Increasing Digital Readership: The Usage of Digital Comic Books

SOFIE
GUELINCKX
Digital Marketing Manager HBvL
Mediahuis

inma
Sharing ideas. Inspiring change.
BDZV

1 Day
Fly In, Fly Out
20+ Cases
Share a Case, Pay Less

HET BELANG VAN LIMBURG

Me!

- Digital Marketing Manager Het Belang van Limburg
- Professional member of the De Vos household

HET BELANG VAN LIMBURG

- 860.000 inhabitants
- Many dialects
- Simon Mignolet, Thibaut Courtois, Kim Clijsters
- Lovely people
- Famous for

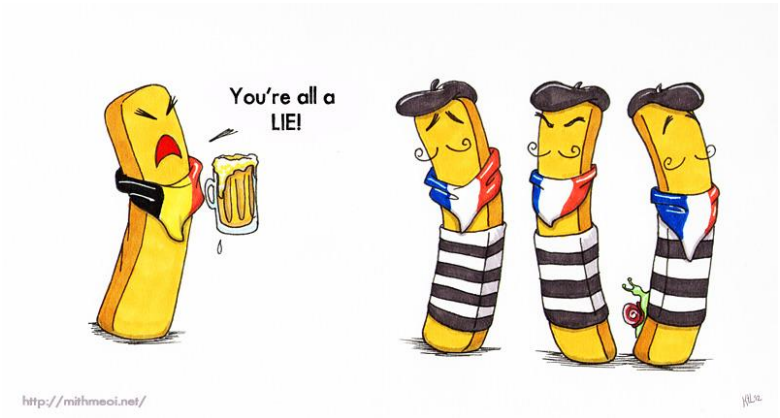
HBvL in key facts

94k subscriptions

Tablet & Mobile optimized

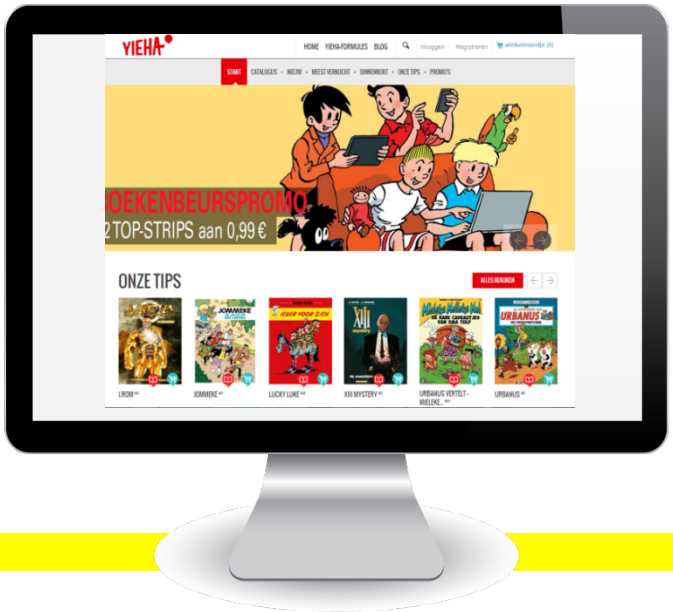
=> Increase digital activation & reading frequency

How to seduce readers?



Digital comic books: say what?

- Yieha: new platform where you can rent and buy digital comic books
- Collaboration in order to launch Yieha

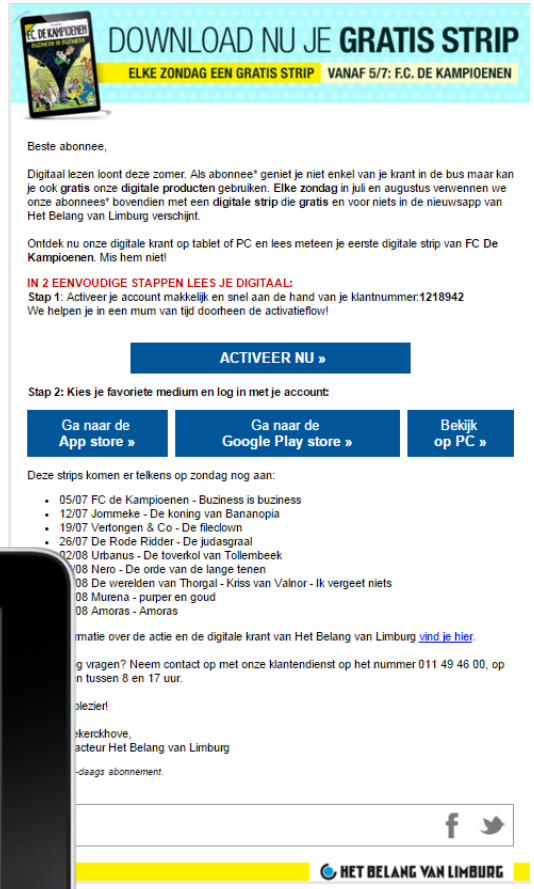


Digital comic books: tell me how?

- Separate publication date: Sunday
  - Measurable
  - Visual
  - Targetable
  - Successful

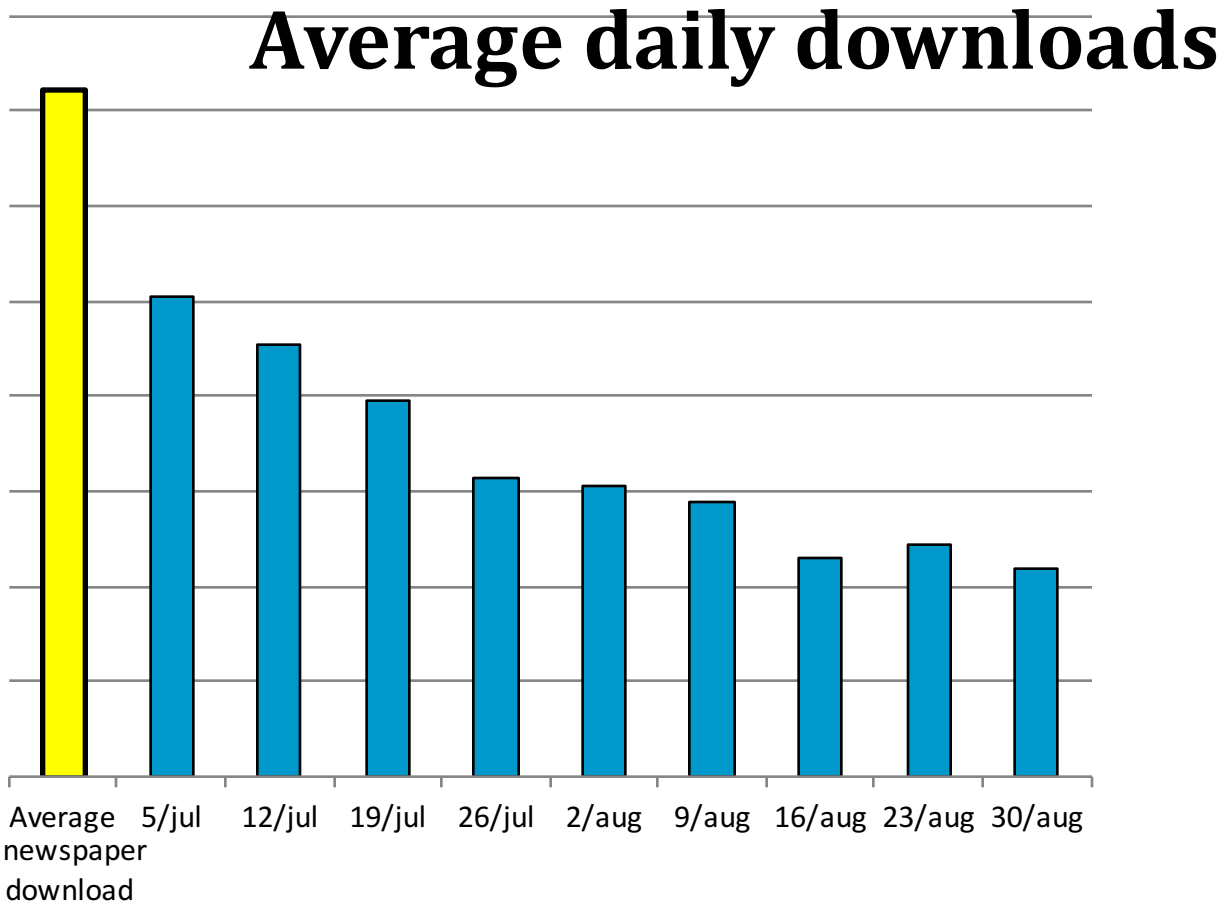
Digital comic books: campaign

- Image
  - Print
  - Online
- Action:
  - Email
  - Pushes
  - Interstitials

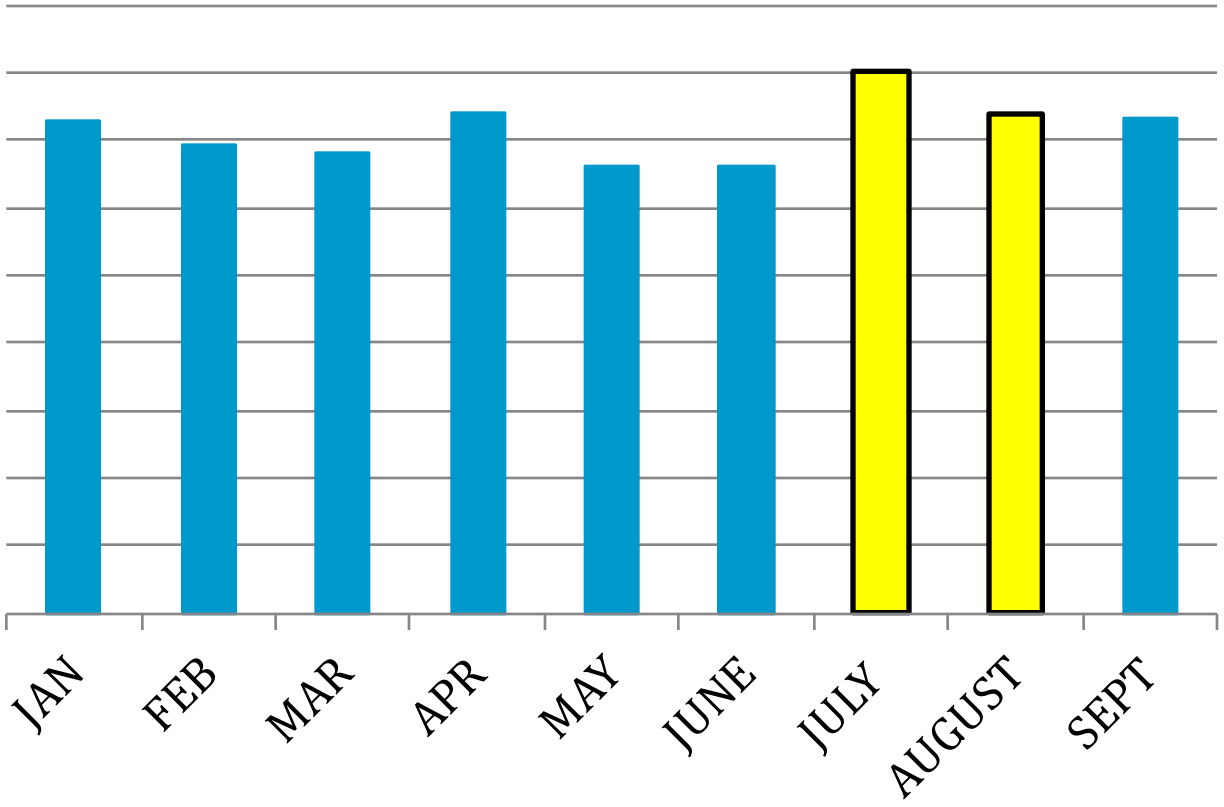


Digital comic books: read on

Tatatataaaaaaaaa: daily downloads

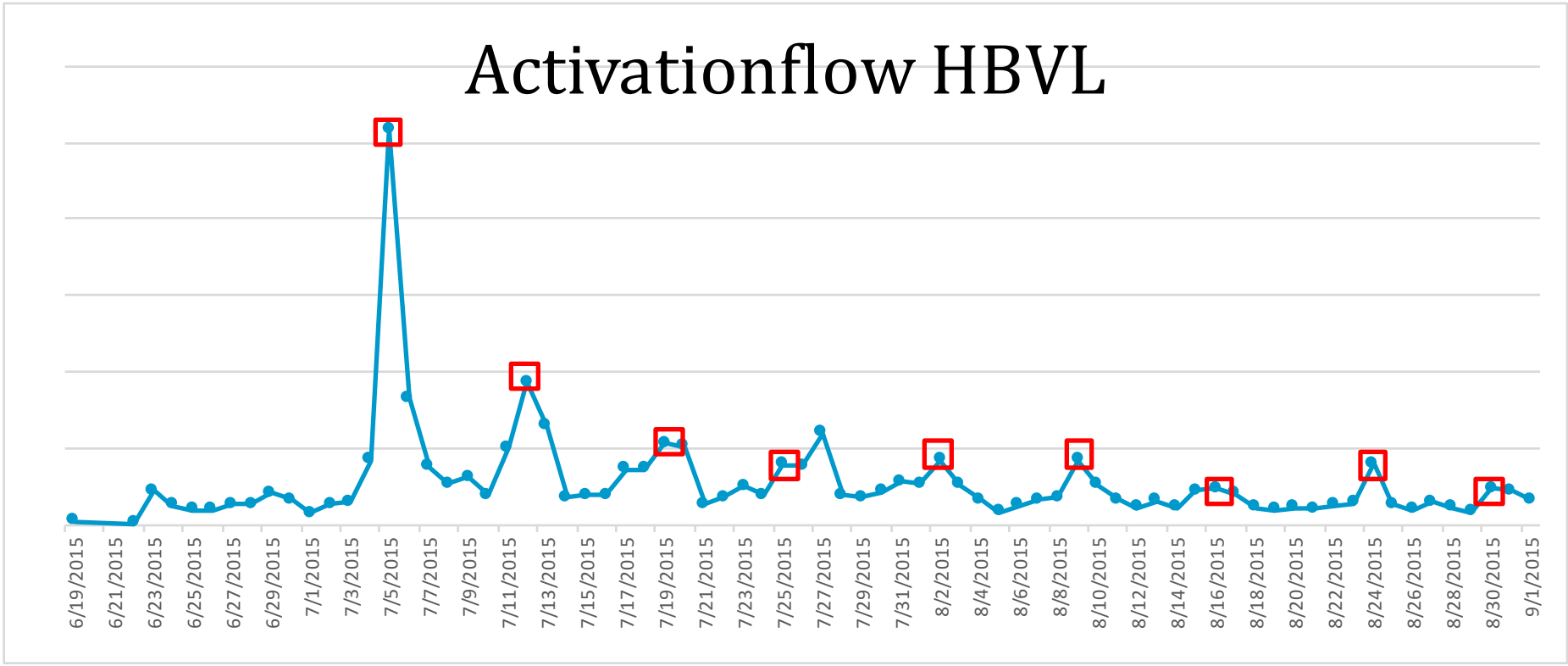


Tatatataaaaaaaaaaa: total downloads



Total downloads per month: summer peak

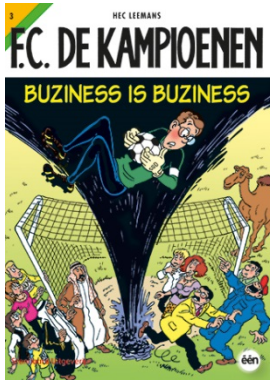
Tatatataaaaaaa: new digital readers



Sunday activation peaks!

Were they happy?

- Survey amongst digital readers
  - 70% had noticed the comic books
  - 25% downloaded at least one comic book
  - If downloaded:
    - 3,7 comic books read per person
    - Mainly children comic books
    - Rating: 7,1/10



HBvL in key numbers: after

94k subscriptions

+30% activated digital readers

+ 14% average weekly digital reads

Thank you!