

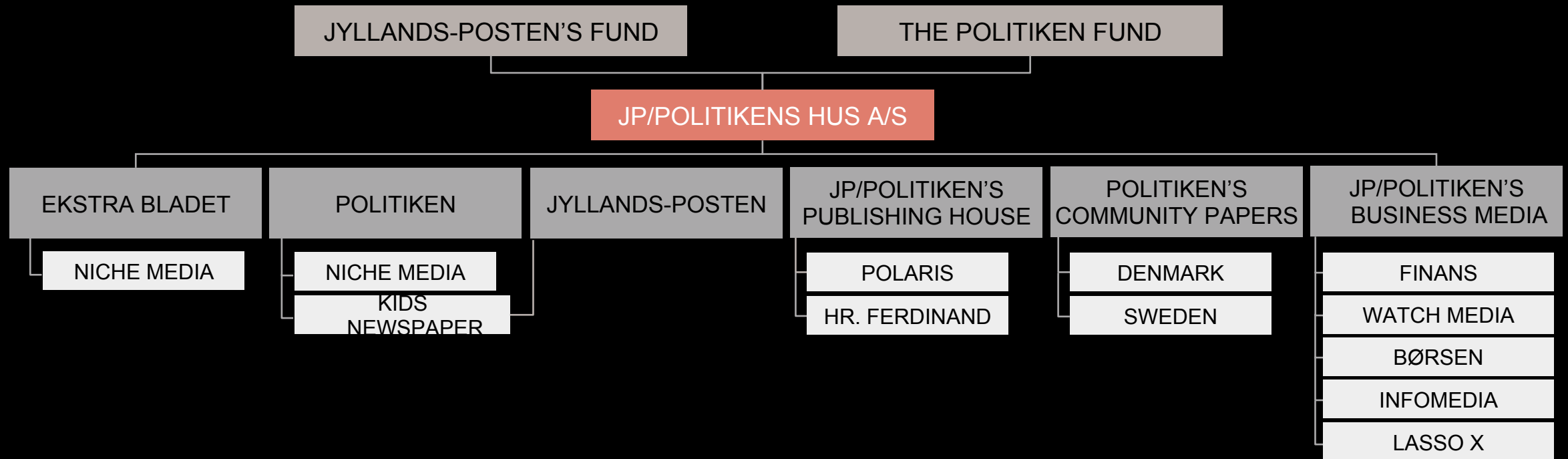
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# JP|Politikens Hus

6<sup>th</sup> March 2019

Dorthe Bjerregaard-Knudsen, COO

# JP/POLITIKENS HUS



2018

TURNOVER

EBT

DKK, M.

2.761

177

€, M.

288

24

2.135

employees

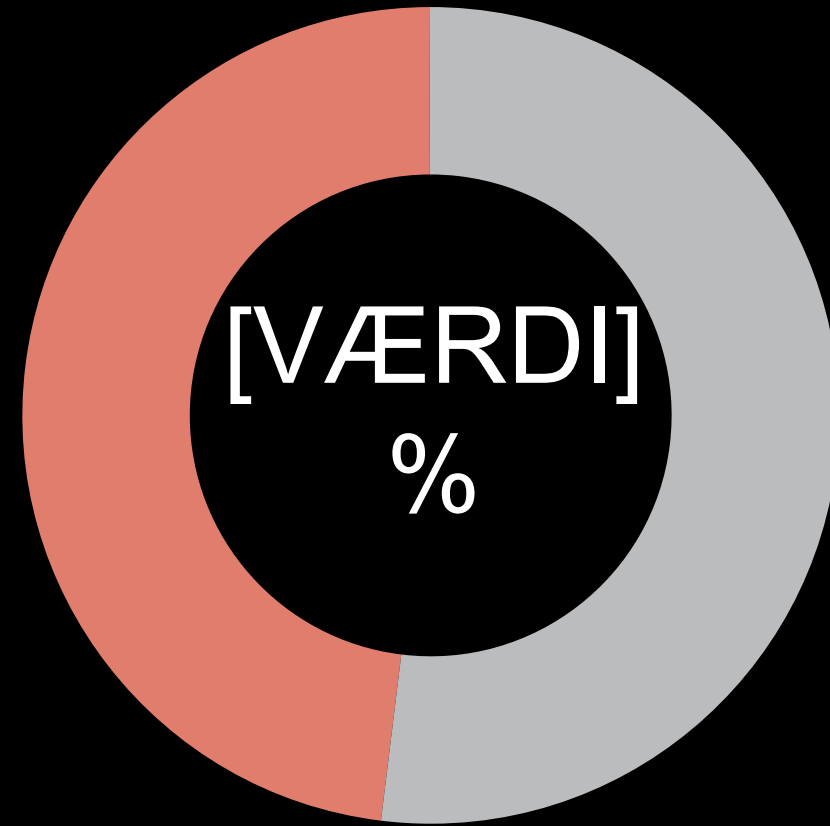


# THREE NATIONAL NEWS TITLES



# TIME SPENT ON TOP 20 DANISH NEWS SITES

1 million Danes  
in less than 24 H

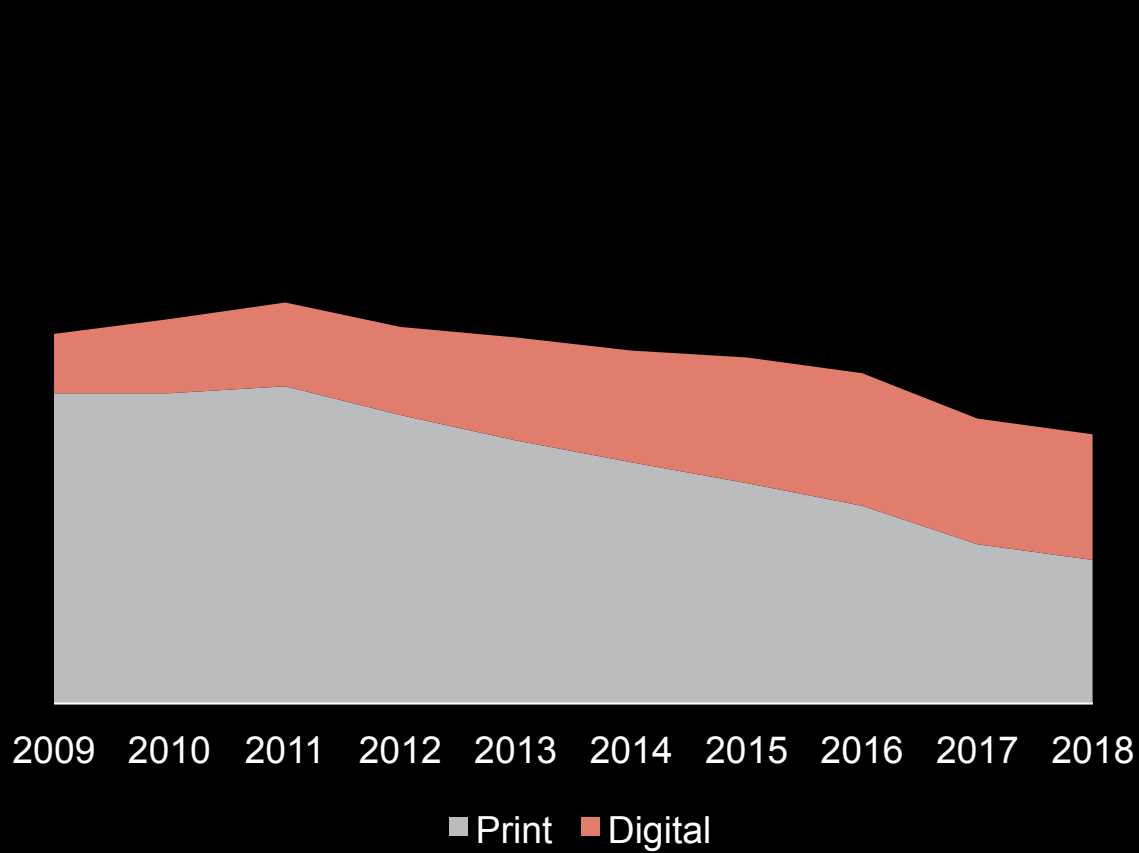


■ JP/Politikens Hus ■ Other

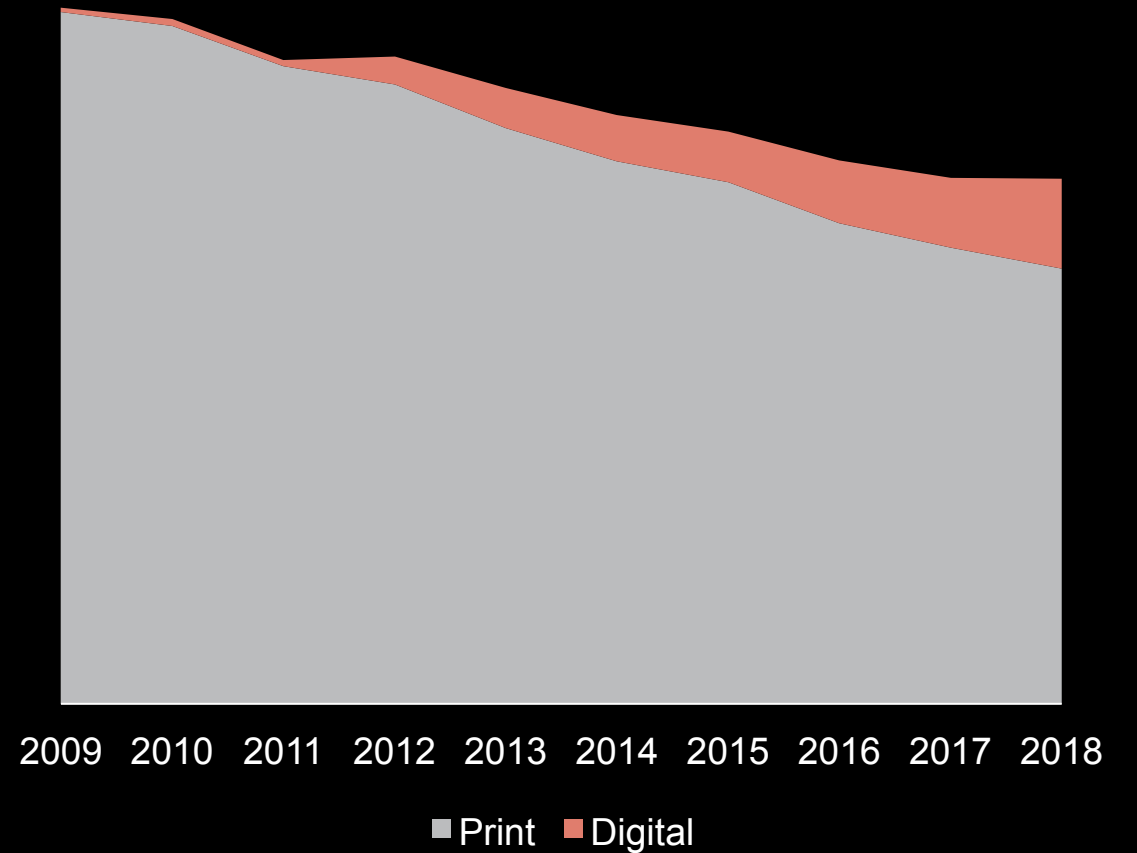
# OUR TRANSFORMATION

# REVENUE SOURCES

Ad sales

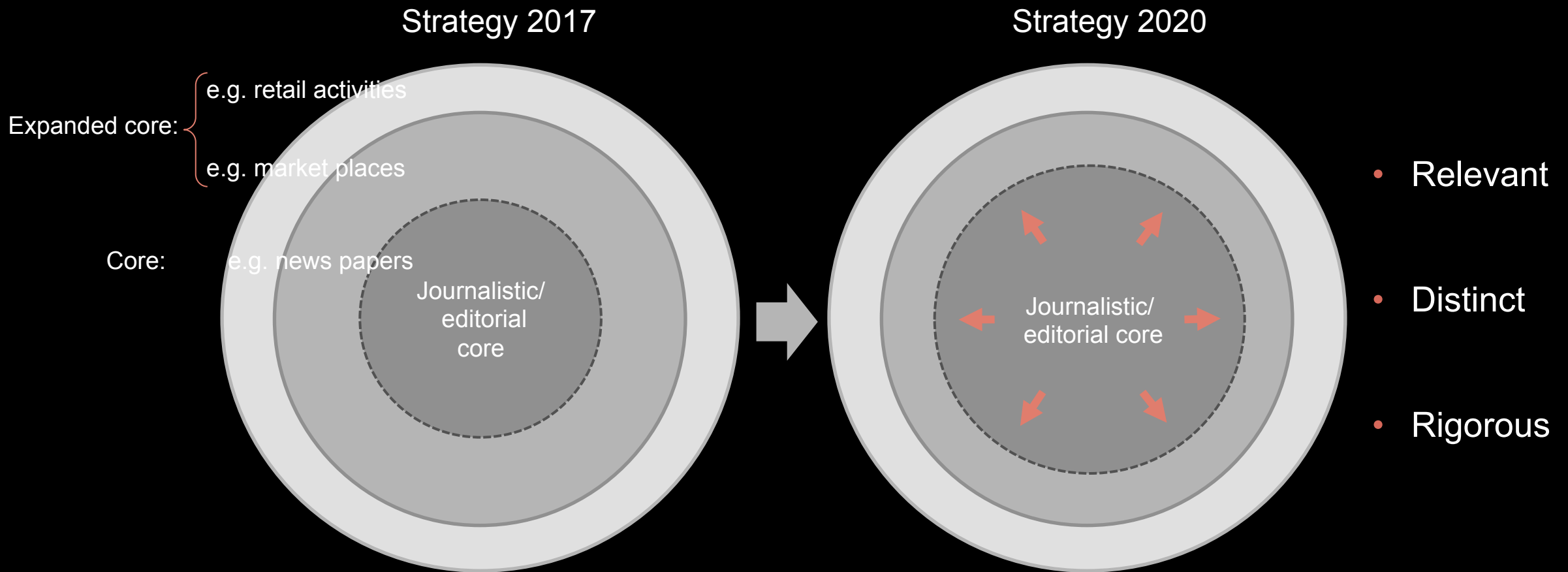


Content sales





# 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

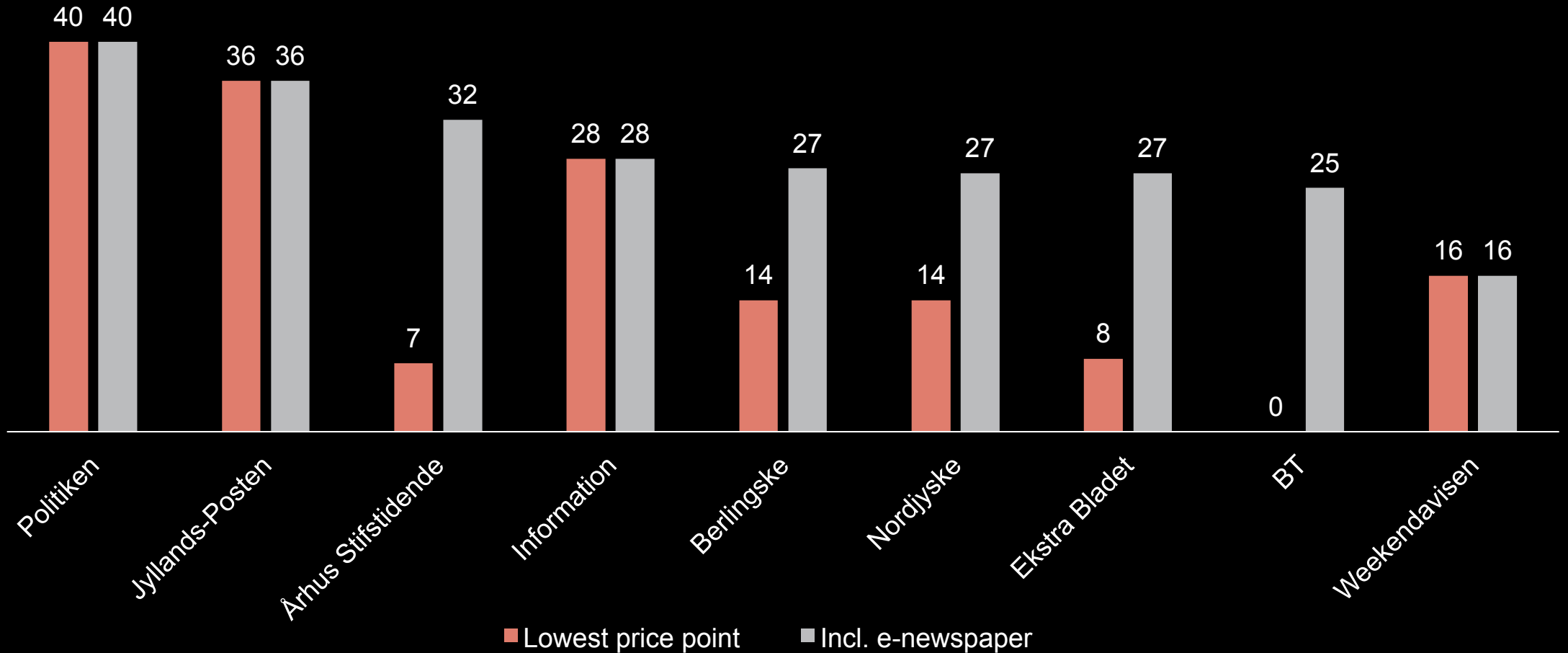
- Cheating was too easy
- Too low price point
- Unrealistic ambitions on number of subscribers
- Impossible to scale to a sustainable business

# CURRENT MODEL

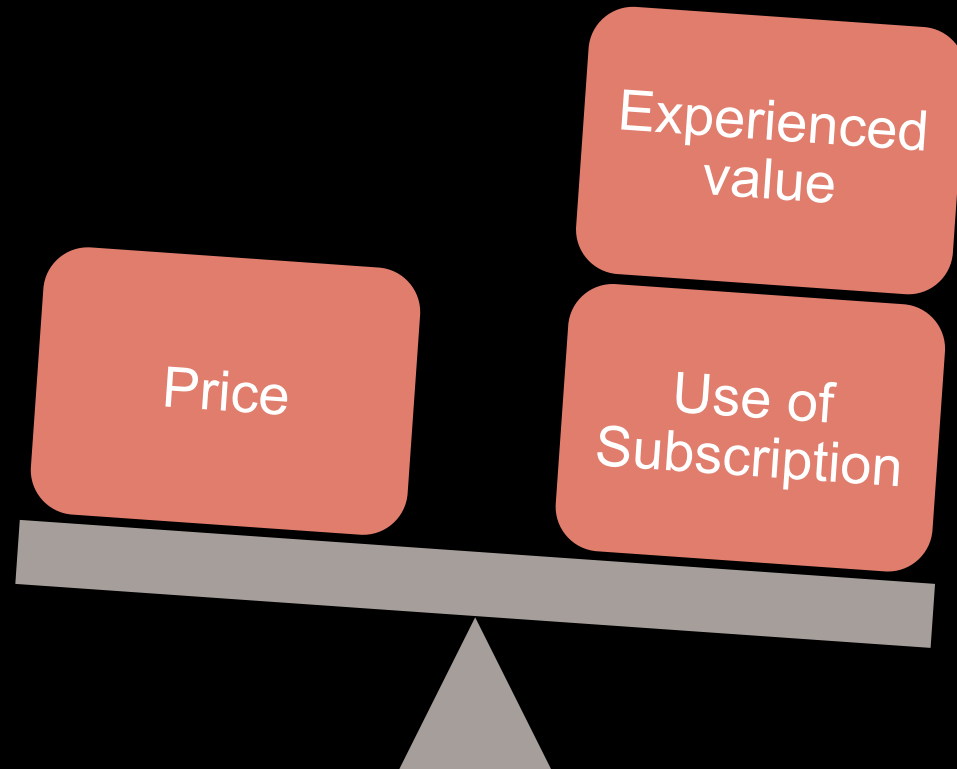
	Politiken	Jyllands-Posten
Price pr. month	40 €	36 €
E-newspaper	✓	✓
Full online access	✓	✓
Live events	✓	✓
News app	✓	✓
Archive	✓	✓
Podcasts	✓	(✓)
	More features coming	More features coming

# HIGH PRICE POINT

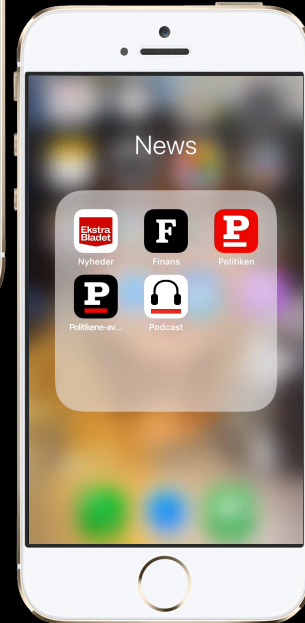
€ pr. month



# VALUE PERCEPTION

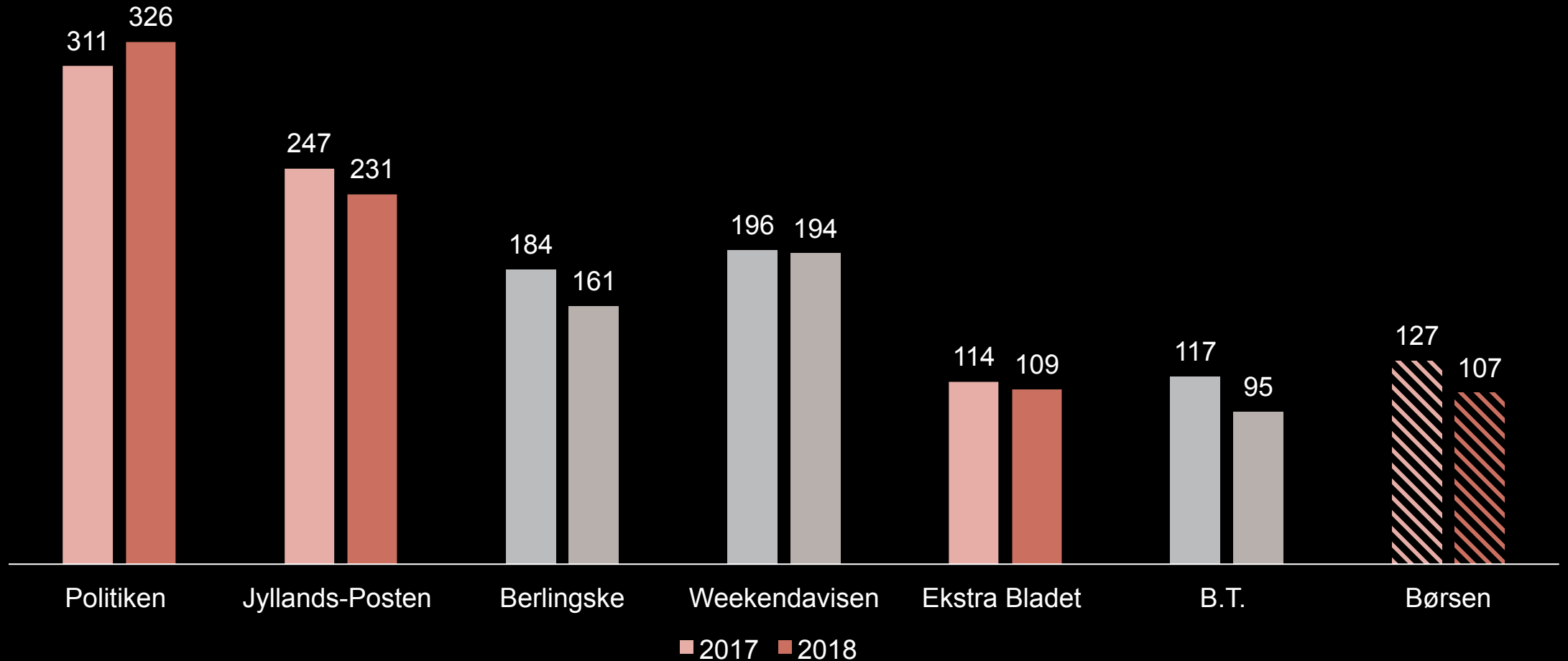


# THE READER PLEDGE



# DENMARK'S LARGEST PAID NEWS PAPER

Readership, thousands





# TARGET GROUPS

20-35 years

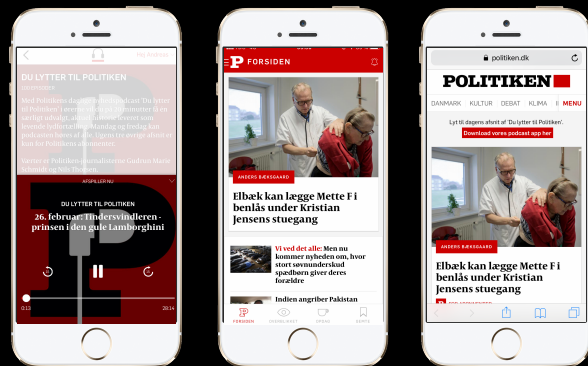
- Volatile consumer behavior
- Flexible and alternate products
- Develop willingness to pay
- Membership and events

38-45 years

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

+50 years

- Core readers

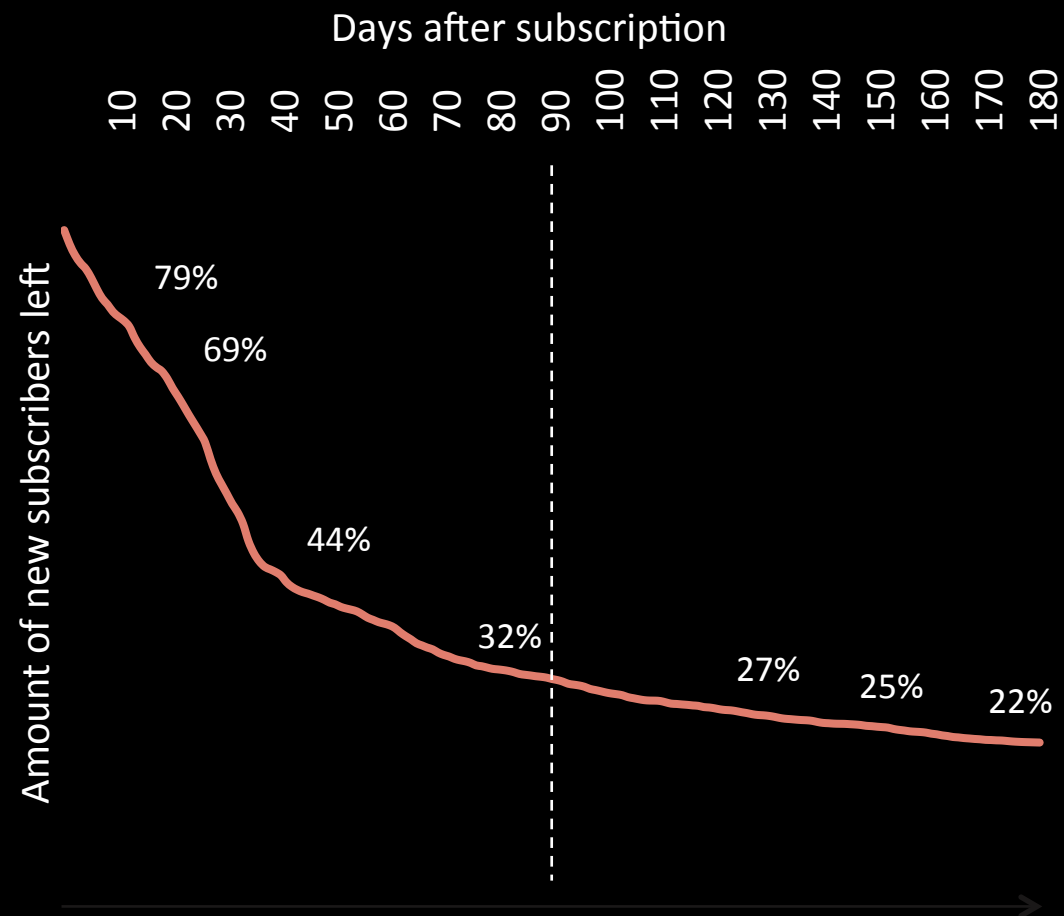


# THE 9 SUBSCRIPTION "DRIVERS"

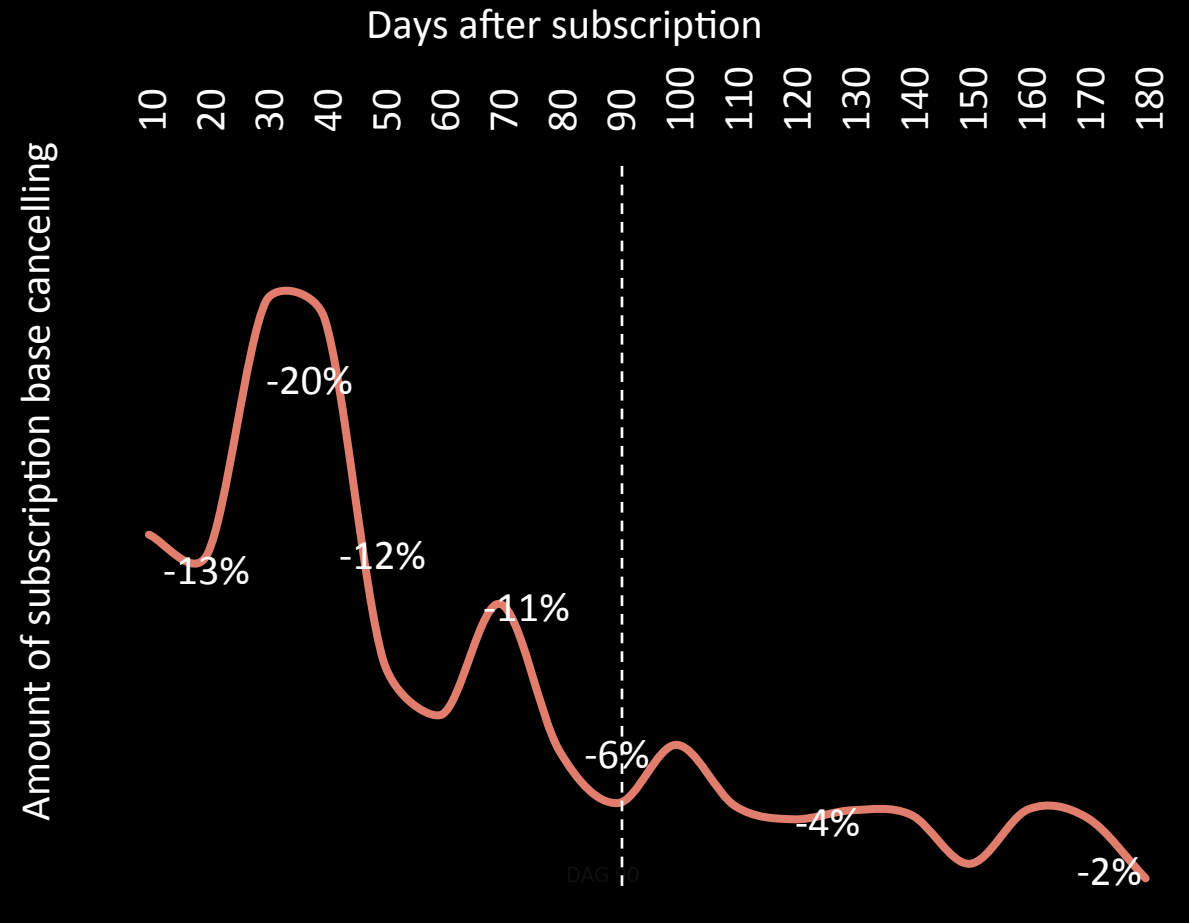
1. The personal story (of fate)
2. The system - and mistakes herein
3. The life of "the others"
4. Health
5. The extreme review
6. The wild viewpoint
7. Education and career
8. Celebrities' viewpoints
9. Svend Brinkmann



# 100 DAYS TO CREATE A HABBIT



70 pct. cancels after 90 days

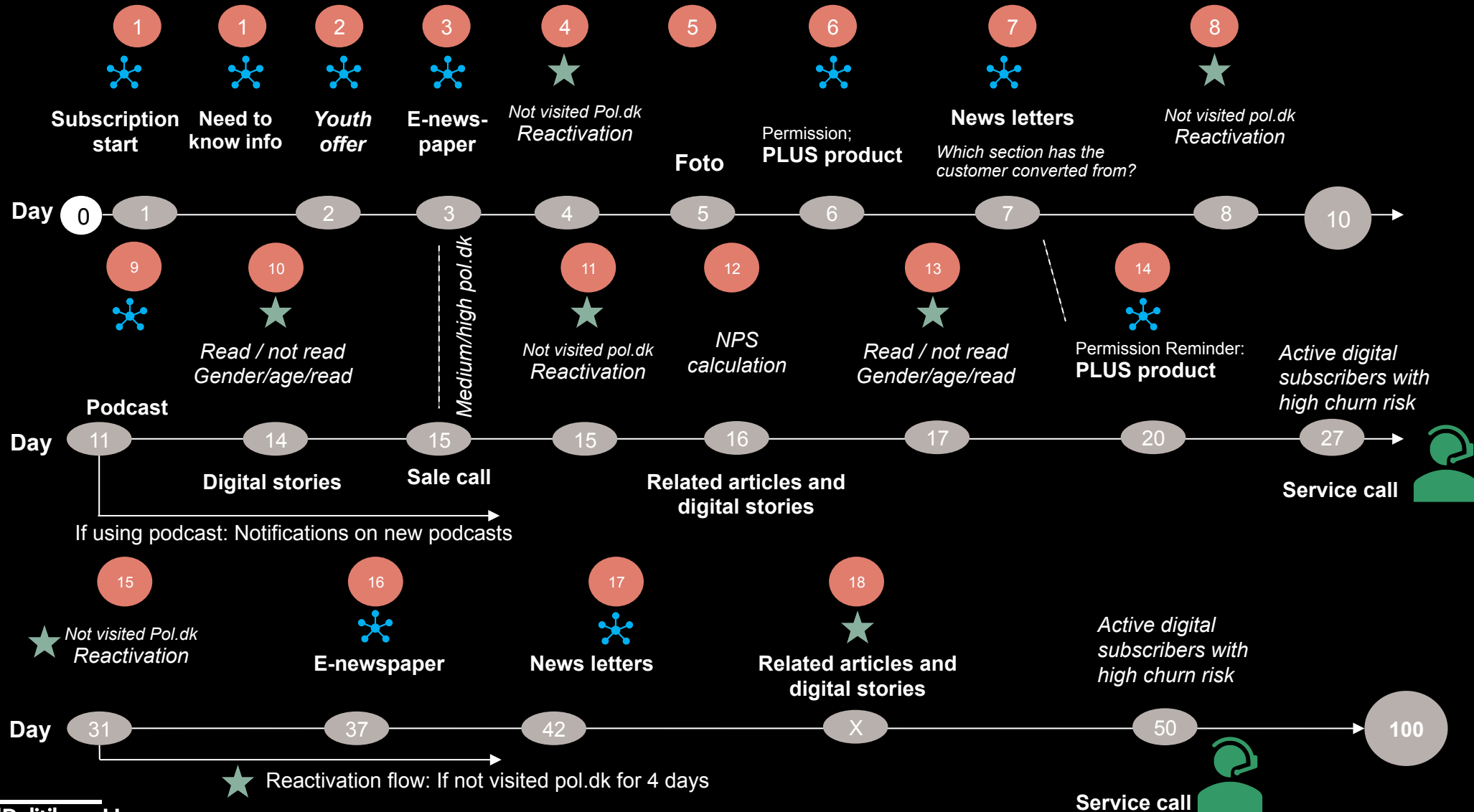


Cancelling rate levelling after 90 days

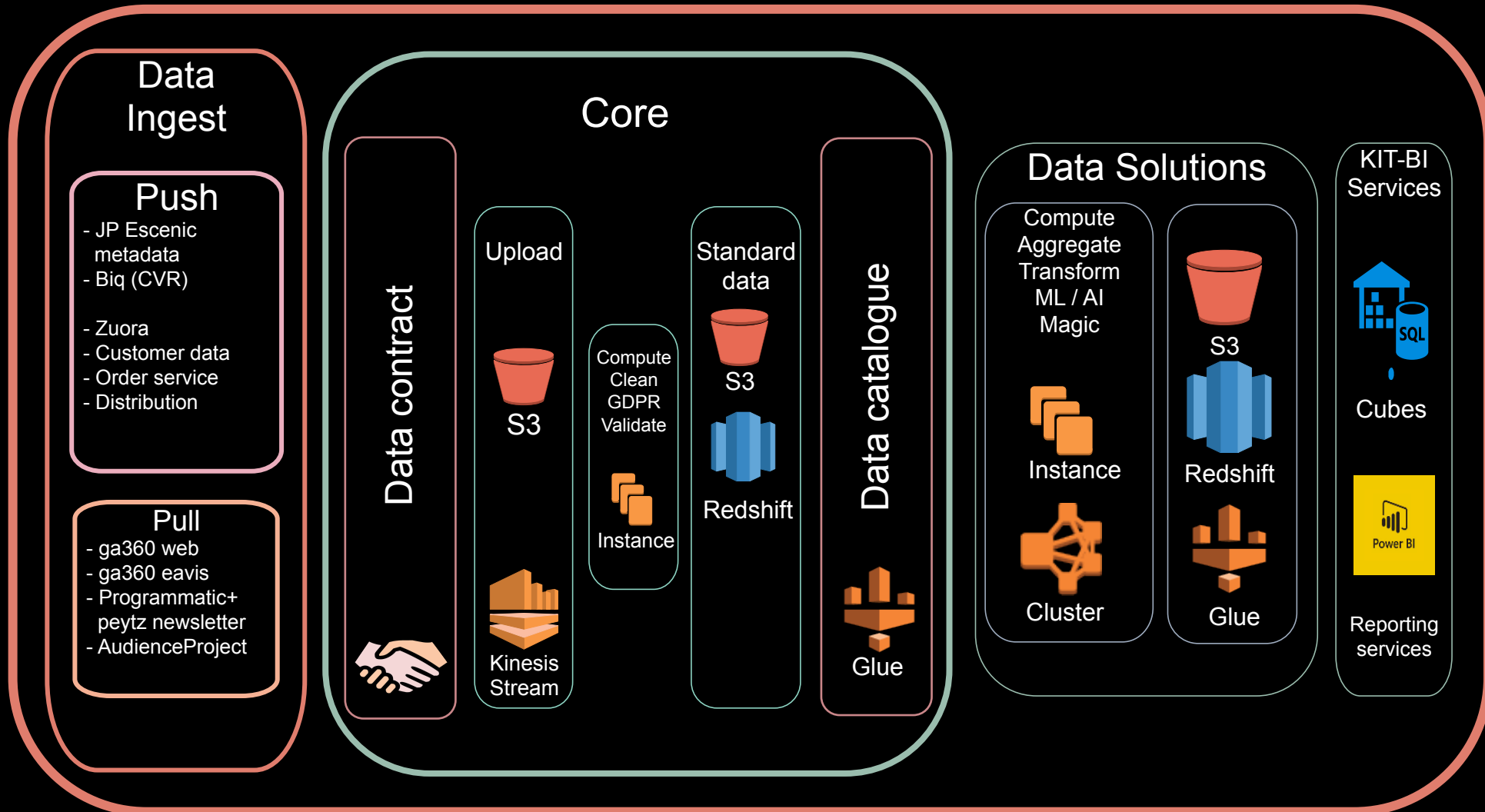
# THE 100 DAY FLOW

★ = feeds

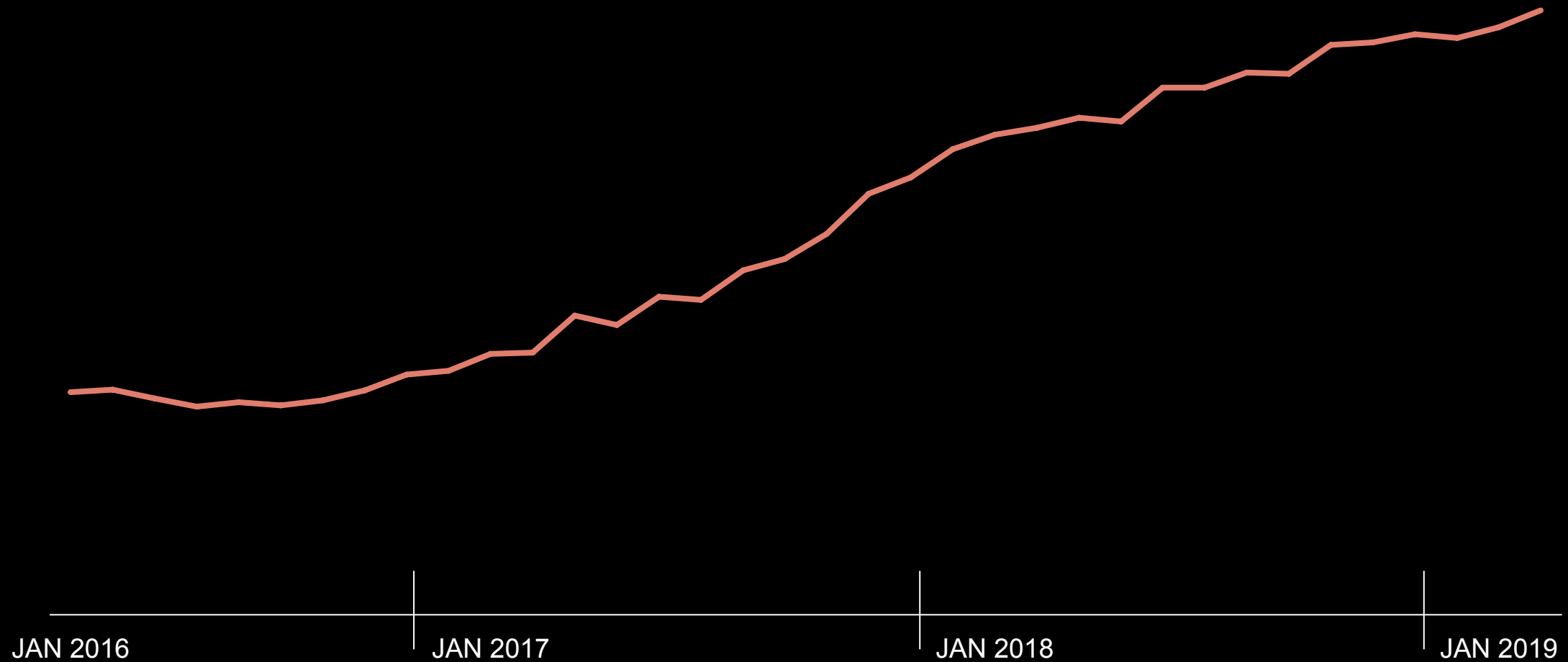
✳ = Messages on relation windows, +Bmetric + Facebook



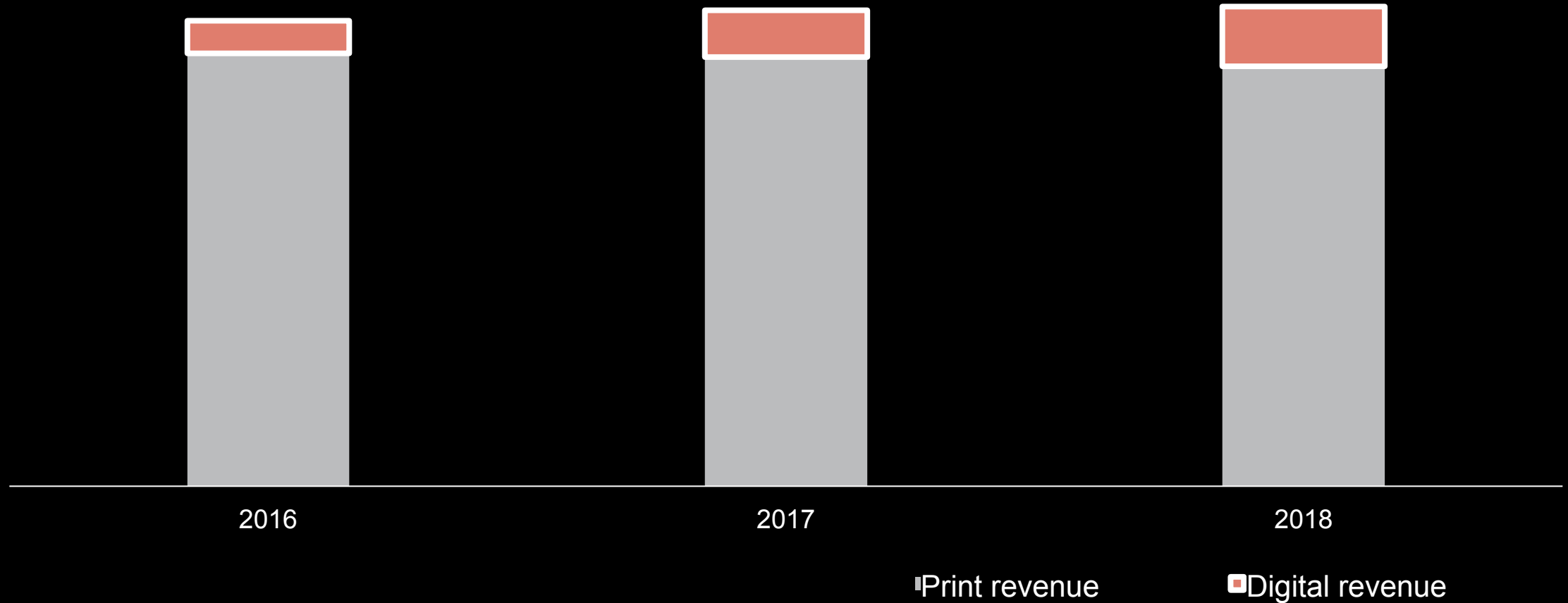
# DATA SUPPLY PLATFORM



# POLITIKEN'S DIGITAL REVENUE



# ON TOP OF STABLE PRINT BASE



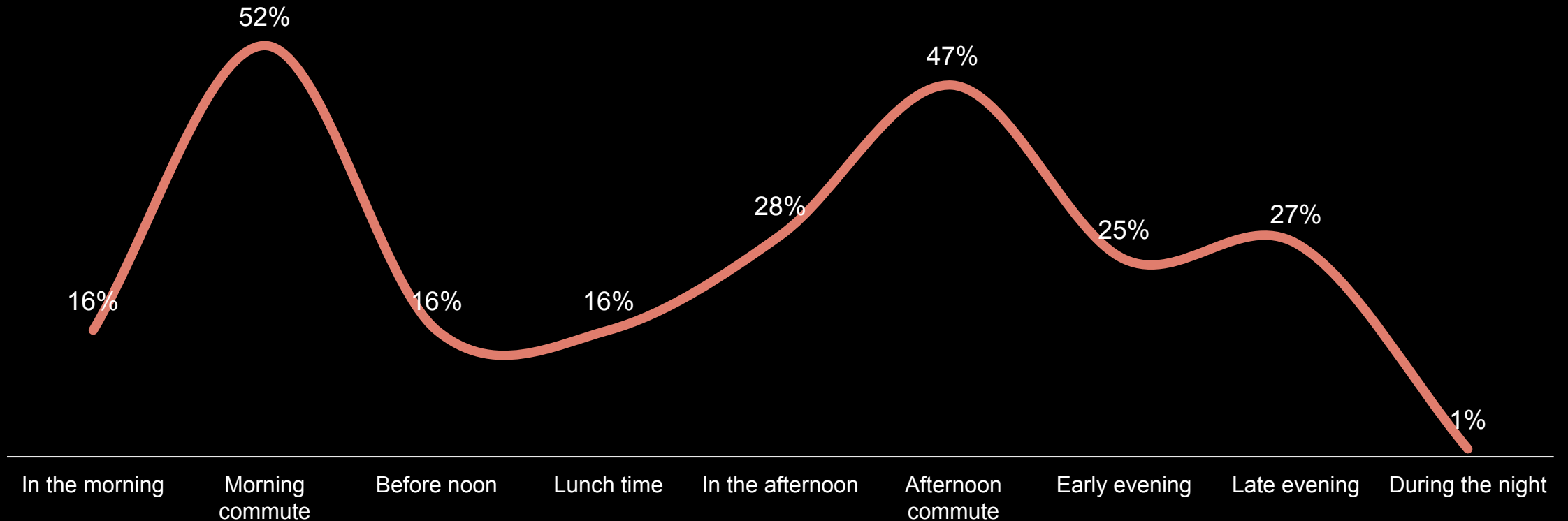
# THE SOUND WAVE IS HERE





# 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



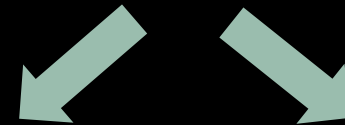
Free text/video content



Traffic to site (brand)



Capitalization

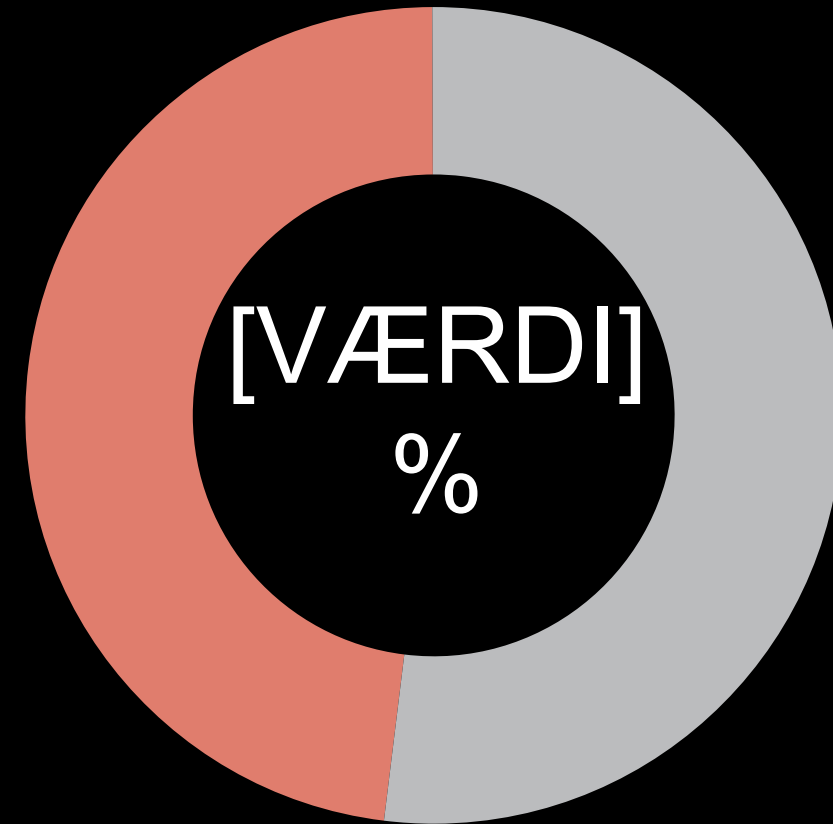


Ad sales (+ content sales)



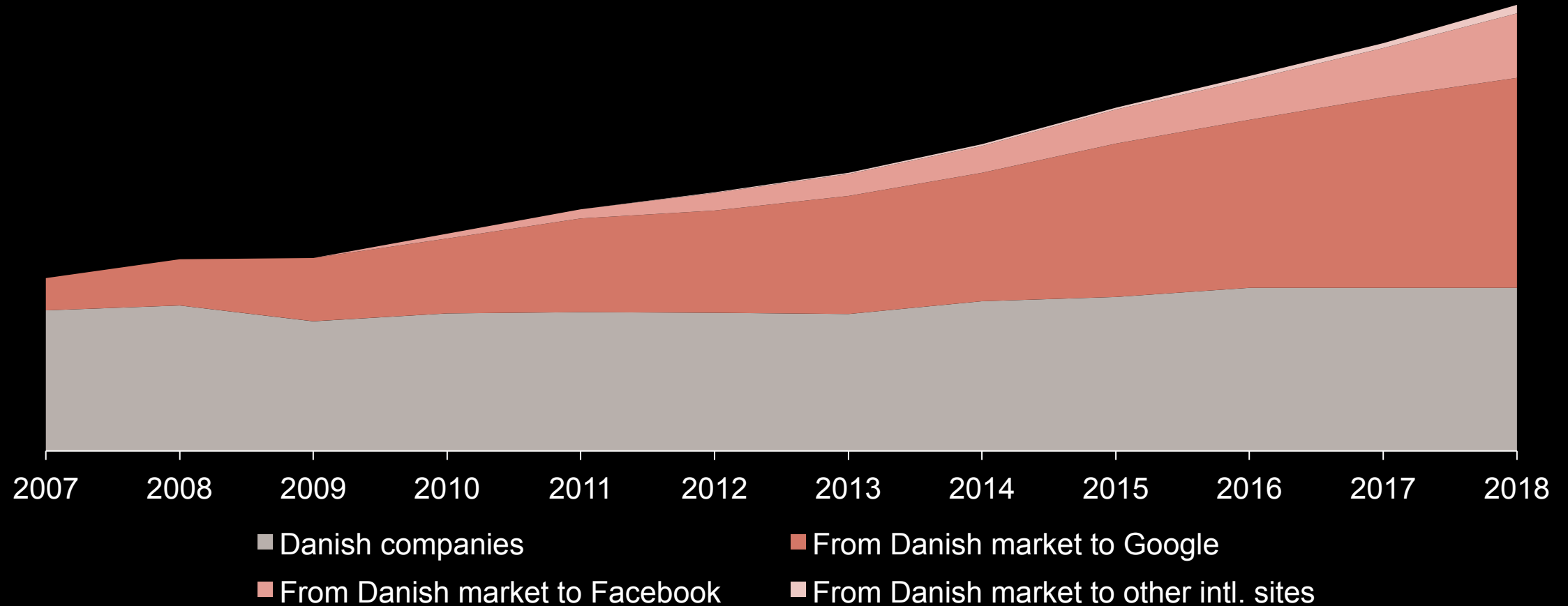
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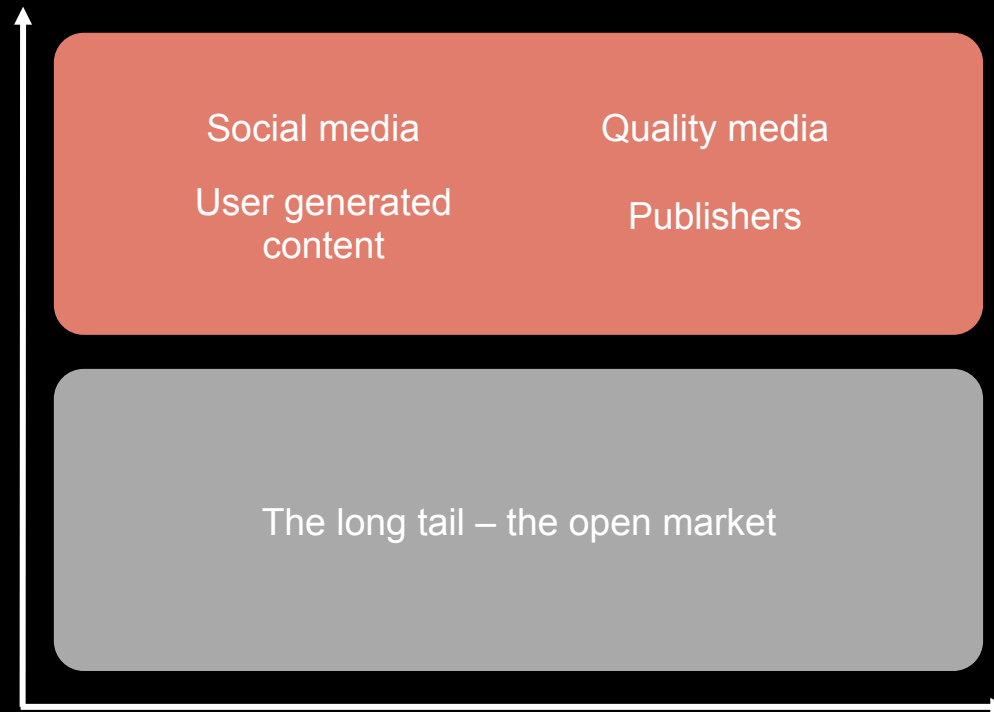
# DEVELOPMENT OF AD SPEND IN DENMARK



# DIFFERENTIATION IN AD POSITION

## Our ad strategy

Viewability and time



Contextual "Brand Safety"

We create  
enlightened  
citizens

[dbk@jppol.dk](mailto:dbk@jppol.dk)

