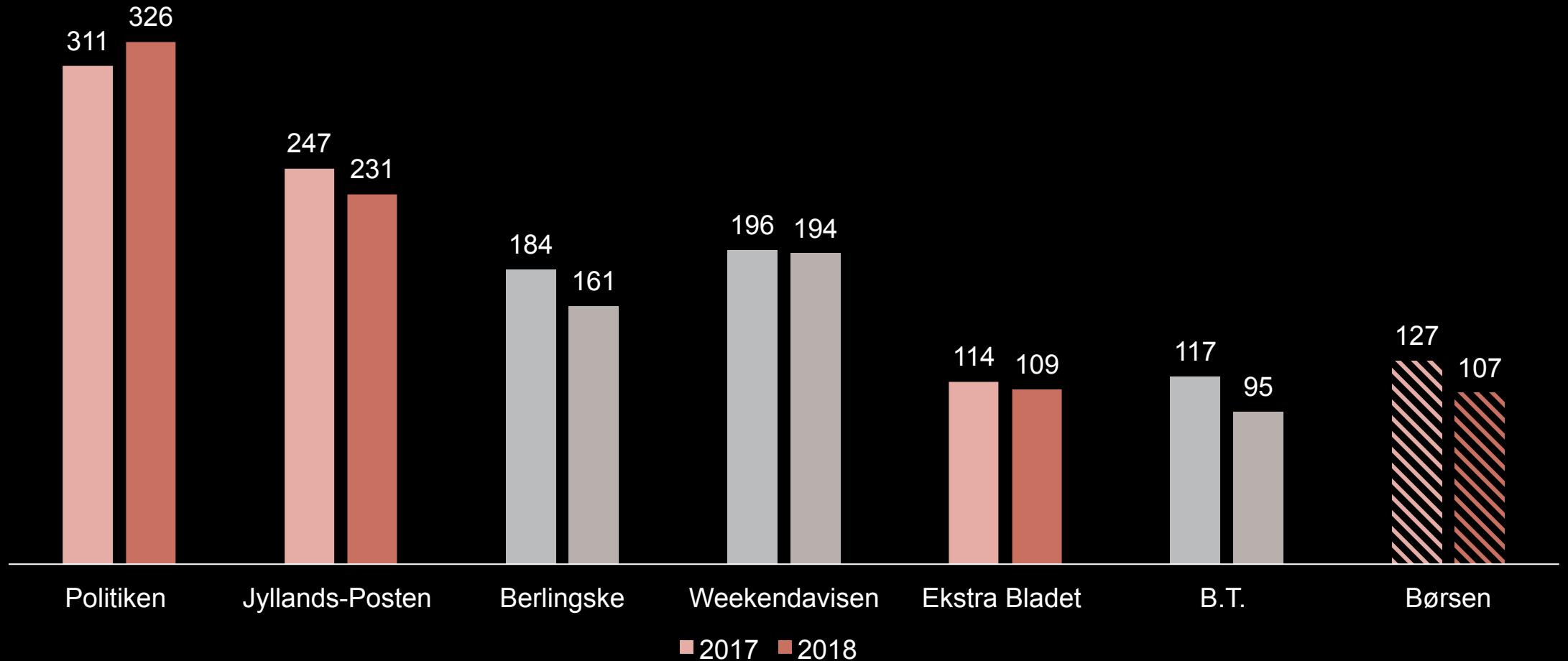


THE READER PLEDGE



DENMARK'S LARGEST PAID NEWS PAPER

Readership, thousands



TARGET GROUPS

20-35 years

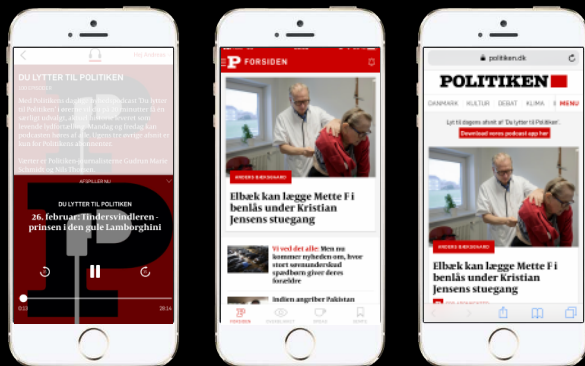
- Volatile consumer behavior
- Flexible and alternate products
- Develop willingness to pay
- Membership and events

38-45 years

- Strategic target group
- Key for the subscription-model's success

+50 years

- Core readers

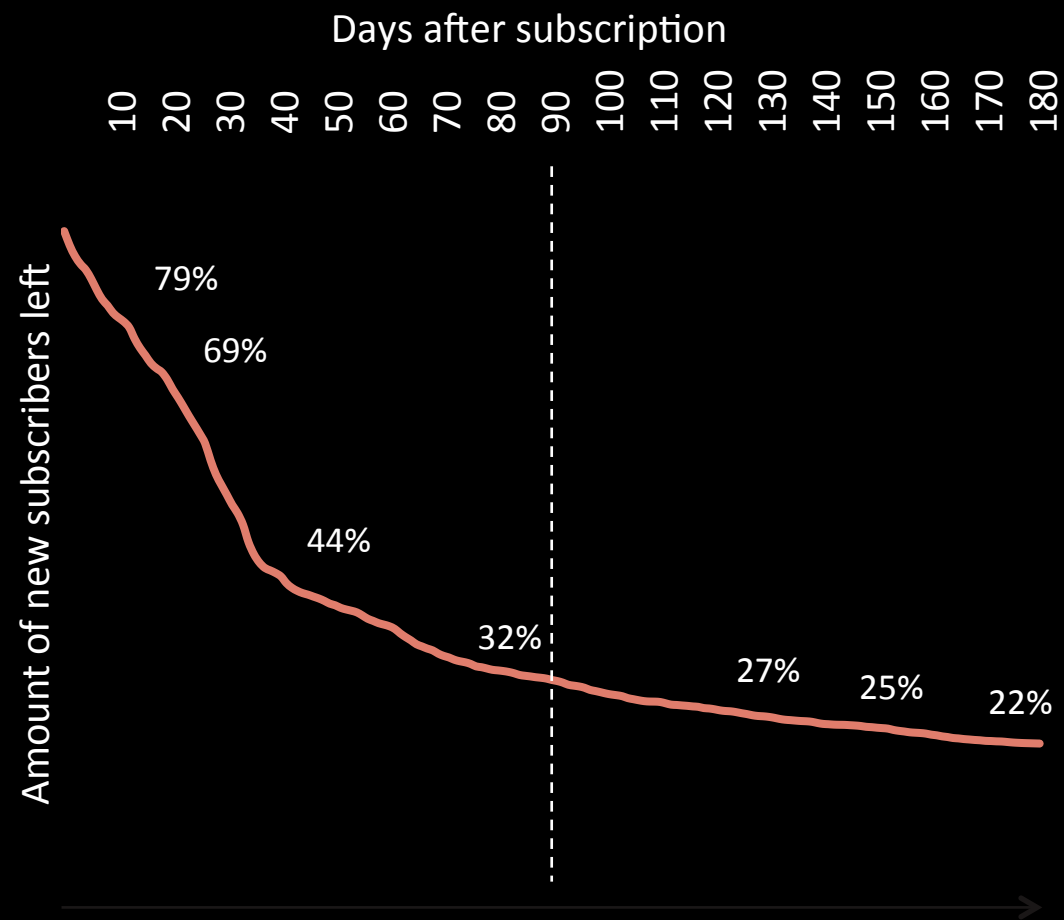


THE 9 SUBSCRIPTION "DRIVERS"

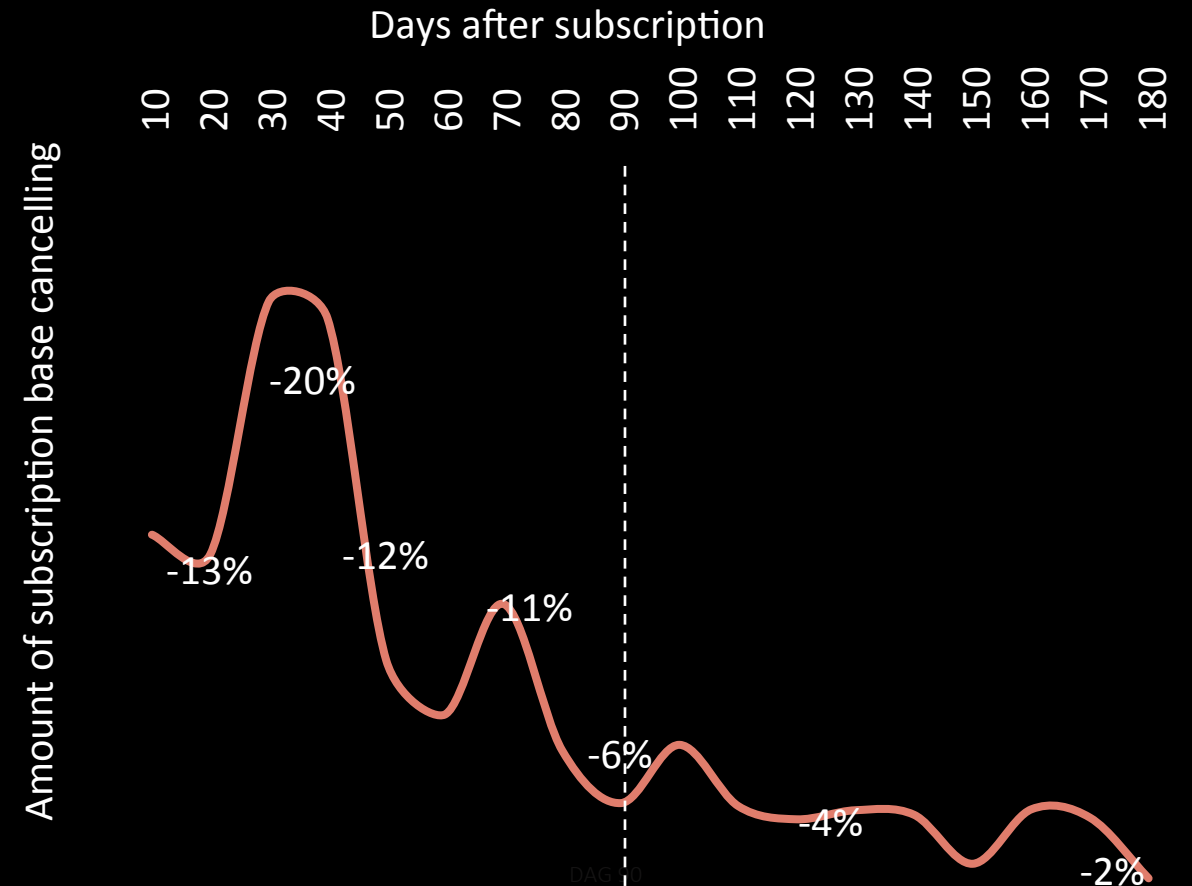
1. The personal story (of fate)
2. The system - and mistakes herein
3. The life of "the others"
4. Health
5. The extreme review
6. The wild viewpoint
7. Education and career
8. Celebrities' viewpoints
9. Svend Brinkmann



100 DAYS TO CREATE A HABBIT



70 pct. cancels after 90 days

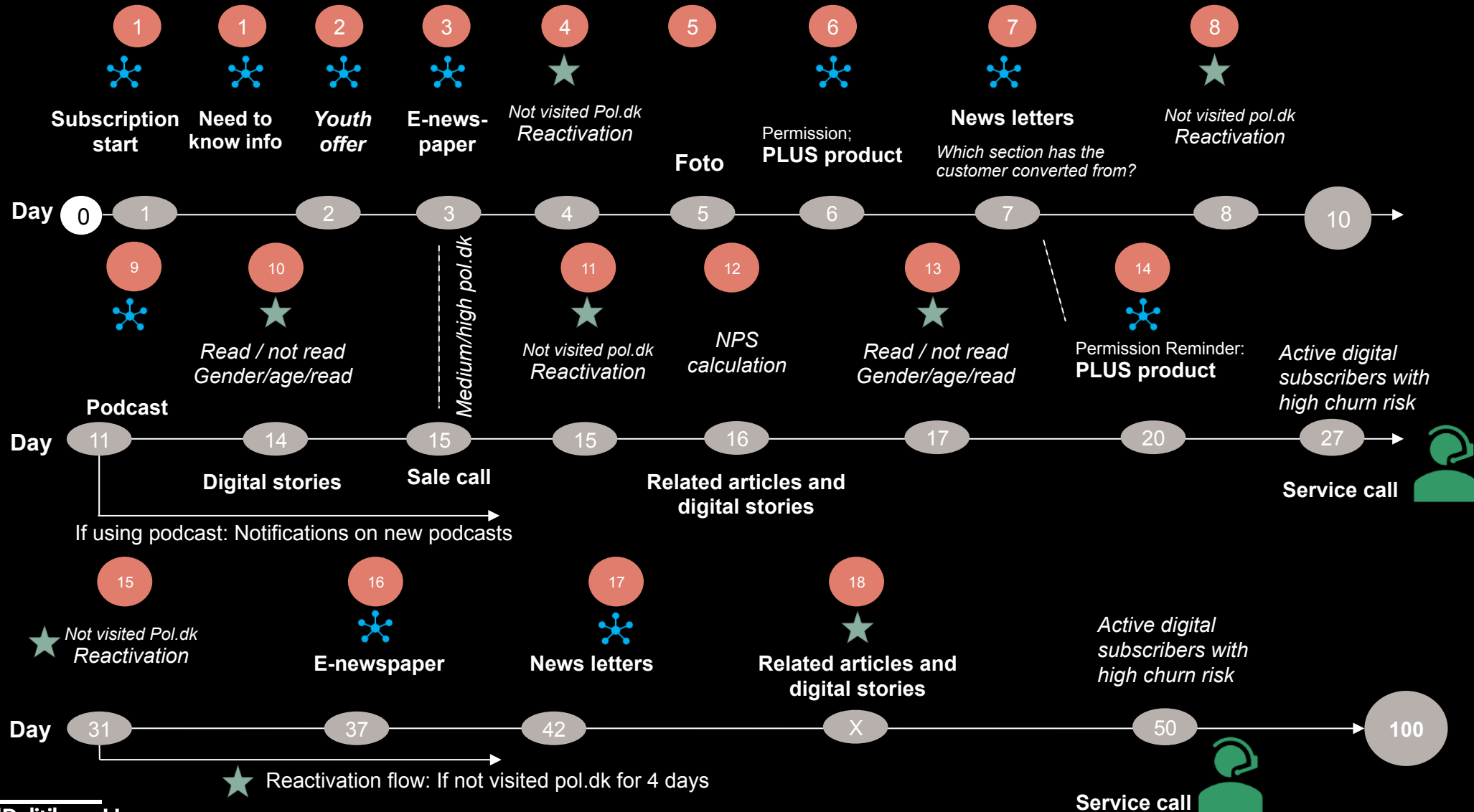


Cancelling rate levelling after 90 days

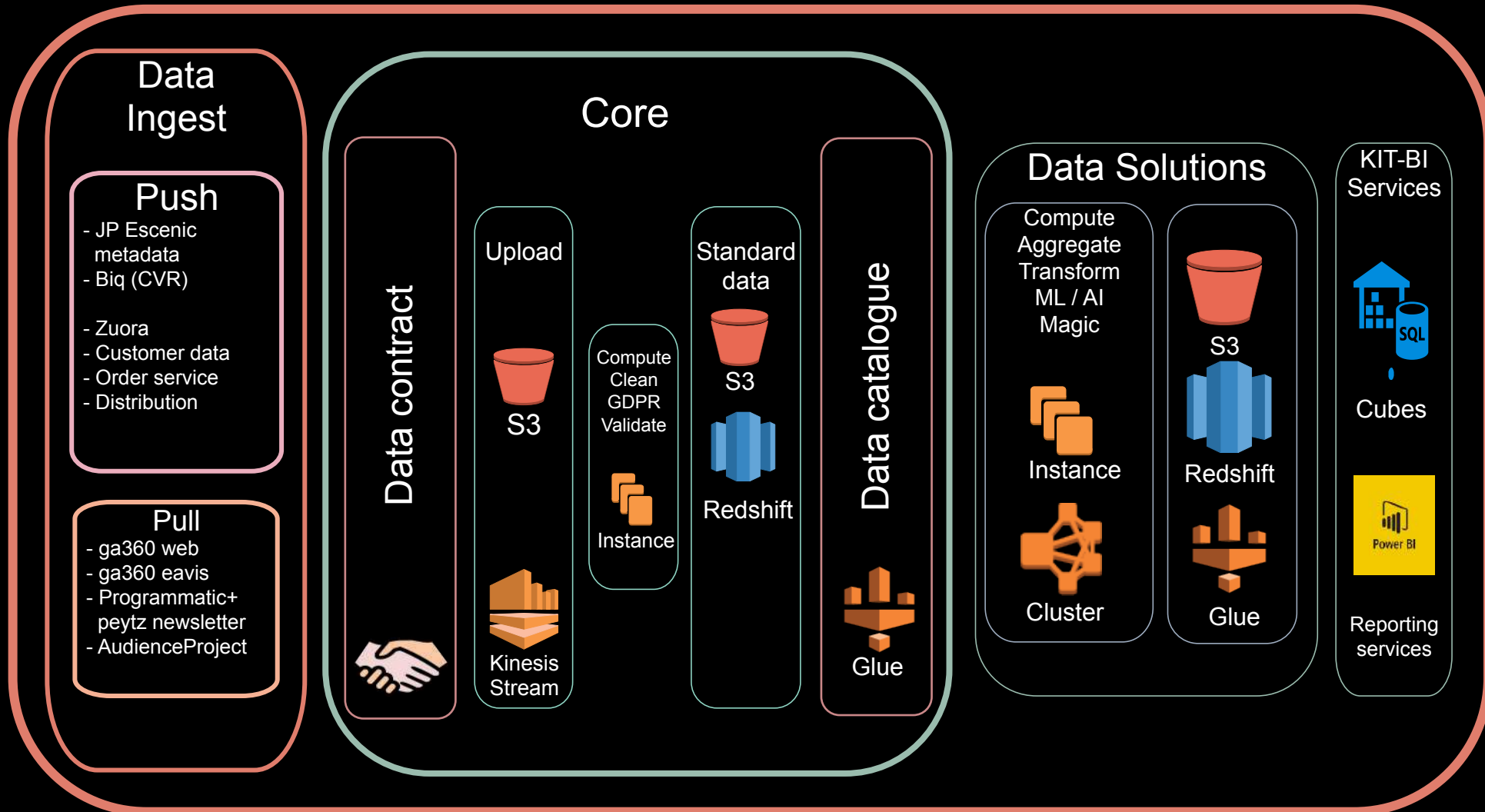
THE 100 DAY FLOW

★ = feeds

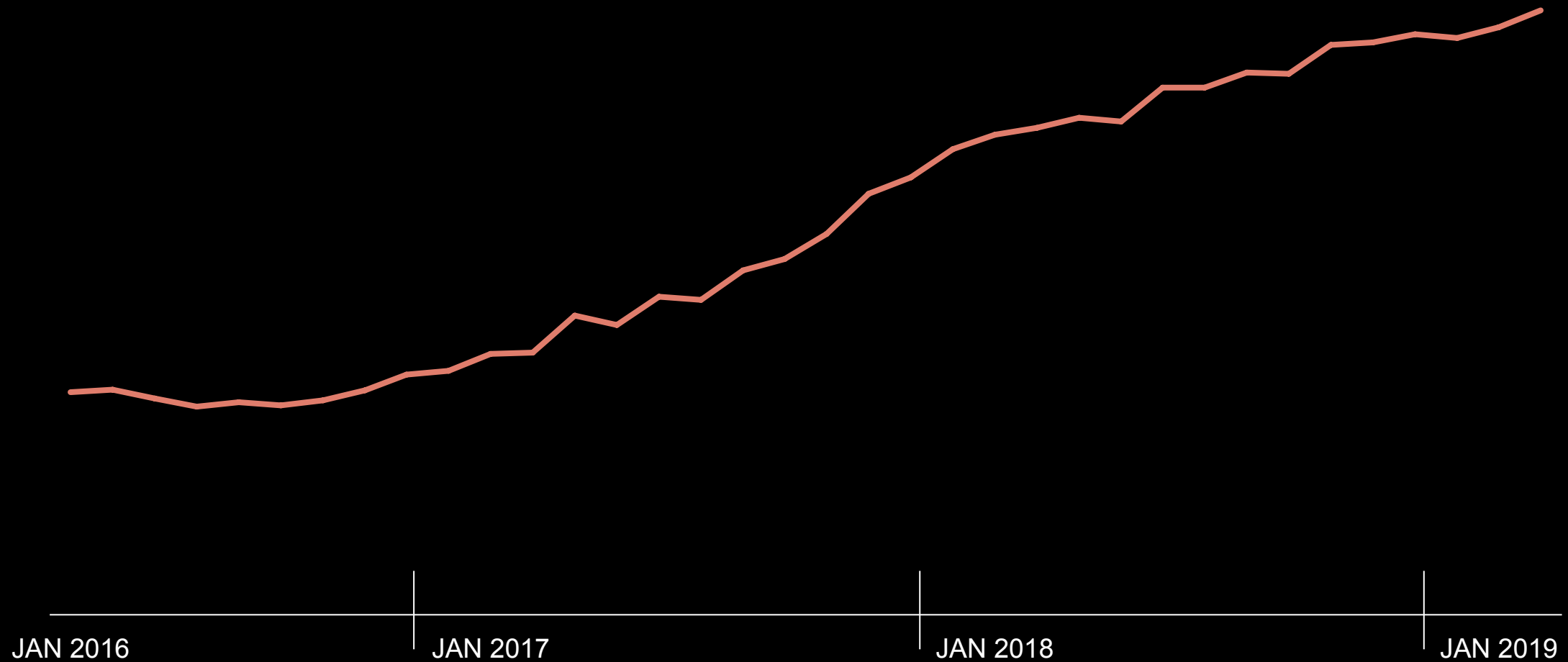
✳ = Messages on relation windows, +Bmetric + Facebook



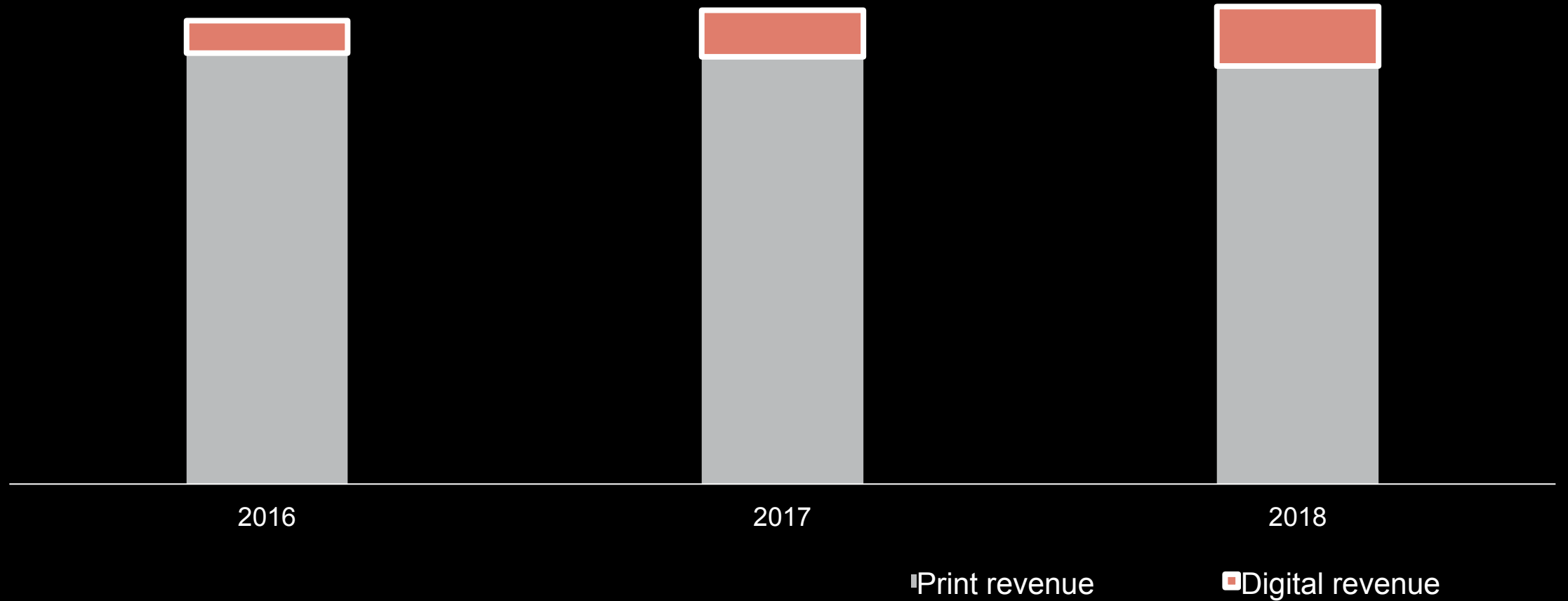
DATA SUPPLY PLATFORM



POLITIKEN'S DIGITAL REVENUE



ON TOP OF STABLE PRINT BASE

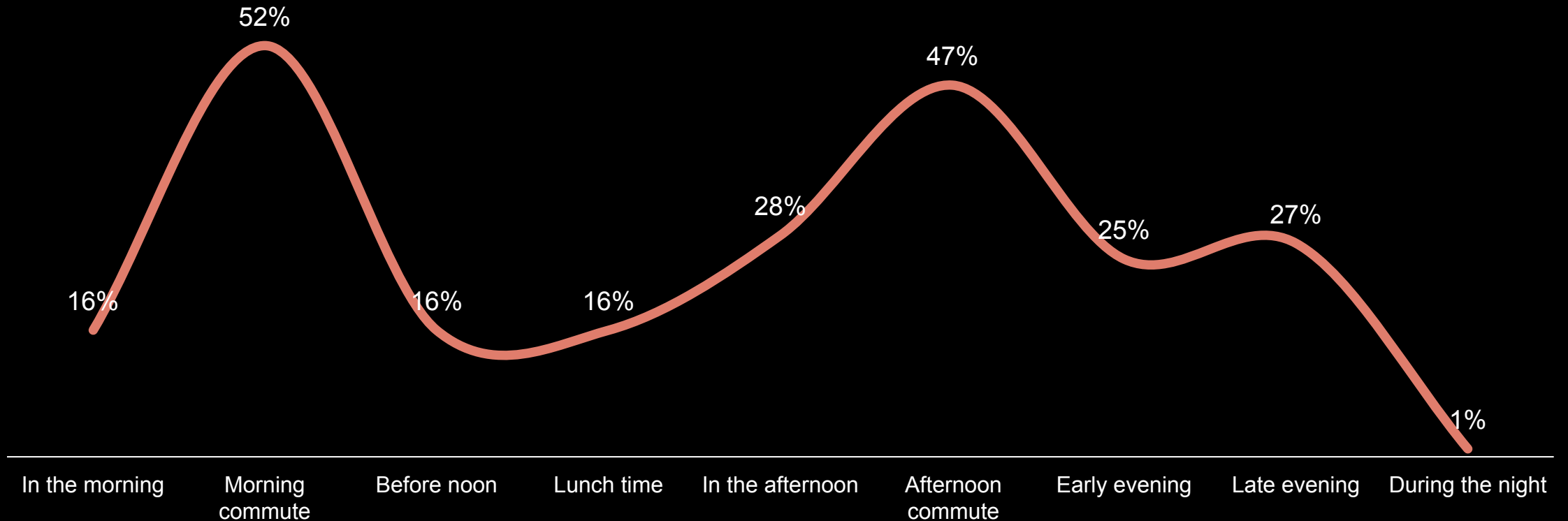


THE SOUND WAVE IS HERE



HOW DO WE RIDE IT?

When would you prefer to have articles read aloud?



POLITIKEN SOUND APPROACH



Download Politikens egen
din smartphone, eller find
der hvor du lytter til podca

RIDING THE SOUND WAVE OR NOT?



Focus on sustainable business models!



Do not repeat the 00's “give-away” mistakes!



Free sound content



Consumption



Capitalization



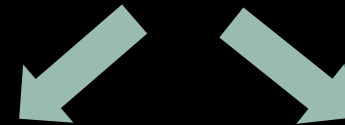
Free text/video content



Traffic to site (brand)



Capitalization

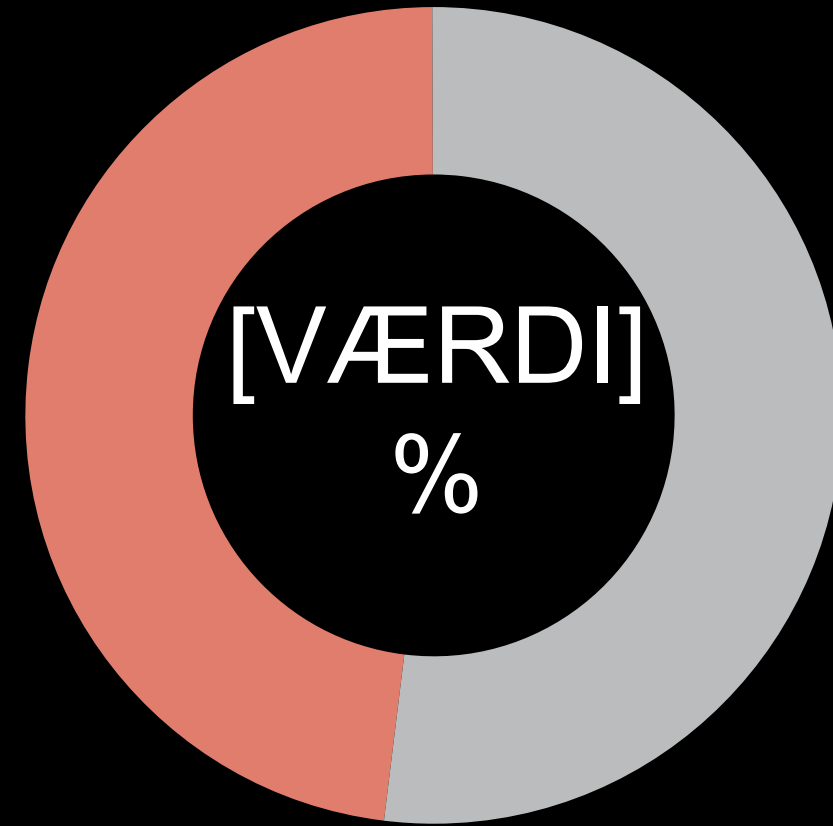


Ad sales (+ content sales)



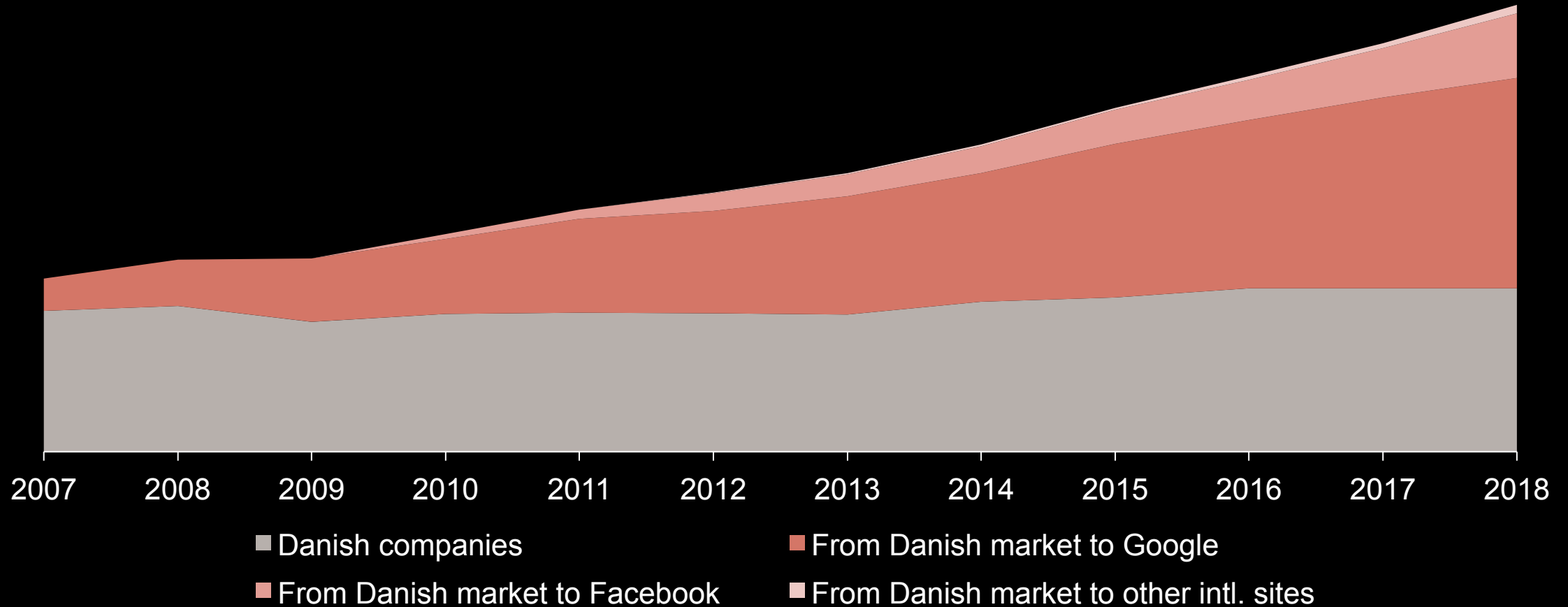
TIME SPENT ON TOP 20 DANISH NEWS SITES

1 million Danes
in less than 24 H



■ JP/Politikens Hus ■ Other

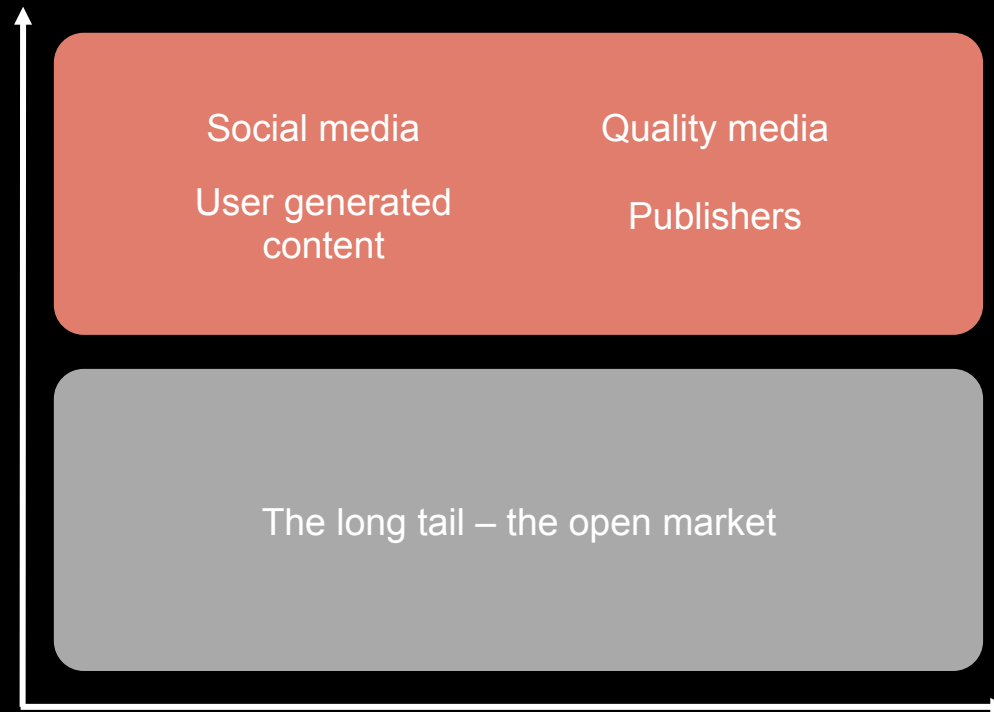
DEVELOPMENT OF AD SPEND IN DENMARK



DIFFERENTIATION IN AD POSITION

Our ad strategy

Viewability and time



Contextual "Brand Safety"

We create
enlightened
citizens

dbk@jppol.dk

