

GERMAN MEDIA STUDY TOUR 2019

INMA MEDIA INNOVATION WEEK



Hamburg, 26. September 2019

Joachim Dreykluft
Nicolas L. Fromm
Michael Krechting

NOZ DIGITAL

NOZ mhon
MEDIEN MEDIEN





WELCOME TO NOZ & MH:N MEDIEN @ HAMBURG

WHO WE ARE



NICOLAS L. FROMM

CEO
NOZ DIGITAL



JOACHIM DREYKLUFT

HEAD OF HHLAB
EDITOR SHZ.DE



MICHAEL KRECHTING

MANAGING EDITOR
DIGITAL NOZ

WHO WE ARE

**In 2016, two powerful publishing houses
in Northern Germany band together...**

WHO WE ARE

NOZ
MEDIEN

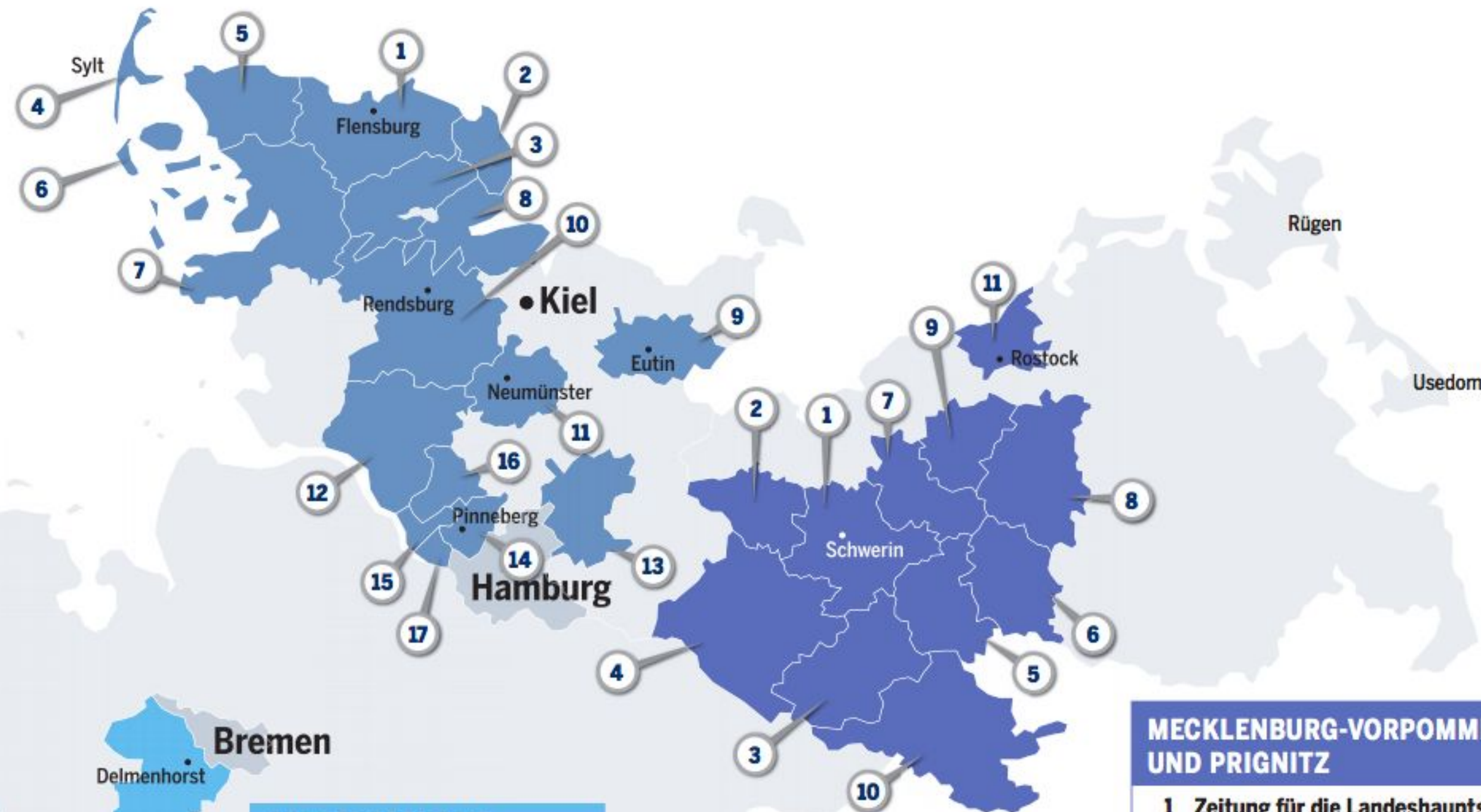
&

mh•n
MEDIEN



SCHLESWIG-HOLSTEIN

- 1 Flensburger Tageblatt
- 2 Schlei-Bote
- 3 Schleswiger Nachrichten
- 4 Sylter Rundschau
- 5 Nordfriesland Tageblatt
- 6 Der Insel-Bote
- 7 Husumer Nachrichten
- 8 Eckernförder Zeitung
- 9 Ostholsteiner Anzeiger
- 10 Schleswig-Holsteinische Landeszeitung
- 11 Holsteinischer Courier
- 12 Norddeutsche Rundschau/
Glückstädter Fortuna/
Wilstersche Zeitung
- 13 Stormarner Tageblatt
- 14 Pinneberger Tageblatt/
Quickborner Tageblatt/
Schenefelder Tageblatt
- 15 Uetersener Nachrichten
- 16 Elmshorner Nachrichten/
Barmstedter Zeitung
- 17 Wedel-Schulauer Tageblatt



NIEDERSACHSEN

- 1 Neue Osnabrücker Zeitung
- 2 Meller Kreisblatt
- 3 Wittlager Kreisblatt
- 4 Bramscher Nachrichten
- 5 Bersenbrücker Kreisblatt
- 6 Lingener Tagespost
- 7 Meppener Tagespost
- 8 Ems-Zeitung
- 9 Delmenhorster Kreisblatt

MECKLENBURG-VORPOMMERN UND PRIGNITZ

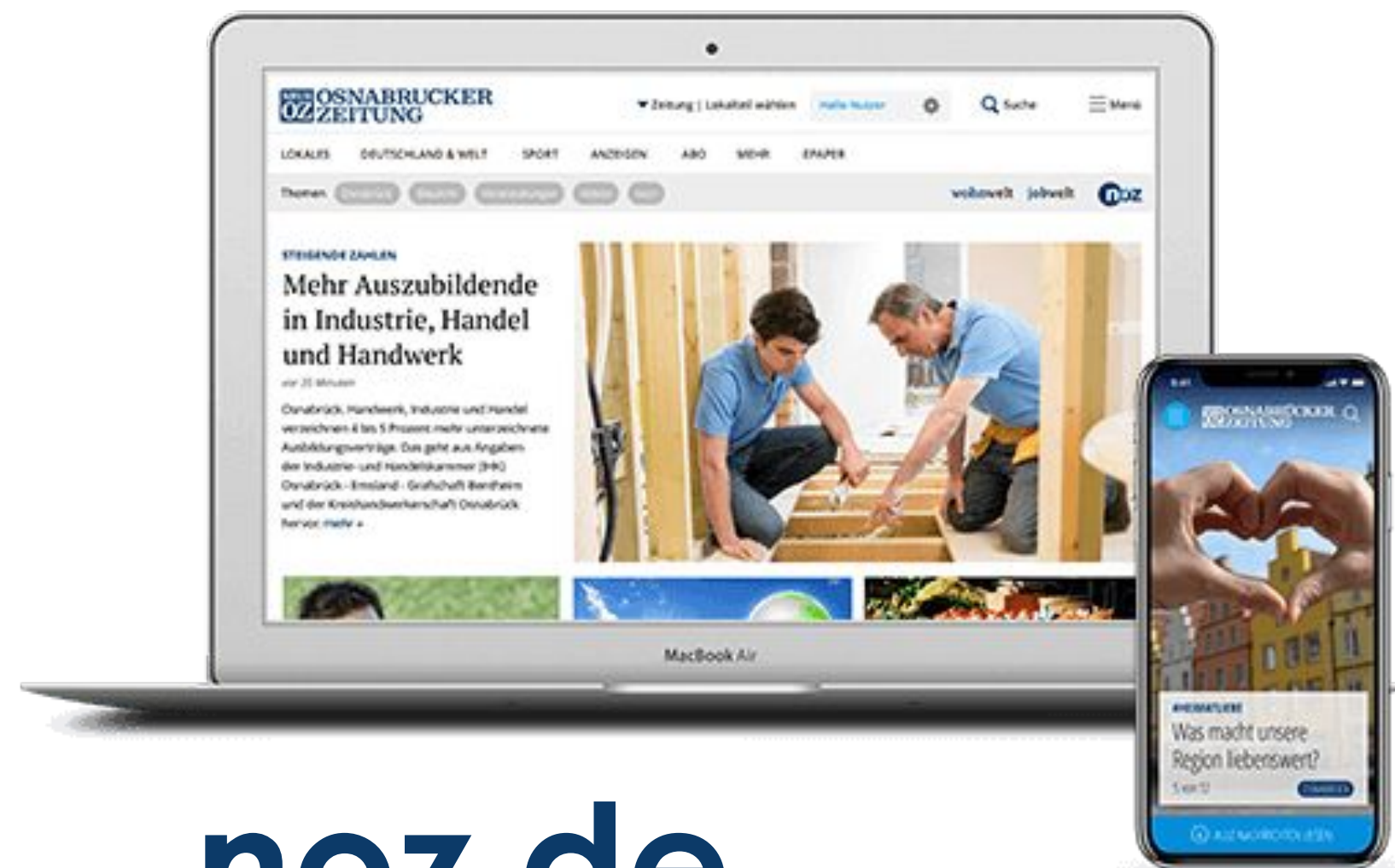
- 1 Zeitung für die Landeshauptstadt
- 2 Gadebusch-Rehnaer Zeitung
- 3 Ludwigsluster Tageblatt
- 4 Hagenower Kreisblatt
- 5 Parchimer Zeitung
- 6 Zeitung für Lütz-Goldberg-Plau
- 7 Anzeiger für Sternberg-Brüel-Warin
- 8 Güstrower Anzeiger
- 9 Bützower Zeitung
- 10 Der Prignitzer
- 11 Norddeutsche Neueste Nachrichten

★ 42 daily newspaper titles

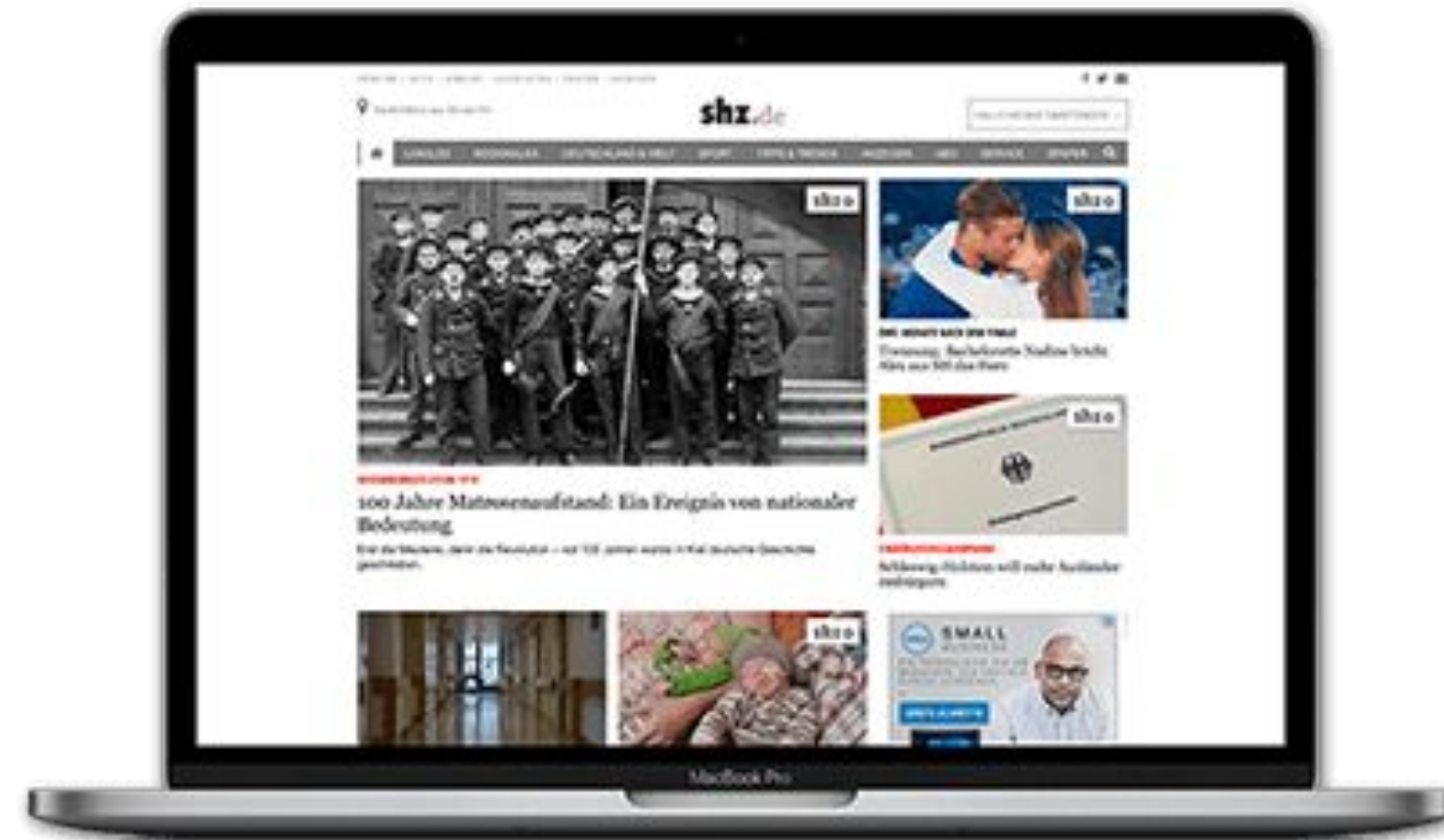
★ > 400.000 print copies per day

★ 50 companies belong to NOZ & mh:n MEDIEN, from post delivery to digital start-ups

★ > 3.000 employees



noz.de



shz.de



svz.de

★ 3 main news portals and apps
with more than 15 mio visits
and 6 mio unique users/month

★ 100k digital
subscriptions

WHAT TO EXPECT

1. WELCOME @ NOZ DIGITAL: WHO WE ARE AND WHAT TO EXPECT
- 2. SHORT GUIDED OFFICE TOUR**
3. THE HAMBURG OFFICE AS THE DIGITAL HUB OF NOZ & MH:N MEDIEN: STRATEGIC GOALS AND MOST IMPORTANT PROJECTS (N. FROMM)
4. R&D IN A FORWARD-THINKING PUBLISHING HOUSE: THE HHLAB (J. DREYKLUF)
5. THE ROLE OF THE CENTRALIZED DIGITAL NEWSROOM IN HAMBURG (M. KRECHTING)
6. Q&A

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THE HAMBURG OFFICE

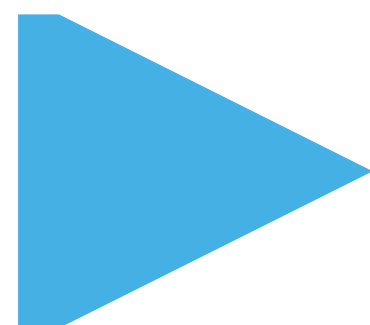
Zentralredaktion Digital

Forschung & Entwicklung

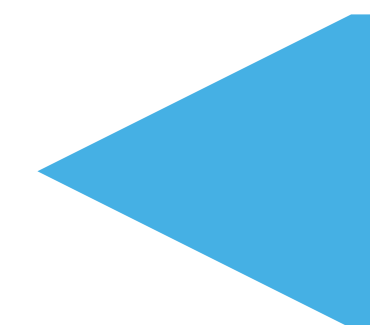
Business Development

AUDIO_MARKET

58%	29%	500 Mio \$
of Germans use audio-on-demand	of Germans pay for audio-on-demand	is the amount which Spotify is going to invest in podcasting until 2022



AUDIO-ON-DEMAND
is a fast growing market with a
trend for information based content



AUDIO_READER SURVEY 2019



62 %
use audio-on-demand
while commuting / in the car



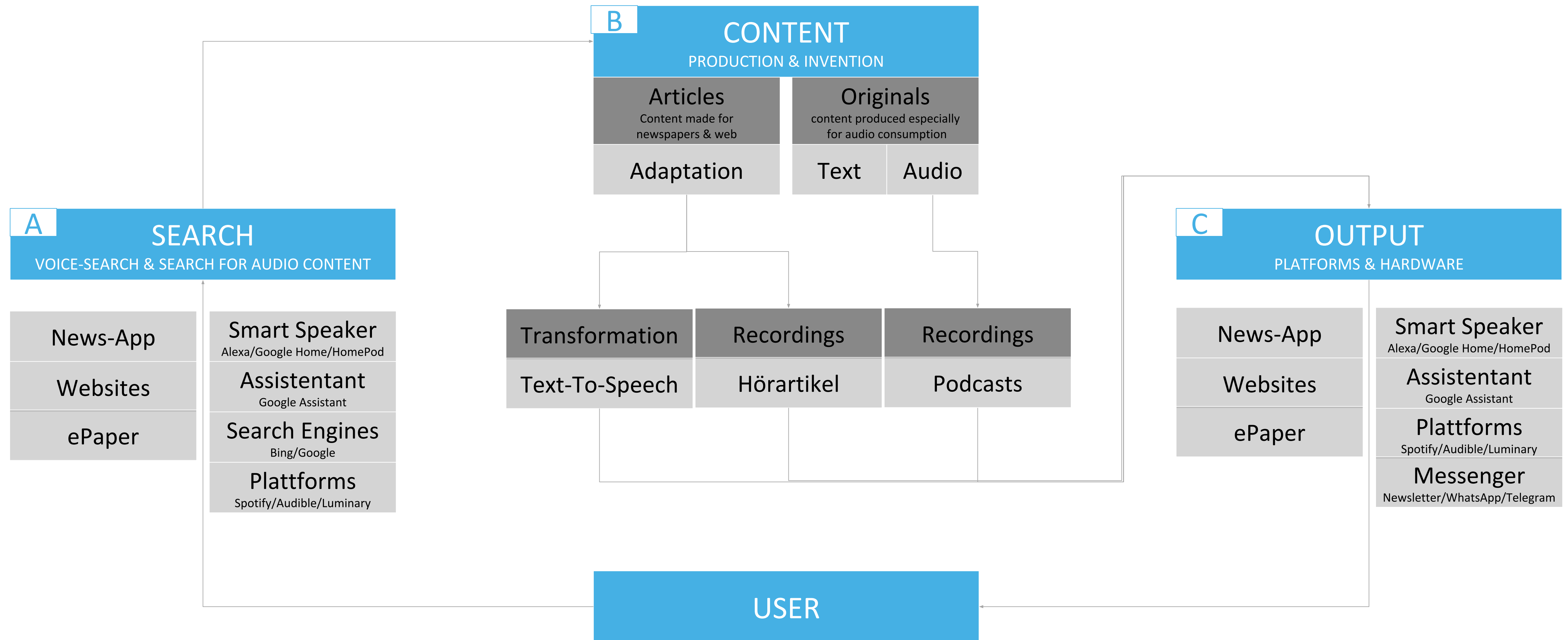
63 %
use audio-on-demand
while doing house work



36 %
use audio-on-demand
in the bathroom

**Potential to win media consumption time
of existing customers and
new target groups**

AUDIO_PROJECT OVERVIEW



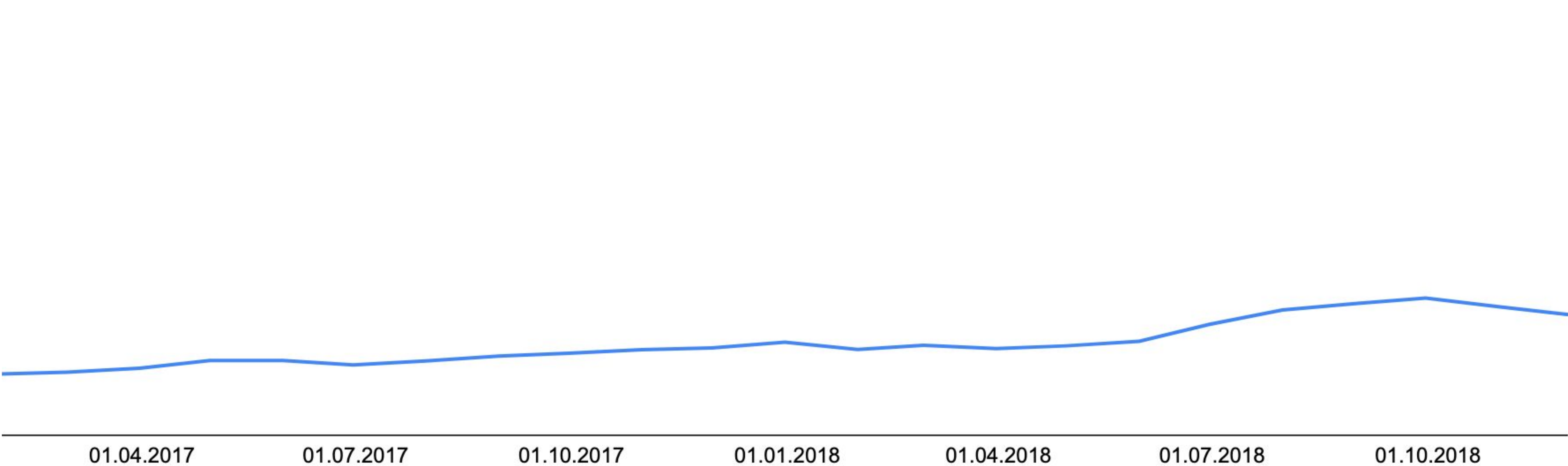
Main Challenge

How can we team up with editorial, product, data, sales and tech staff to tackle the beast of sustainable digital subscriptions at scale to save the future of profitable regional journalism.



Implement a paywall is not enough to be
successful with paid content!

Digital subscriptions till the end of 2018



Three main drivers of our paid content strategy

User Experience

-> If we don't create portals that make our consumers happy, we won't be successful. We need to know what consumers want and be active at the relevant touchpoints.

Content

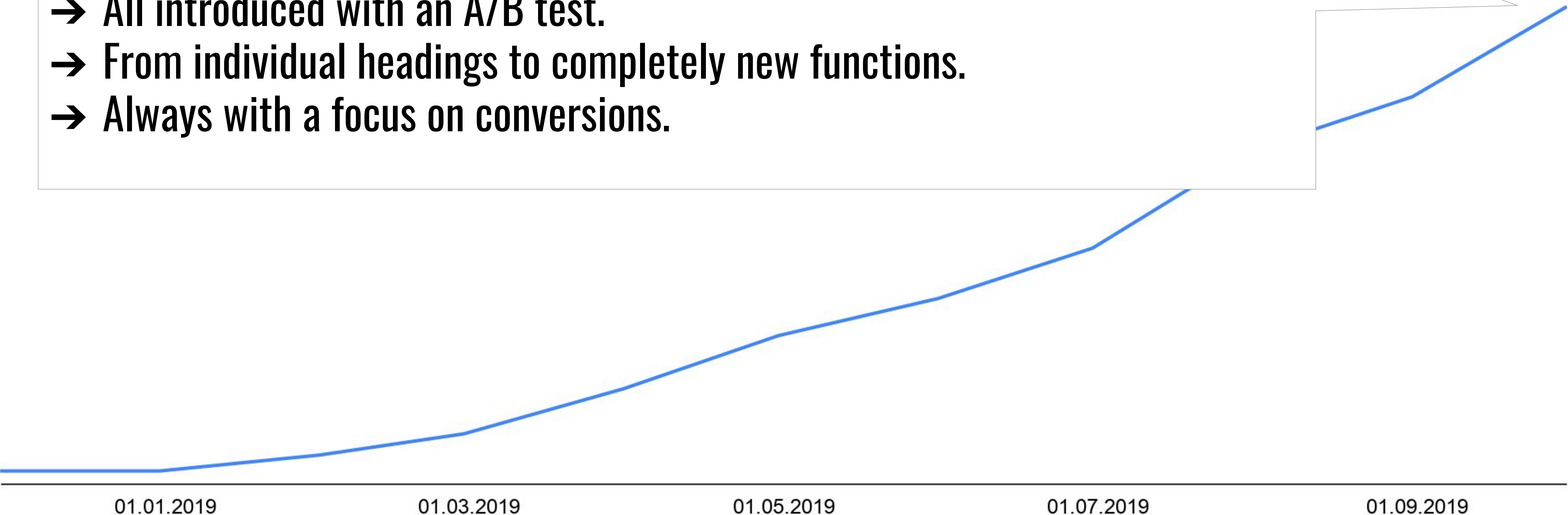
-> Our customers buy a service to be reliably informed about relevant topics. We have to meet this demand in terms of content. We need to know which topics are relevant to our readers and report on them reliably.

Sales

-> We must act flexibly with our offers and put together suitable packages for our customers.

User Experience

- In 2019, we've done 180 User Experience optimizations so far.
- All introduced with an A/B test.
- From individual headings to completely new functions.
- Always with a focus on conversions.



Example: Article-Teaser



Instead of the article teaser,
an information text about the
subscription is displayed.

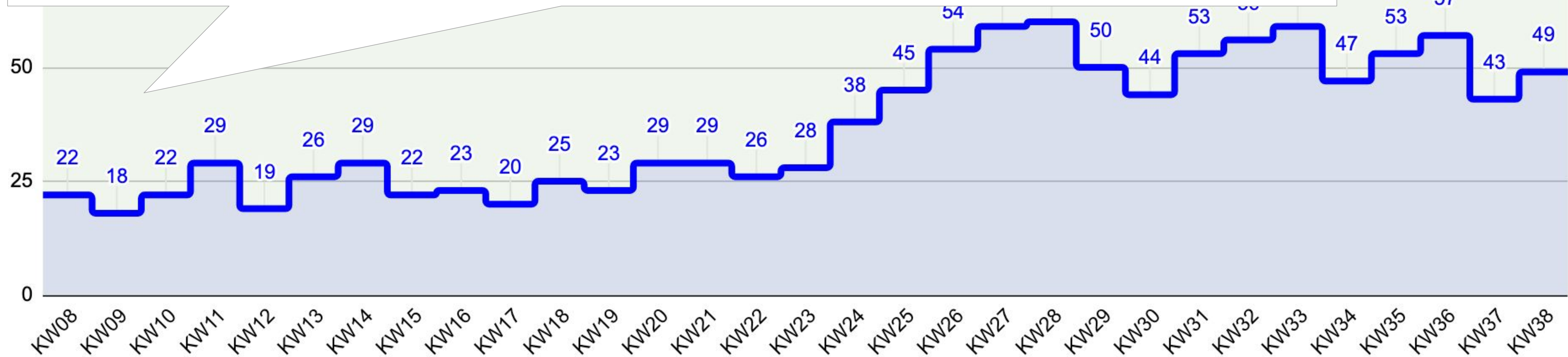
+ 72 % Conversions

*“Get the trial month now to read
this article. All other articles on
our website and in the app “noz
News” will be available as well.”*



Content

- Since February we have been talking every day with the four central editorial offices about articles and topics that sell particularly well. And we put an editorial focus on them.
- With the goal of create ø 80 conversions every day via the paywall.
- Three local editorial offices have been added since September.



Paid Content Task Force

interdisciplinary project team

- News desks Hamburg, Flensburg, Osnabrück, Schwerin
- NOZ Digital
- Digital Sales

focus on paid content potential of individual articles & topics

creation of individual marketing operations

mo.

review & outlook
on relevant topics

tu.

Integration of different
local newsrooms

we.

th.

fr.

development
of Paid Content measures

Example: Distorted perception



Central finding of the Paid Content Task Force:

We don't know what sells and have a distorted perception.

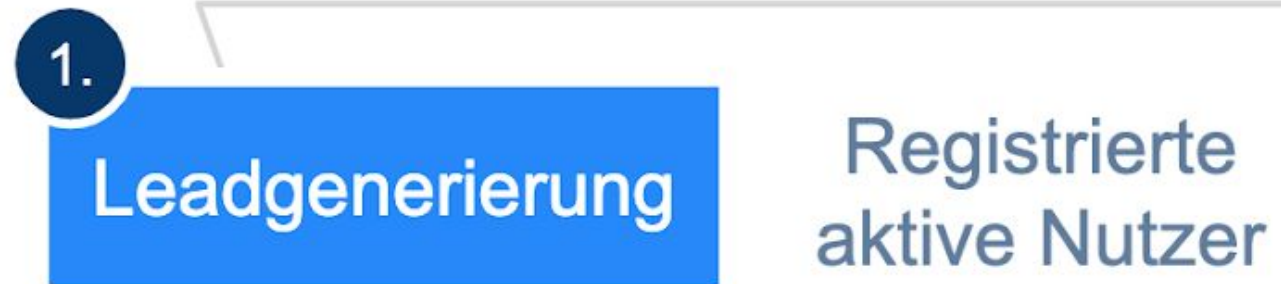
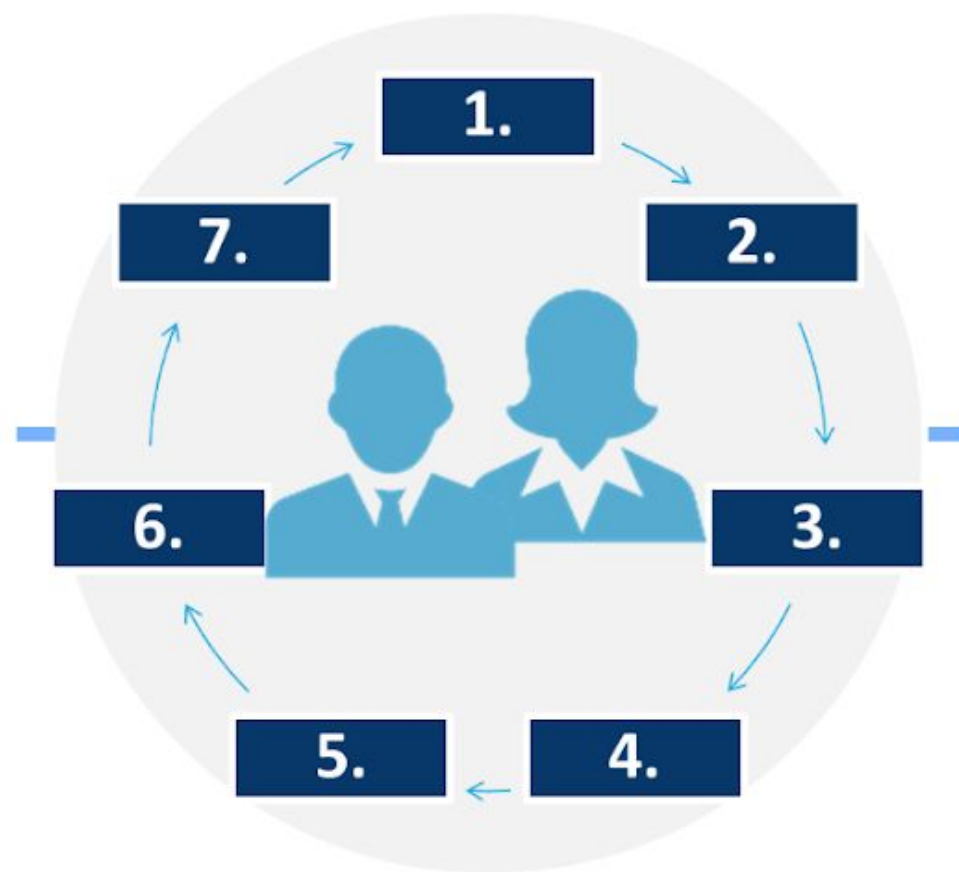
Prestige themes do not sell!

Locally relevant topics sell!



Sales

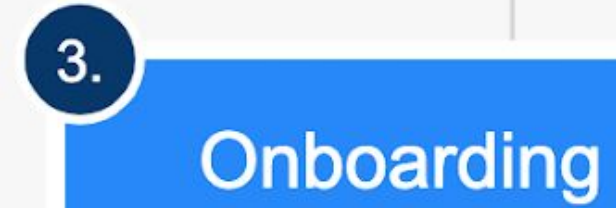
Registrierung



Paywall



Zugänge Probeabo
Digital Basis



Zugänge
Digital Basis



BESTAND
Digital Basis



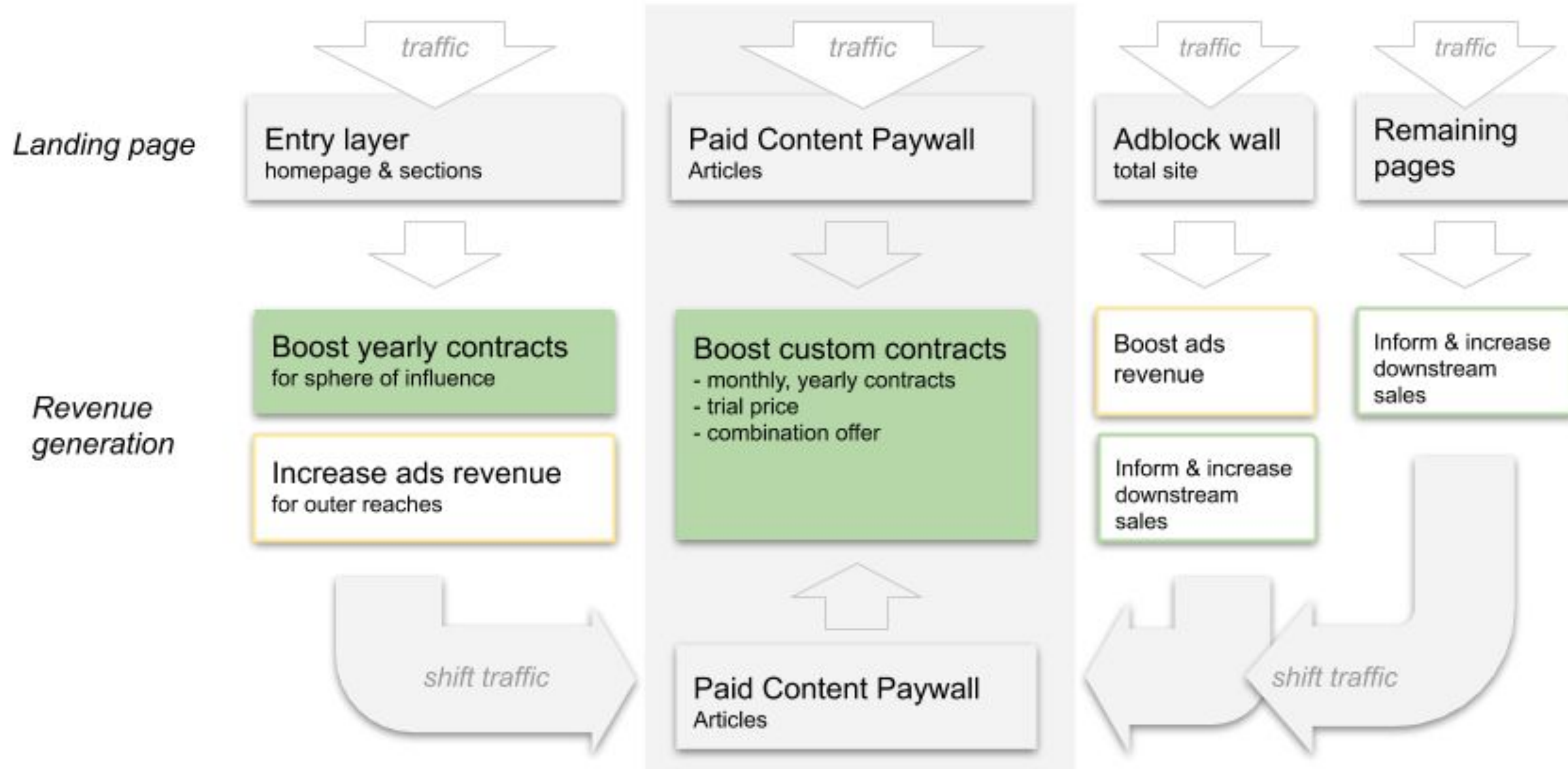
Kündiger

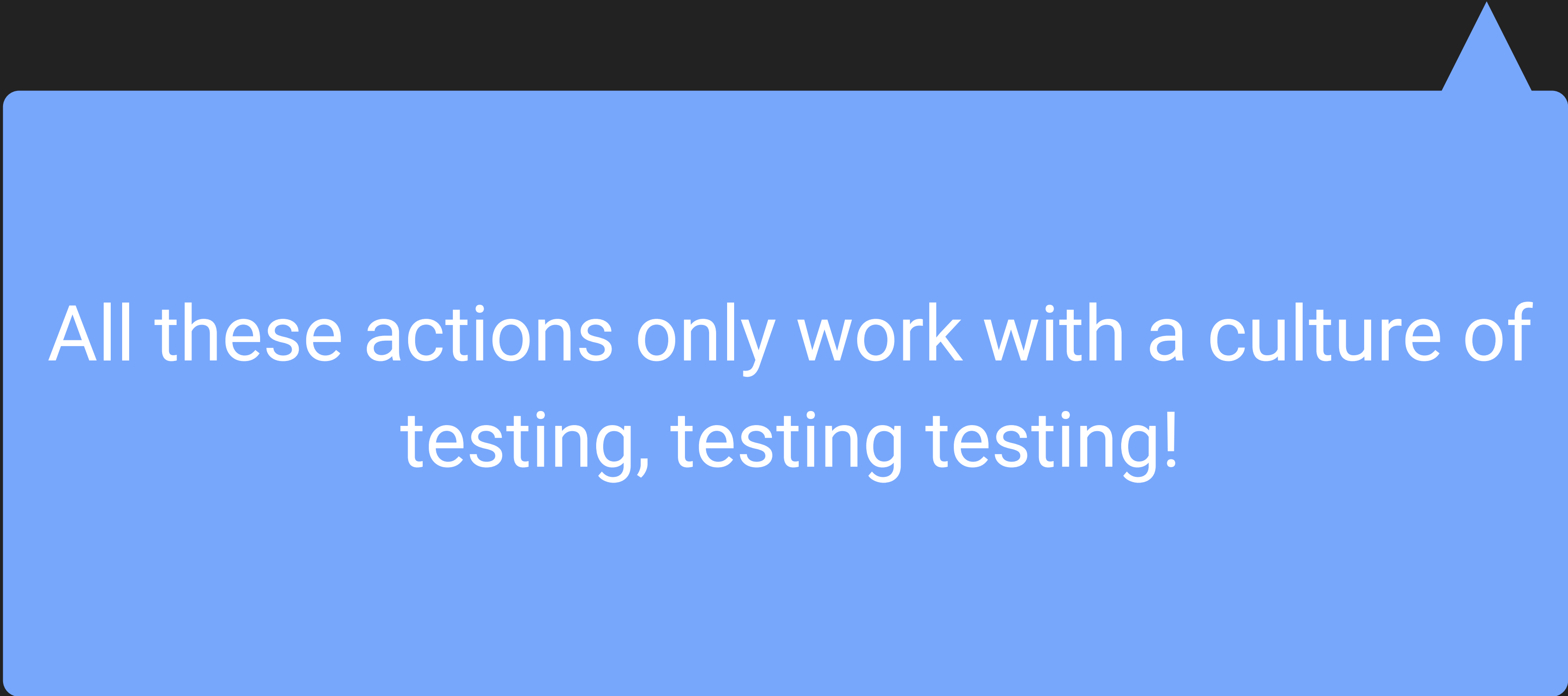
Abgänge

Upgrade Digital Premium



Paid Content

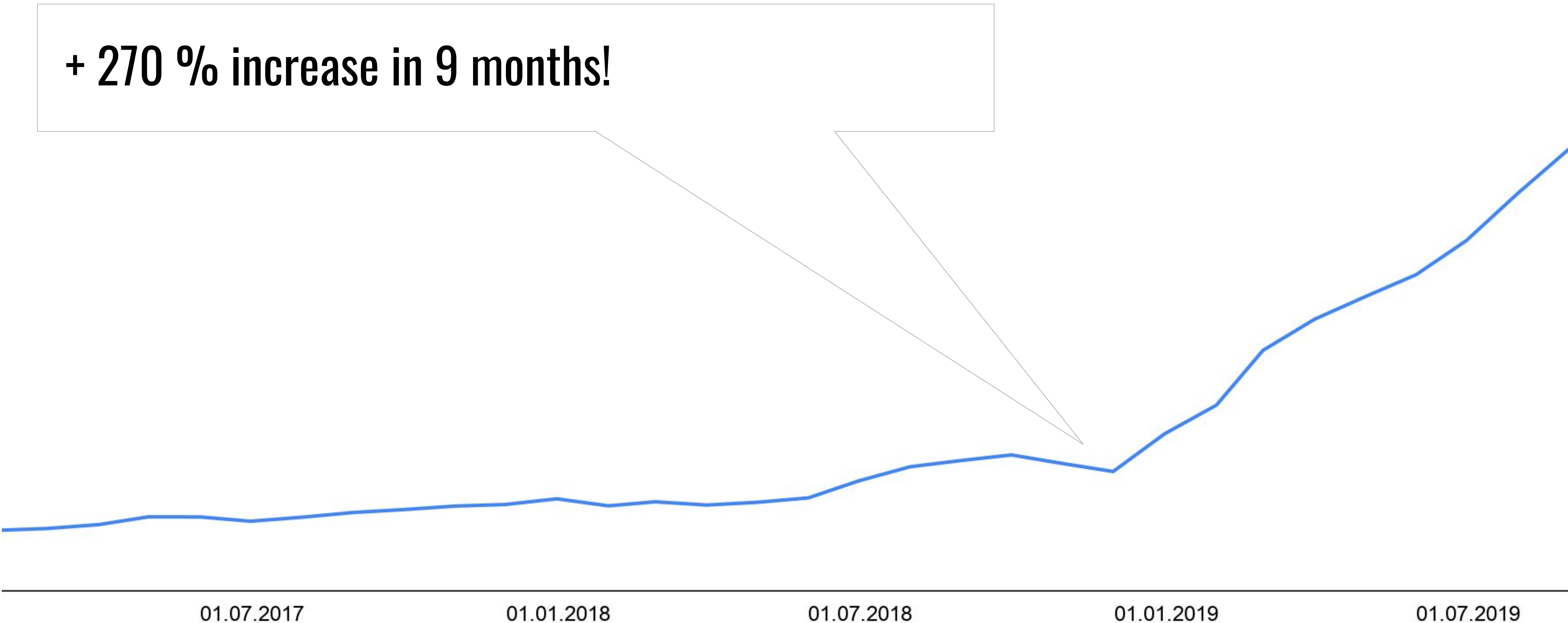




All these actions only work with a culture of
testing, testing testing!

Effects on Digital Subscriptions 2019

+ 270 % increase in 9 months!



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- creation of individual marketing operations

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6. Q&A

HHLab: Who?

HHLab: Who?



HHLab: Why?

HHLab: Why?

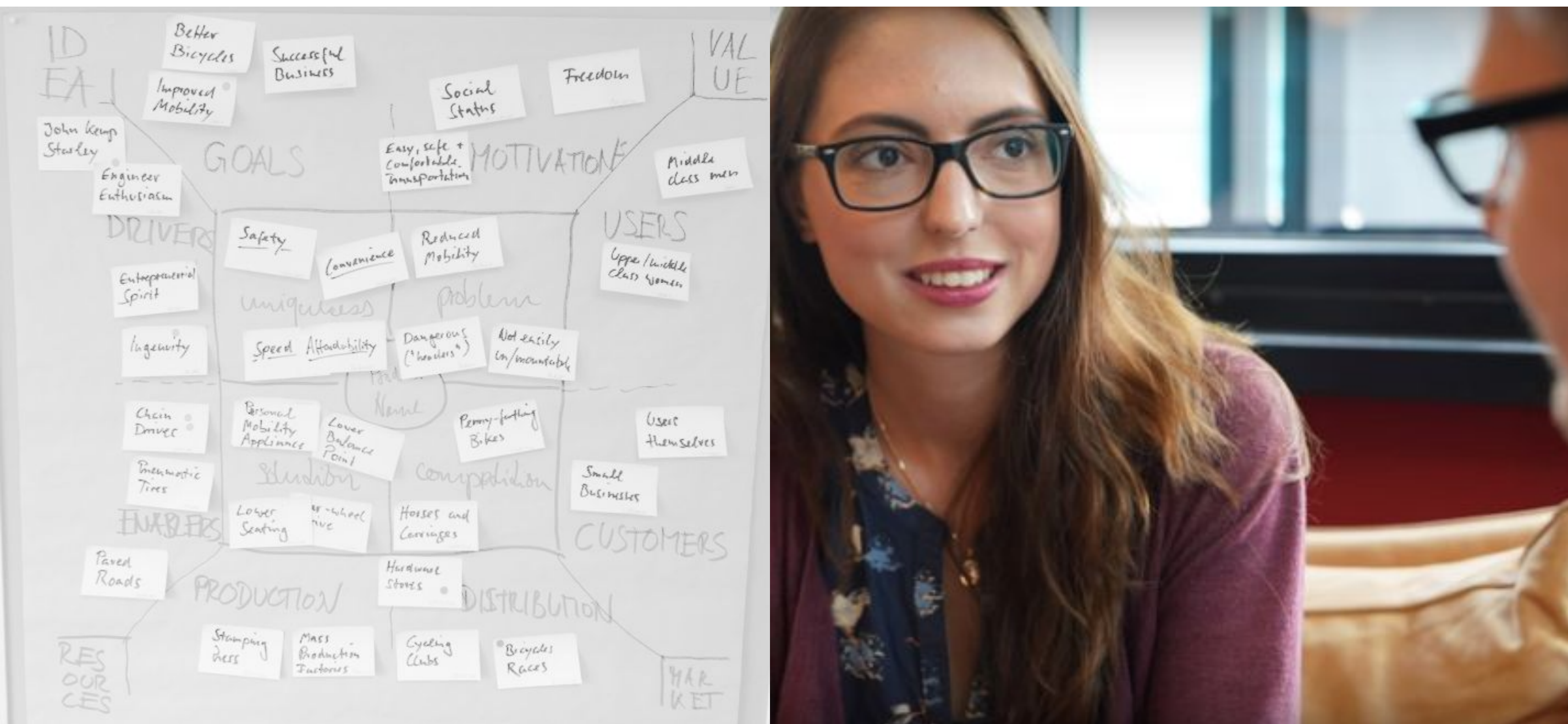


HHLab: What?

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HHLab: What?



HHLab: What?



HHLab: What?



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ZENTRALREDAKTION DIGITAL_MISSION

- ★ We cover national and international topics - with a strong focus on the needs, information patterns and interests of digital target groups.
- ★ We talk about topics, not about sections or categories.
- ★ We focus on digital journalism, we experiment with new formats, we do not think about print.

ZENTRALREDAKTION DIGITAL_MISSION



Metaphorically speaking, we want our digital news platforms to be like a full range supermarket.

The “national and international” section of that supermarket had a lack of unique or specific digital content. We try to fill this gap.

ZENTRALREDAKTION DIGITAL_WORKFLOW

THREE DIFFERENT SPEEDS

ad hoc

- ★ breaking news
- ★ live-blogging
- ★ viral stories

“behind”

- ★ what means ... for our readers?
- ★ follow-up to most read local or regional stories
- ★ fact checking

deep dive

- ★ data journalism
- ★ (visual) storytelling
- ★ cooperations with local reporting teams and external institutions

DATA

+

**AGGREGATION &
VISUALIZATION**

+

LOCAL RELEVANCE

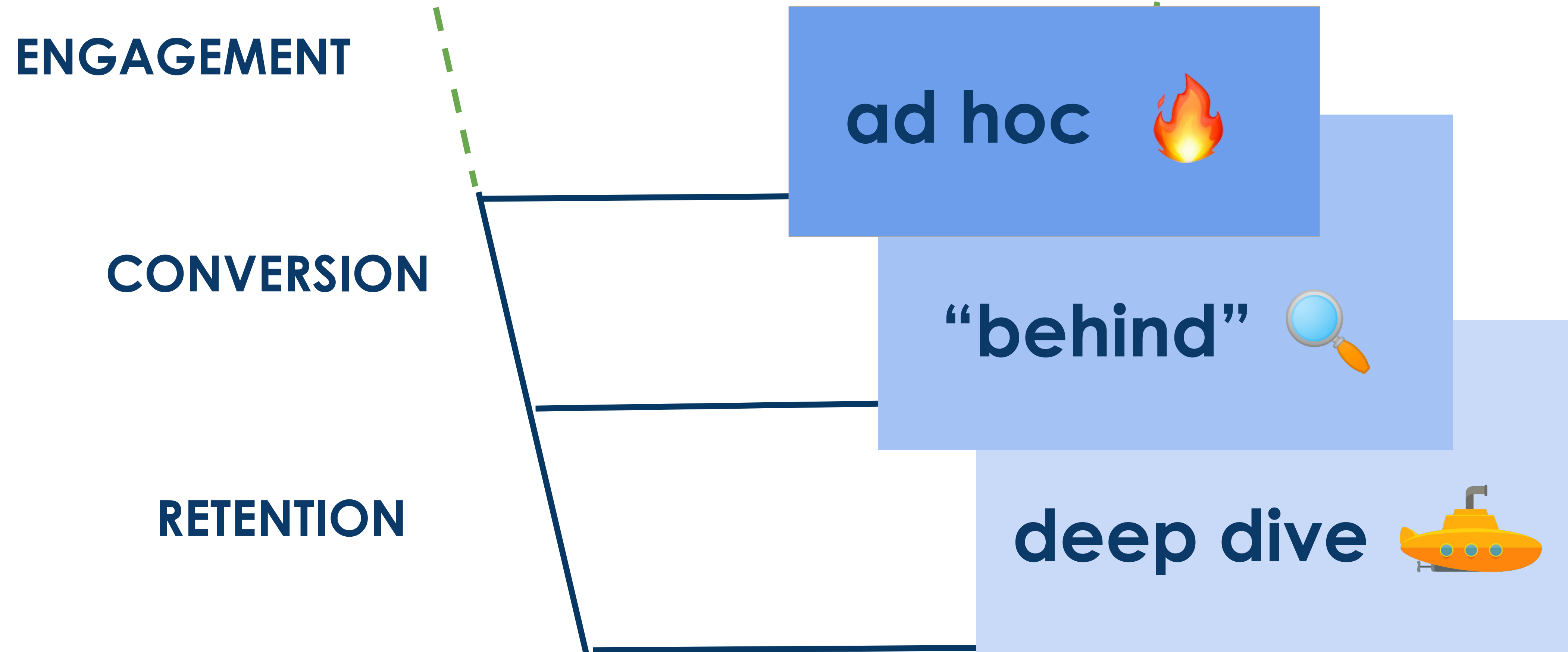
The logo for the Science Media Center Germany is located in the top right corner. It features a stylized yellow geometric shape composed of triangles, resembling a molecular or network structure. To the right of this shape, the text "science media center" is written in a small, black, sans-serif font, with "germany" written below it in a slightly larger, yellow, sans-serif font.

science
media center
germany



REACH VS. PAID?

ZENTRALREDAKTION DIGITAL_STRATEGY



ZENTRALREDAKTION DIGITAL_KEY LEARNINGS

- ★ Do not underestimate cultural differences between newsrooms.
- ★ Do not underestimate disparate views, life styles and moods of your readers in different regions.
- ★ Try to prevent: “Too much output, too little value.” (credits to Pit Gottschalk)

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