

Hosted by INMA

Media Subscriptions **TOWN HALL**

A FREE Livestream Event: 30 November 2022

 Google News Initiative

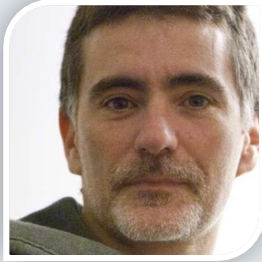
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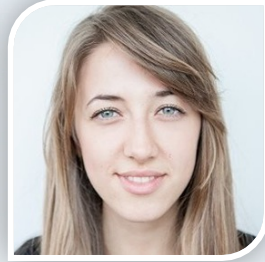
Town Hall speakers



Sulina Connal
Google
France



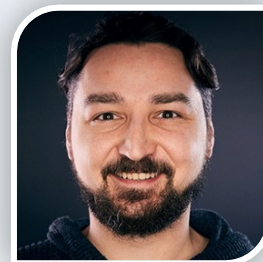
Filippo Davanzo
La Repubblica
Italy



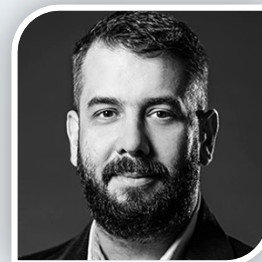
Dilyana Evtimova
Financial Times
United Kingdom



Daisy Donald
FT Strategies
United Kingdom



Valentin Espagne
Der Spiegel
Germany



Stipe Grubišić
Hanza Media
Croatia



Lisa MacLeod
FT Strategies
United Kingdom



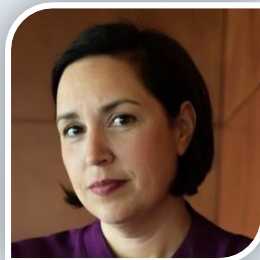
Michael Moersch
Ringier Axel Springer
Schweiz
Switzerland



Cliona Mooney
The Irish Times
Ireland



Tim Part
FT Strategies
United Kingdom



Cordula Schmitz
Funke Mediengruppe
Germany



Marek Tejchman
Dziennik Gazeta
Prawna
Poland



Leo Xavier
Observador
Portugal

Takeaways

To deliver on your North Star goal: empower teams, collaborate across the company, discuss transparently goals and metrics, and stay evidence-based

Build a growth organisation: subscription council sets goals and allocates resources, mission control prioritizes experiments and reports, teams ideate, execute experiments

How to think about trends? When the world around is changing, focus on what's NOT changing – the kernel of your business, the key need of your customer

Key conditions for media financial sustainability: differentiated product, sound business model, fundamentals + favorable market context

Takeaways

Set your North Star as a mid-term/long-term goal and ambition, and plan backwards what needs to happen, and then plan next steps annually/ quarterly

Growth comes from focus, and focus comes from prioritization: to grow faster, some disintegrate functions and allow brands/products act more independently

Newsroom needs to be on-board of a subscription program: get buy-in, introduce meaningful metrics (“Quality Reads” vs page views), be transparent

To eat a big pie, you need to cut it into pieces: to tackle big problems break down into hypotheses, so you can make experiments and check your assumptions

Takeaways

Experiments change culture – experiments require a rigor in describing your hypotheses, planning the process and analyzing the result

Pop-up walls see higher conversion rates than in-line walls at the The Irish Times

Keys to engage subscribers: valuable content, newsletters, e-mail alerts and mobile notifications, app installs

You cannot grow the base if you talk to the same audience. To grow, you might need to target a difference audience, with different needs and willingness to pay

Targeting a new audiences requires introducing a conversation about audience in the newsroom – metrics, workflows, and talent

Our attendees

Attendees
1,161

Countries represented
89

Attendee list
inma.org/subscription-townhall

The mood in the room

What is your overall confidence level surrounding your digital subscription business growth in next year? Choose one answer.

124 

Optimistic: we'll grow the same or faster than before



39%

Mixed feelings: we'll be slowed down for 6-12 months but will recover



54%

Pessimistic: we'll be impacted long term and see a recession



7%

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The really important question

Today in Qatar, at the FIFA World Cup, Argentina plays with Poland. Who is a better striker? Choose one answer. 130 

Argentina's Lionel Messi



Poland's Robert Lewandowski



Don't know/ Don't care



INMA membership network



20,275 members **901** news media companies **84** countries

European Subscriptions Academy

- **About:** Intensive, 8-month programme for 8 news publishers

ringier
axel springer



THE IRISH TIMES

DZIENNIK
GAZETA PRAWNA

la Repubblica

OBSERVADOR

DER SPIEGEL

Hamburger Abendblatt

Jutarnji LIST

- **Goal:** accelerate growth of reader revenue
- **Input:** Analytical tools from Google, methodology and consulting from FT Strategies, expertise from INMA

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- **Output:** In-depth diagnostics, strategic alignment around North Star goal, detailed plan on how to execute, skills to run experiments

Thanks to our partners

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GLOBAL MEDIA AWARDS

Deadline: January 27, 2023

20 categories rewarding excellence in news media

News Brands • Media Platforms • Subscriptions • Advertising • Data + Insights • Product • Newsroom

INMA.org/awards



Categories

News Brands

BEST BRAND AWARENESS CAMPAIGN
BEST PUBLIC RELATIONS OR COMMUNITY SERVICE CAMPAIGN
BEST USE OF AN EVENT TO BUILD A NEWS BRAND
BEST IDEA TO ENCOURAGE READER ENGAGEMENT

Media Features

BEST NEW VIDEO PRODUCT OR FEATURE
BEST NEW AUDIO/VOICE PRODUCT OR FEATURE
BEST USE OF PRINT
BEST USE OF SOCIAL MEDIA

Product

BEST NEW DIGITAL PRODUCT
BEST PRODUCT ITERATION

Subscriptions

BEST INITIATIVE TO ACQUIRE SUBSCRIBERS
BEST INITIATIVE TO RETAIN SUBSCRIBERS
BEST SUBSCRIPTION NICHE PRODUCT

Advertising

BEST IDEA TO GROW ADVERTISING SALES
MOST CREATIVE USE OF ADVERTISING FORMATS
BEST MULTI-CHANNEL CLIENT ADVERTISING CAMPAIGN

Data and Insights

BEST INTERNAL DATA DASHBOARD AND REPORTS
BEST USE OF DATA TO DRIVE A BUSINESS RESULT

Newsroom

BEST INNOVATION IN NEWSROOM TRANSFORMATION
BEST USE OF VISUAL JOURNALISM AND STORYTELLING TOOLS



6TH ANNUAL

MEDIA SUBSCRIPTIONS SUMMIT

6-10 MARCH 2023 • STOCKHOLM

Summit • Workshops • Study Tour

INMA.org/SubscriptionsSummit2023

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