



Increasing revenue with video and data

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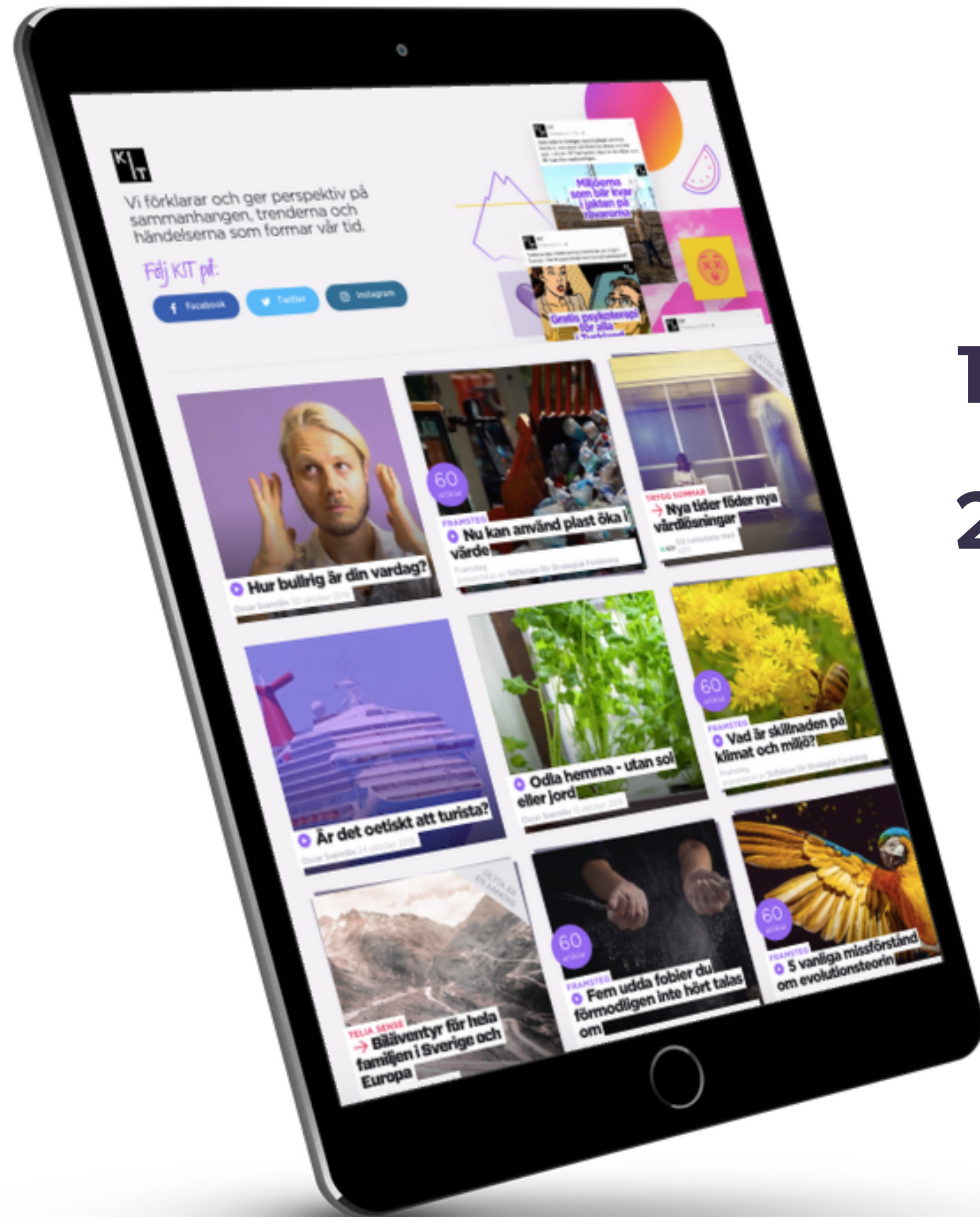
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1. How do you stay relevant when your content is sitting behind a wall?

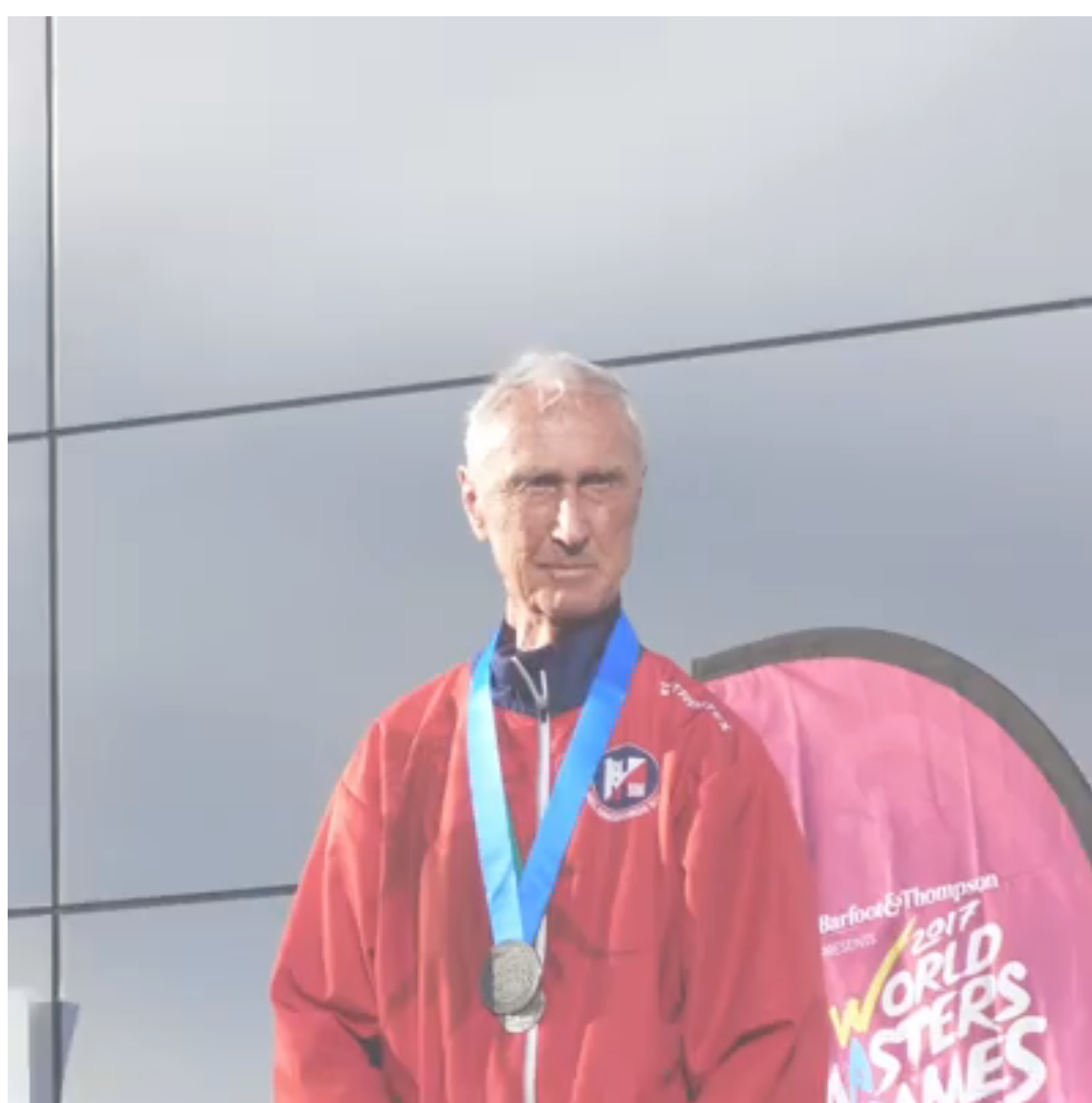
2. How do you convince non-subscribers that the stuff behind that paywall is actually worth their money?

3. What type of content drives subscriptions?



1. Journalism for a social world

2. Platform to understand content





Generating video...



ASSETS



THEME



FORMAT



MUSIC



GENERATE

1

6.00 s



videoblocks-565464.mov

2

4.25 s



3

2.00 s



Slide



DUPLICATE



REMOVE

Slide type

Quote

Learn more about this slide type [here](#).

Quote ?

Living close to the sea brings calmness and serendipity.

51 characters left

Description ?

– Hestman Berber, Project Coordinator at Tida

59 characters left

Slide Behavior ?

☒ Standalone ?

☐ Start ?

☐ Middle ?

☐ End ?

Duration ?

3 15
7.0



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1. How do you stay relevant when your content is sitting behind a wall?

2. How do you convince non-subscribers that the stuff behind that paywall is actually worth their money?

3. What type of content drives subscriptions?

The solution: social video

Let's look at the numbers

- Views of sponsored video content on FB jump **258%**
- **81%** of businesses use video as a marketing tool
- **72%** of people would rather use video to learn about a product or service



Could I please see some
more numbers proving
your point?

Well, of course

- **97%** of marketers say video has helped increase user understanding of their product or service.
- **76%** say it helped them increase sales.
- **47%** say it helped them reduce support queries.
- **76%** say it helped them increase traffic.
- **80%** of marketers say video has increased dwell time on their website.
- **95%** of people have watched an explainer video to learn more about a product or service.
- **81%** of people have been convinced to buy a product or service by watching a brand's video.
- **69%** of people have been convinced to buy a piece of software or application by watching a video.
- **85%** of people say they'd like to see more video from brands.

But how does video solve our
specific problems?





Increase your editorial relevance and reach with video

- Video is the perfect way to tell a complete story, without telling the whole story.
- Keep telling stories that everyone can consume. And share. And discuss.
- Use the format your audience wants to consume on social media.
- Be the place where you can stay updated - for everyone, not just your subscribers
- You can be extremely close to your audience, adapt every piece of content for that specific audience.
- Publish a lot: The best way to keep your audience engaged: consistently publish relevant content.



Create the need to get through that wall!



- “Trailers for articles”
- Video will give your user a much better user experience compared to clicking on a link that ends up in a wall.
- With video it is extremely easy to add a CTA without messing with the story (= happy journalists).



Create new opportunities for advertisers

- Video as an add on to keep advertisers in print
- Videos as native advertising in social channels
- Since you have become an important player in social, you can offer reach, trust and great storytelling
- Becoming an agency: create videos for your advertisers own channels

Let's have a look at: Bohuslänningen

- Swedish local newspaper
- > 20 000 subscribers (paper)





Bohuslänningen ✓

@Bohuslaningen

Startsida

Om

Inlägg

Foton

Videoklipp

Evenemang

Community

Skapa en sida

Gilla Följ Dela ...

Köp nu

Skicka meddelande



Bohuslänningen

6 november kl. 06:39 · 🌐

En snabb operation hade förbättrat Sven Selstams liv avsevärt. Nu har han väntat i över ett år och vet fortfarande inte när operationen kan bli av.



BOHUSLANINGEN.SE

Fingret värker men när Sven ska få hjälp är oklart

Trots förtur har Sven fått vänta i över ett och ett halvt år på operation.



Gilla

Kommentera

Del



Kommentera...



Liknande sidor



Rescue Photo - Uddev...

Webbplats för nyheter o...

Gilla



Torp Köpcentrum

Köpcentrum

Gilla



P4 Väst, Sveriges R...

Robin Nilsson gillar detta
Media

Gilla

Sidor som gillas av den här sidan



Bohuslän

Gilla



Ljungkile Nyheter

Gilla



Torp Köpcentrum

Gilla



Trots förtur har Sven ett och ett halvt år senare inte opererats

Dalsland • Trots en remiss där det tydligt står att Sven Selstam i Färgelanda ska prioriteras och få förtur har Sahlgrenska ett och ett halvt år senare fortfarande inte opererat hans värkande finger. Varför? Det får han inget svar på.

ANNONS

BRANDTDAGAR
4-9 november

90 år = 90 Trisslotter
PÅ KÖPET



MISSA INTE VÅR STORA
PRISTÄVLING

Just nu får du 90 st
Trisslotter på köpet av
ny eller begagnad bil.

Stor pristävling och många
andra fina erbjudanden du
inte vill missa på brandtbil.se

BRANDT 

Vi firar
90 år!

Spel från Svenska Spel AB. Åldersgräns 18 år. Stödlinjen 020-819100. Spelagom.se. Erbjudandena gäller under perioden 4-9 november 2019.

Moa Persson

🕒 05:00 - 6 nov, 2019

Logga in för att få tillgång till alla artiklar på bohuslaningen.se.

Logga in

eller

Ämnen i den här artikeln

Vård

Följ

Sahlgrenska

Följ

NU-sjukvården

Följ

Vårdcentraler

Följ



Bohuslänningen



Jonna

Startsida

Skapa



Bohuslänningen ✓

@Bohuslaningen

Startsida

Om

Inlägg

Foton

Videoklipp

Evenemang

Community

Skapa en sida



Gilla



Följ



Dela



Köp nu



Skicka meddelande

instanser. Han har artros i sina fingerleder och har stora problem i vardagen. Läs mer: <http://bit.ly/32o3MYa>



debatten men också tra...

[Visa mer](#)

Community

[Visa allt](#)



Bjud in dina vänner att gilla den här sidan



19 270 personer gillar detta



19 368 personer följer detta



Robin Nilsson och 4 andra vänner gillar detta eller har checkat in



Om

[Visa alla](#)



0522-990 00



Skicka meddelande



www.bohuslaningen.se



Tidning · Medie-/nyhetsföretag



Föreslå ändringar



Sidtransparens

[Visa mer](#)

Facebook visar information för att hjälpa dig att förstå syftet med en sida. Se åtgärder som utförts av de personer som hanterar och publicerar innehåll.

Sida skapad - 28 april 2009



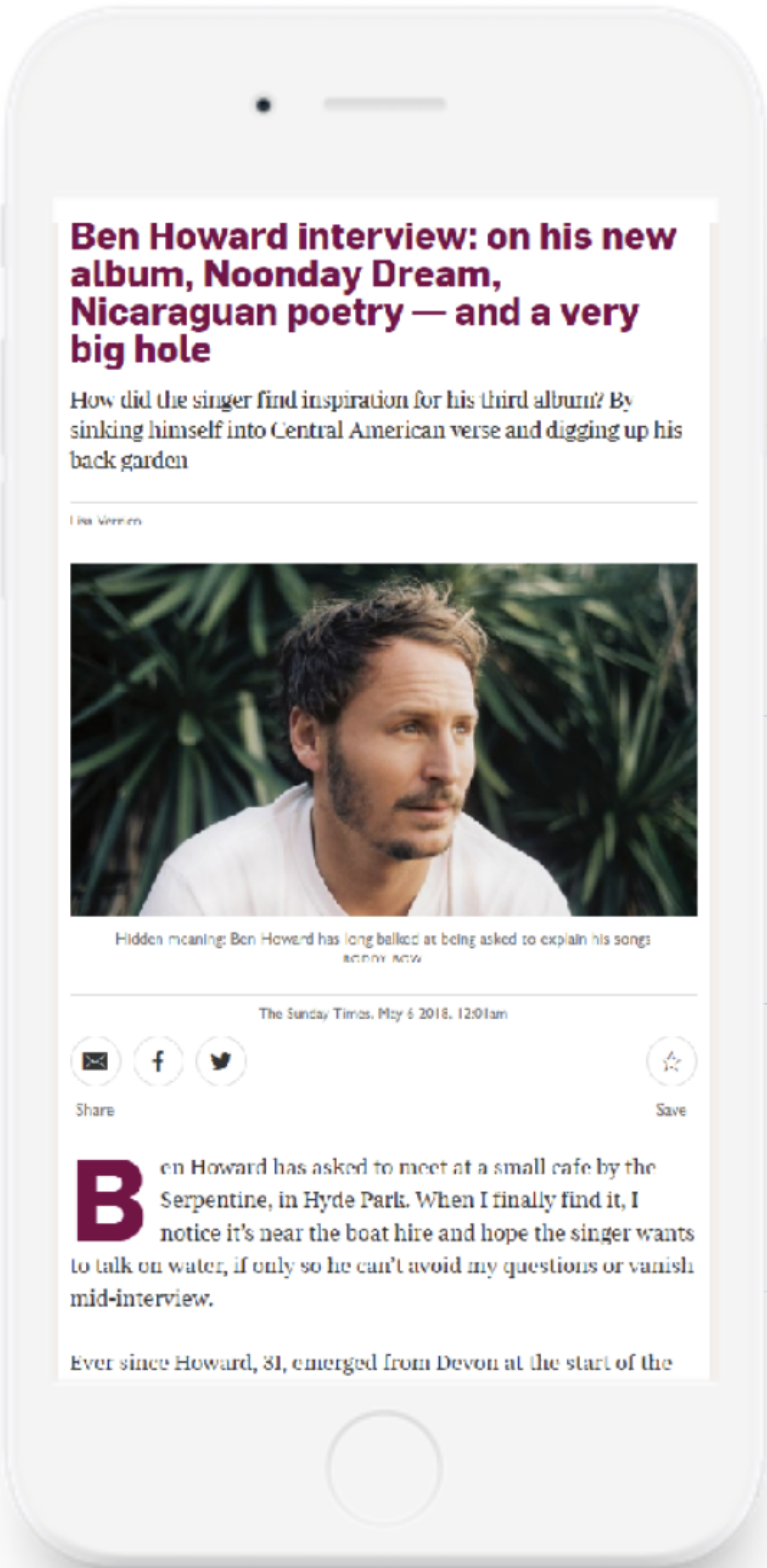
Which content converts?

Let's have a look at the data

How The Times and the Sunday Times increased digital subscribers with content data

- They wanted to know: what content should we create to convert our readers to subscribers?
- How: Content audit with Storykit Data
- Hired 8 freelancers for three months
- Tagged 1.000 articles per section (15.000 articles) with 16 pieces of metadata (tonality, context, etc)
- Plotted against 10 engagement metrics (page views, conversion, etc)





Nature

Release

Context

Product

Development

Exclusive

Editorial intent

Identifiable

Article objective

Exhaustive

Content tonality

Embodied

Article Type

Person feature

Production type

Field reporting

Headline type

Indirect

Job type

Article

Category

Entertainment

Geography

Domestic

“There are broad-brush strokes — like ‘features do well’ — that don’t do anything for the newsroom. This was our attempt to get actual data and findings for people who are doing the job and the wider company.”

Taneth Evans, head of audience at The Times and The Sunday Times

And the results?

- Paying digital-only subscribers for The Times and The Sunday Times rose 19%
- ... despite offering around 15% fewer stories each day
- They can more easily prioritize which types of articles they should focus on
- “We have started to focus on the quality rather than quantity”



Focus on the reader

- **It's all about the life I live.** I want to read stuff that aligns with my lifestyle, my everyday life, my personality, my point of view.
- **...or the life I want to live.** I also love content that shows me what I can become, the choices I can make, the dreams I can have.
- **But I also want to be challenged.** I want articles that are challenging norms, myths or opinions, not just to provoke, but to actually make me think.



Do “good stuff”, not “bad stuff”

- **Proactive is better than reactive.** Focus on jobs that show that this is a publisher with a the voice and the resources to find and do their own stories, will strengthen my relationship with
- **Dare to be distinct.** Journalism that dares to take a stand without deviating from journalistic principles will improve your relationship with the reader. They want to be challenged.
- **Do something unique.** Rewrites DO NOT work. Clickbait IS NOT GOOD. What everybody else is doing is NOT something you should focus on.

“Overwhelmingly, things that we produce that no one else could do in the same way helped us to acquire new readers and led to high engagement with our current subscribers.”

Taneth Evans, head of audience at The Times and The Sunday Times

17 questions to ask yourselves

if you're working with content

- 1 **Does the article describe...** a lifestyle choice that is relevant to our readers?
- 2 ...a relevant person?
- 3 ...relevant information from an area that we cover?
- 4 ...a new phenomenon?
- 5 ...a pattern in our society?
- 6 ...an everyday situation that is relevant for our audience?
- 7 ...an ongoing debate?

- 8 **Will the article be published because...** we have exclusive and relevant information?
- 9 ...we're offering a unique perspective?
- 10 ...the content will be useful for the reader?
- 11 ...the readers can identify themselves in it?
- 12 ...offer the readers some kind of escapism?
- 13 ...it is resisting someones opinion?

14

Will the article be published because... it highlights new questions in a known issue?

15

...it provokes a reaktion with the reader by questioning their point of view?

16

...it takes a stand in a ongoing debate?

17

...it addresses or busts a myth?



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