



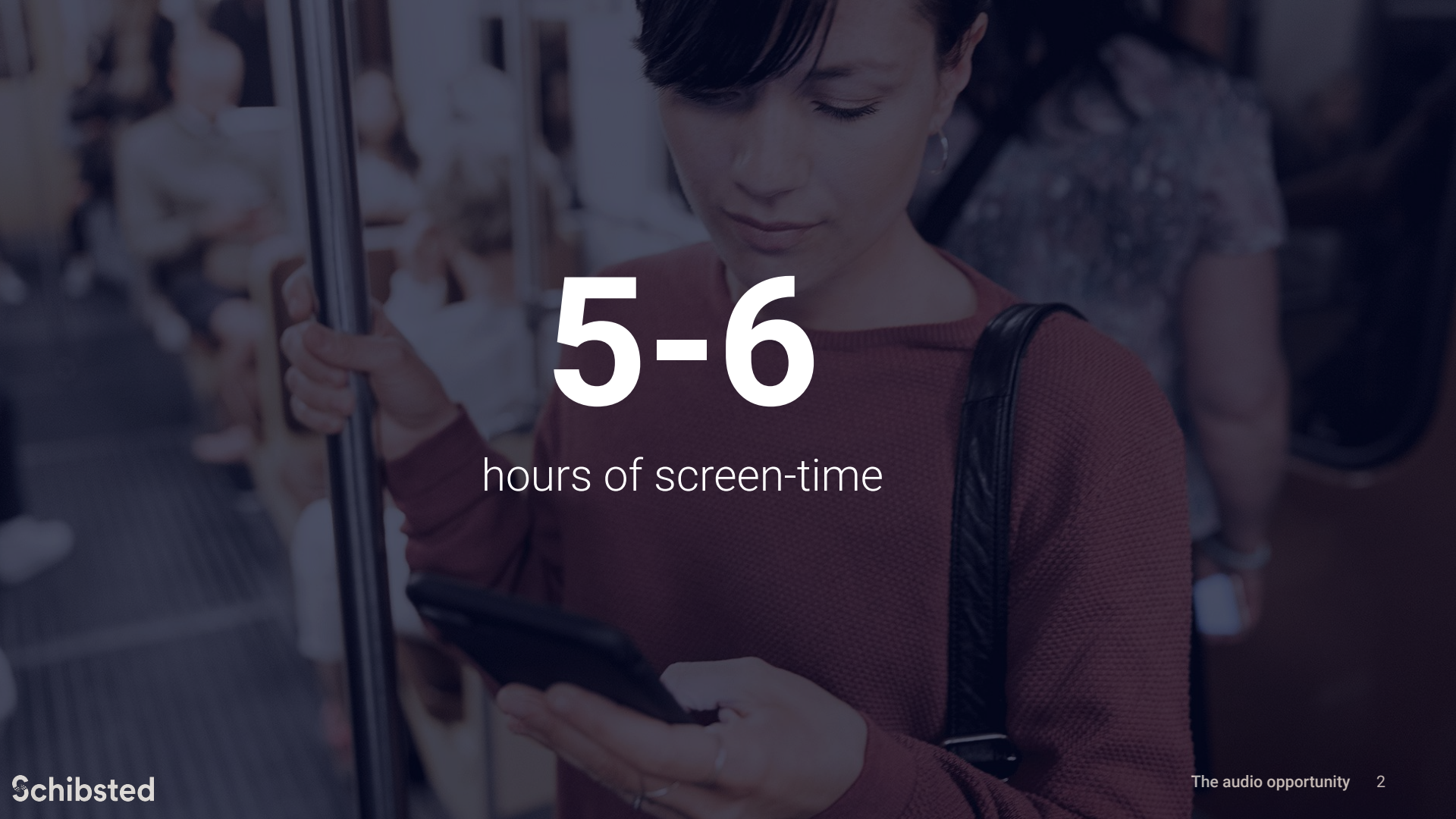
Breaking through in the attention economy

The audio opportunity

KARL OSKAR TEIEN

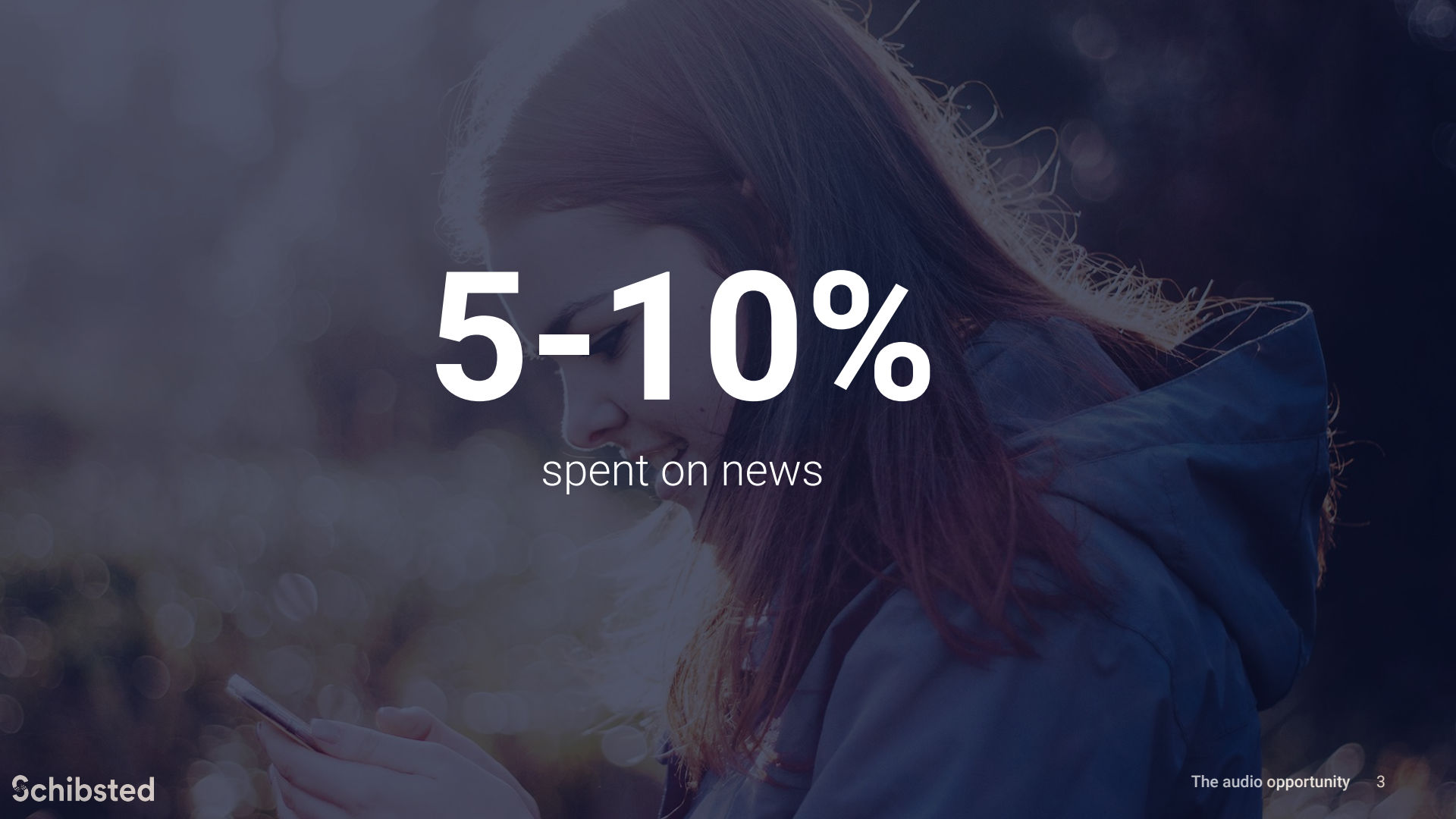
Director of Product

Schibsted Subscription News / Aftenposten

A woman with dark hair, wearing a red sweater and a black bag strap, is looking down at her smartphone. She is holding a vertical metal pole, likely on a subway or train. The background is blurred, showing other people in a public space. The image has a dark blue overlay.

5-6

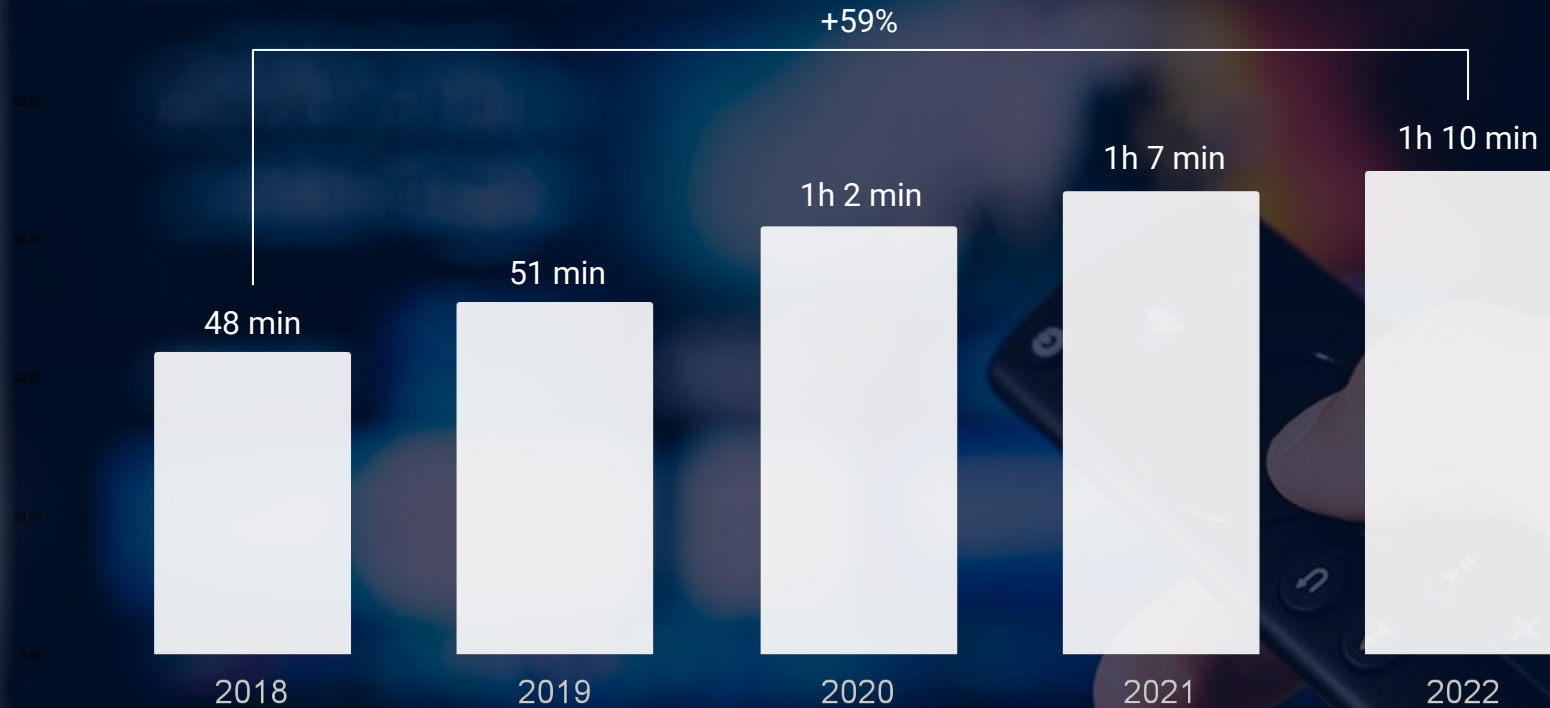
hours of screen-time



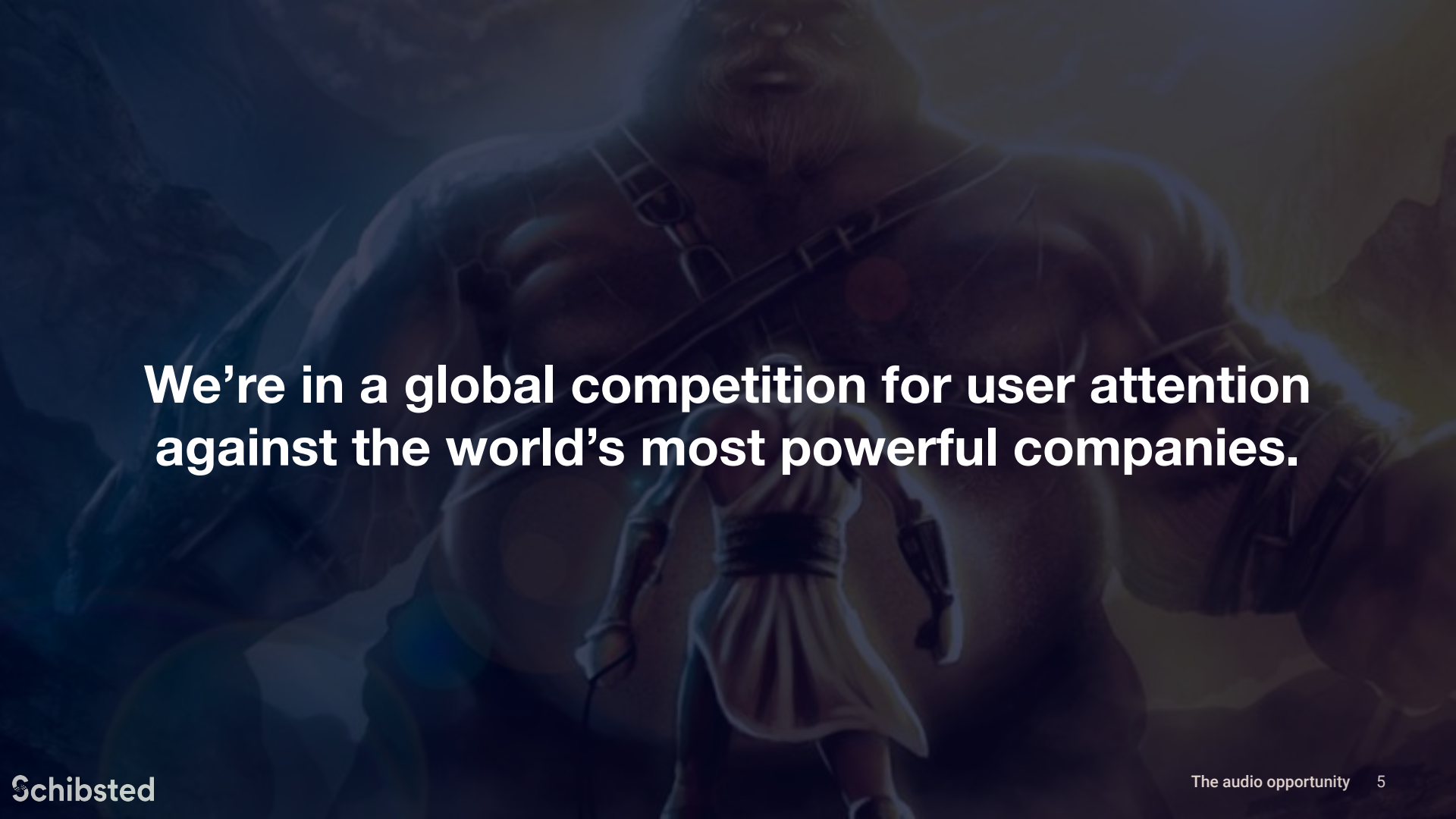
5-10%

spent on news

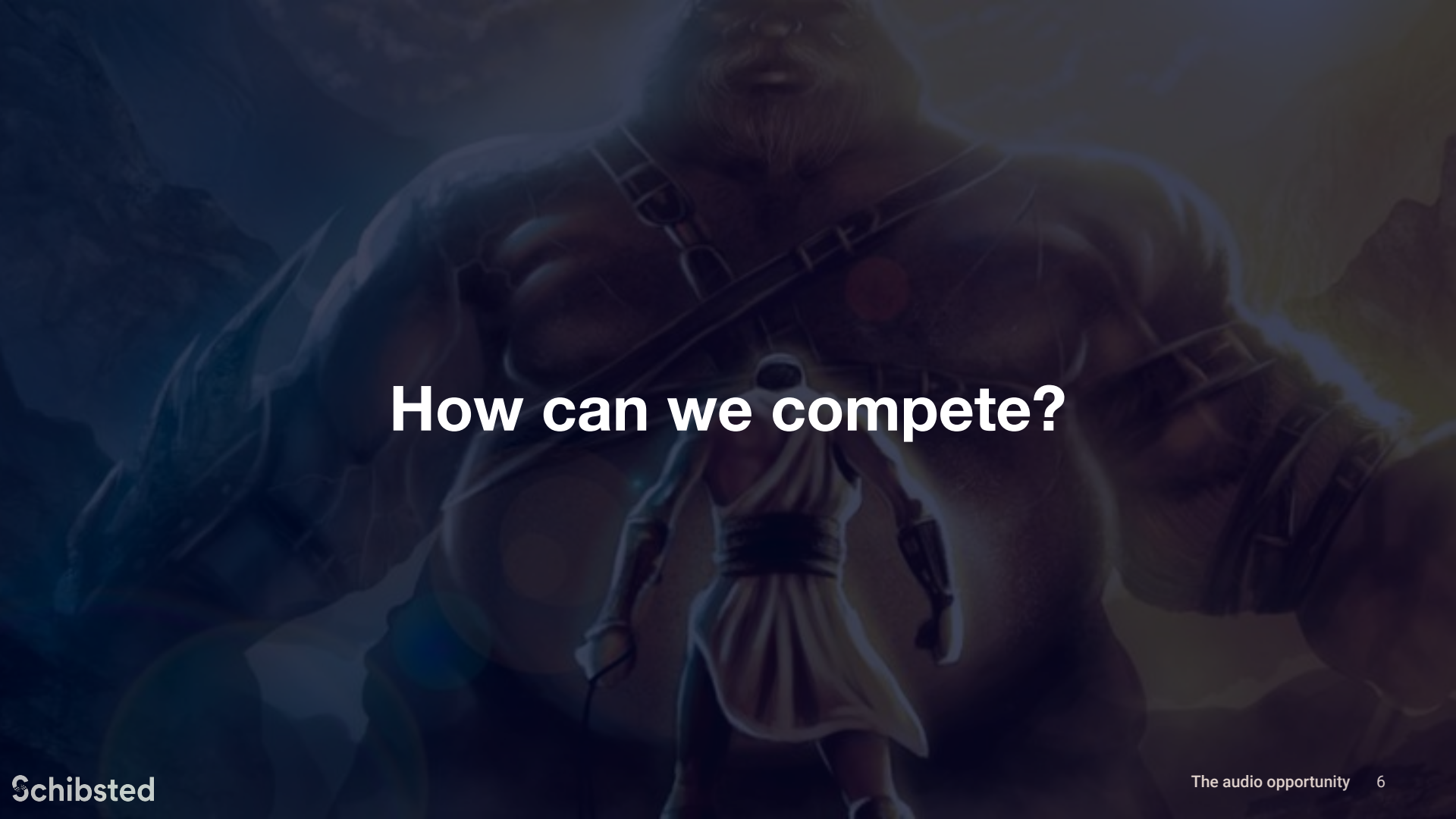
Video streaming eats up more user attention every year



Subscription OTT Video: Average Time Spent in the US 2018-2022



**We're in a global competition for user attention
against the world's most powerful companies.**

A dramatic illustration of a giant, bearded warrior with a sword and a small, hooded figure in a rocky landscape. The warrior is massive, with a long beard and a sword slung across his chest. He stands in a rocky, mountainous landscape. In front of him, a small, hooded figure stands with their back to the viewer, looking up at the giant. The scene is dimly lit, with a blue and grey color palette.

How can we compete?

A person is holding a smartphone in their right hand. The phone screen shows a news article with a large photo of a person's face. The background is a blurred outdoor setting with a person's legs and a bicycle visible. The entire image has a dark blue overlay.

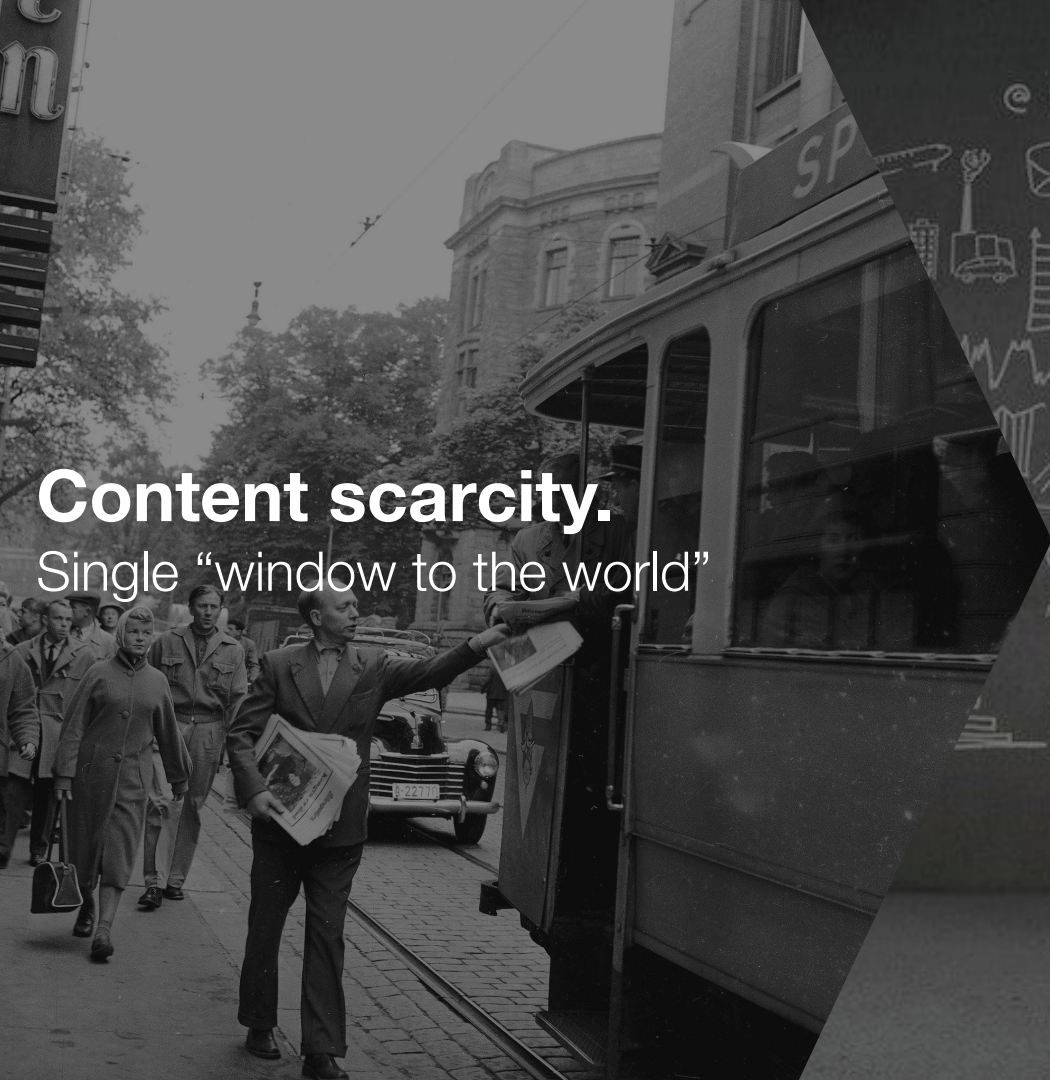
It starts with acknowledging how the news landscape has changed, and which opportunities have emerged.

A blurred background image showing a group of people in a meeting or conference setting, with some individuals looking at devices or documents.

Three big shifts

and one major opportunity

Content scarcity.
Single “window to the world”



Content scarcity.
Single “window to the world”

Content abundance.
Multiple sources, too little time



Content abundance.
Multiple sources, too little time

Physical distribution.
Local monopolies or few competitors



Physical distribution.
Local monopolies or few competitors

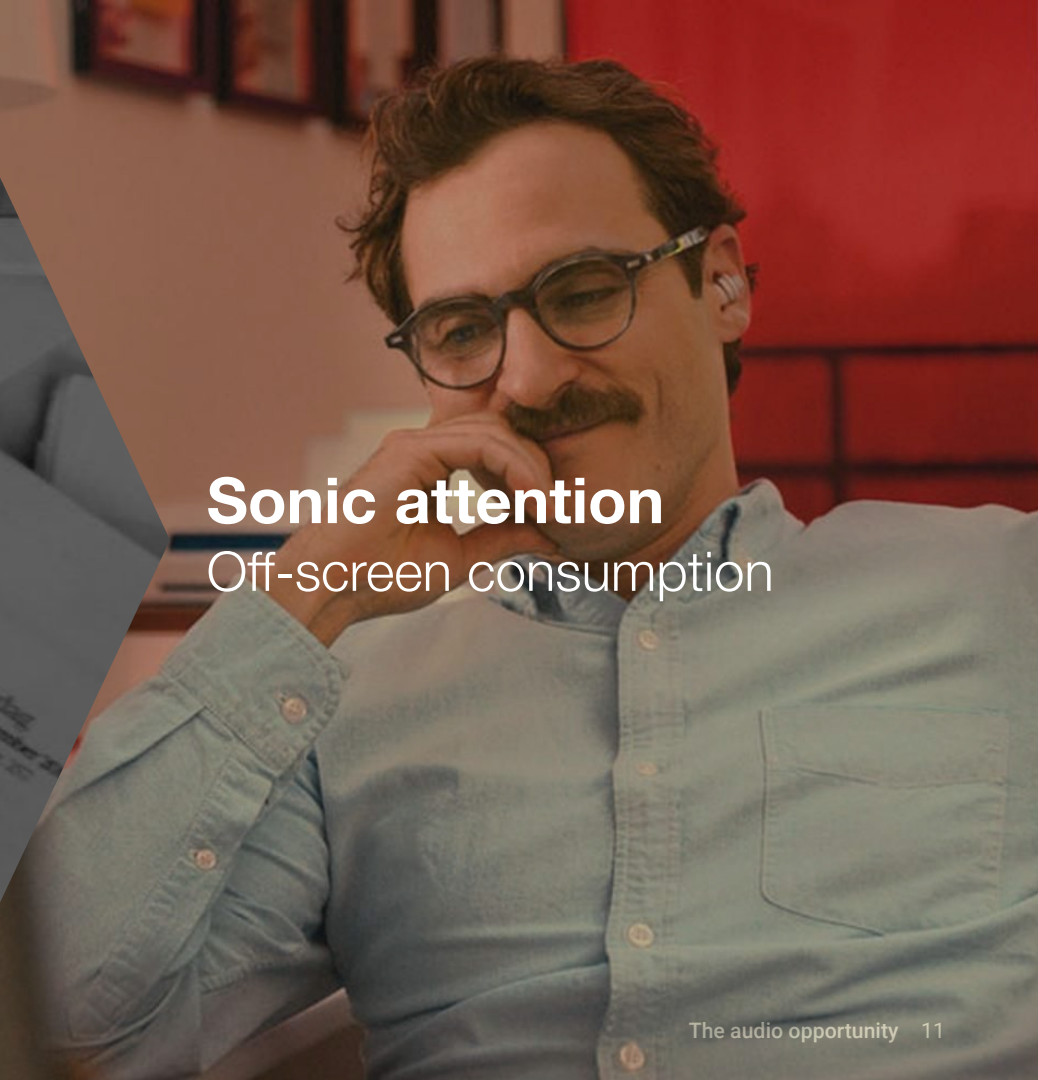
A young man with dark hair, wearing a white and dark blue long-sleeved shirt, is looking down at a smartphone held in his hands. The scene is dimly lit with a strong red ambient light. Overlaid on the image are several digital interface elements: a small profile picture of a woman with the name 'Ana C.' in the top right; a larger video feed of the same woman on the right side; and a smaller profile picture of the same woman on the left side. The text 'Digital distribution.' is prominently displayed in white, bold font in the center, with 'Global competition for attention' written below it in a smaller white font. A blue horizontal line of light is visible near the bottom of the frame.

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Visual attention

Reading on paper and screen



Sonic attention

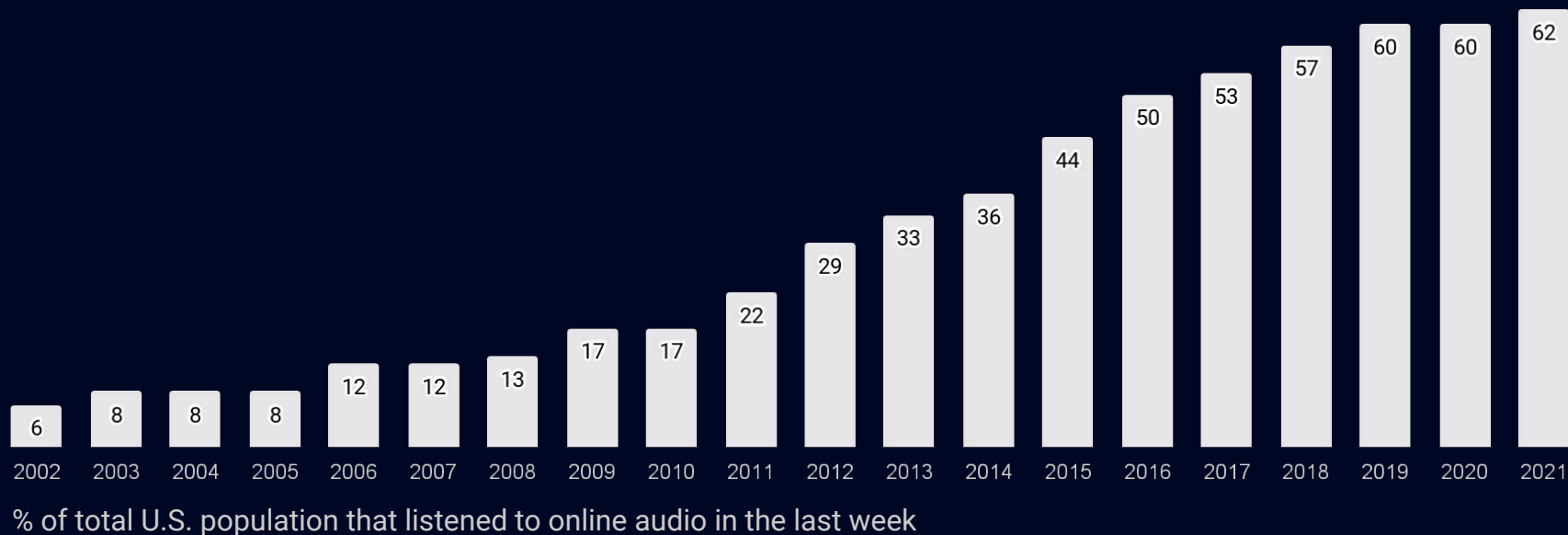
Off-screen consumption

Why believe the hype?

Audio consumption in U.S. population

More people listen

and each person listens more



Hardware adoption

AirPods are changing the game

and other hearables



AirPod sales by year (in millions)

*estimate

Changing user habits

Audio is becoming a key value proposition



Users want the ability to multitask (71%)

(Spoken Word Audio Report 2021)



Correlation between regular listening and subscriber loyalty

(Digiday 2018)



Young users prefer audio for news (6 out of 10)

(National Research Group 2021)



Increasing willingness to pay for podcasts

(National Research Group 2021)

Investments in audio

Bigger audio deals than ever

Acquirer	Acquired	Category	Date	Price (\$M)
Spotify	Gimlet Media	Content	feb.19	\$230
Spotify	Anchor	Creator Tool	feb.19	\$154
Spotify	Parcast	Content	apr.19	\$56
Spotify	The Ringer	Content	feb.20	\$195
Spotify	Joe Rogan	Content	mai.20	\$100
Spotify	Warner Bros 8, DC	Content	jun.20	n/a
Spotify	Kim Kardashian West	Content	jun.20	n/a
Sirius XM	Simplecast	Creator Tool	jun.20	n/a
Sirius XM	Stitcher	Player	jun.20	\$325
Spotify	Michelle Obama	Content	jul.20	n/a
New York Times	Serial	Content	jul.20	\$25
Apple	Scout FM	Player	sep.20	n/a
iHeartMedia	Voxnest	Monetization	okt.20	\$50
Spotify	Megaphone	Monetization	nov.20	\$235
Twitter	Squad	Social Video	des.20	n/a
Amazon	Wondery	Content	des.20	\$300
Twitter	Breaker	Player	jan.21	n/a

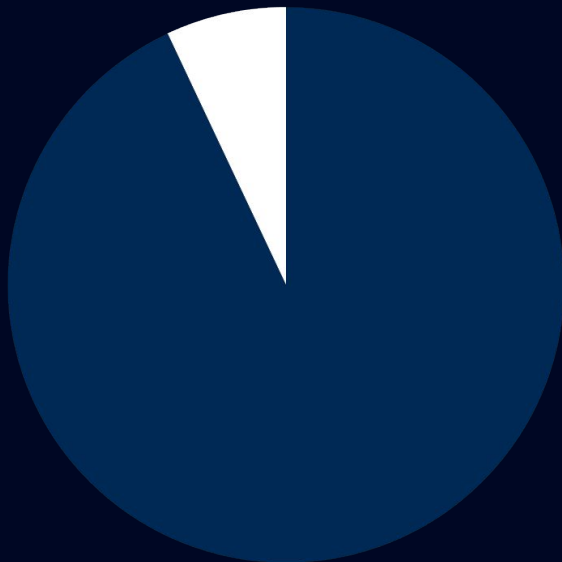


The
New York
Times

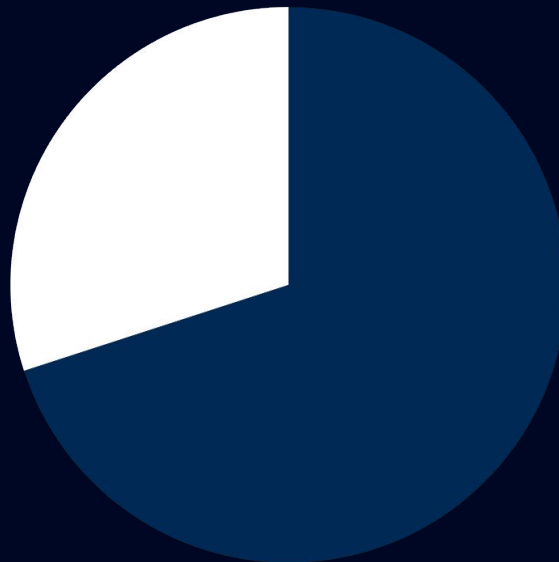
amazon

**What's Schibsted's advantage
in a potential audio-first world?**

Daily news makes up
7% of all podcasts



But accounts for
30% of top episodes



Strong position on audio

We make Scandinavia's biggest podcasts



Schibsted launches a subscriber-only podcast product

160k users now pay for podcasts



We seem to be succeeding with paid audio products...

Why not just make more of it?

Why not make more audio journalism?

The challenges of scaling audio news products



COST

Voice actors, studio, and equipment mean high variable costs



TIME

Recording and editing takes several times that of actual audio output



PREDICTION

Don't know beforehand what content users want to listen to



FREQUENT UPDATES

We serve perishable, developing stories that get updated frequently

Enter text-to-speech

Unique advantages

Text-to-speech

- ✓ Unlimited production & universal availability
- ✓ Flexibility to update and edit published stories
- ✓ Can solve subscribers' bad conscience problem

OUR AMBITION

***All* of Aftenposten's journalism
available *anytime* in audio format**

The synthetic voice process

Creating *the voice of Aftenposten*



The technology

BeyondWords



*Host of our most
popular podcast*

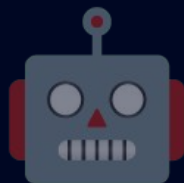
The voice

6812 sentences
34 hours in studio
21 shots of espresso

The results blew us away...

The results

Human vs robot



The results

Human vs robot



The results

Close to perfect with minor adjustments

“Baerbock og partiet hennes har vært svært kritiske til sittende kansler Angela Merkels utenrikspolitikk. De mener økonomiske interesser har fått styre.

Nå skal også utenrikspolitikken bli grønn og feministisk, heter det i regjeringsplattformen. Demokrati og menneskerettigheter skal vektas tyngre. Innad i EU kan det få betydning for hvordan utviklingen i Polen og Ungarn håndteres.”

“Baerbock and her party have been highly critical of incumbent Chancellor Angela Merkel's foreign policy. They believe economic interests have been in control.

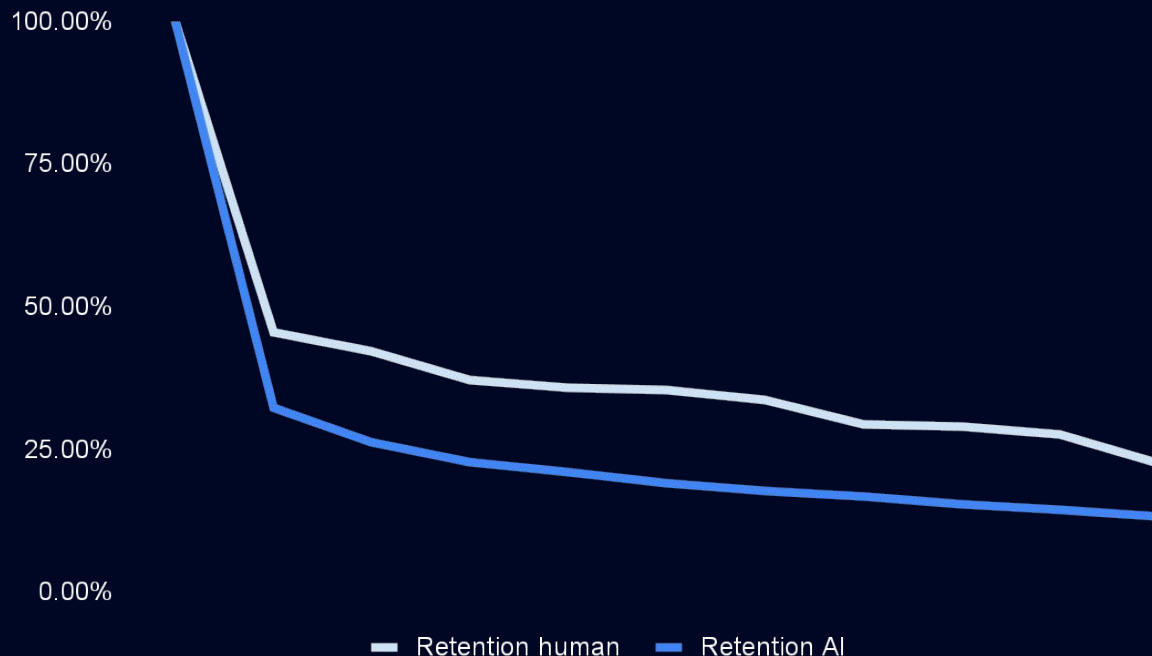
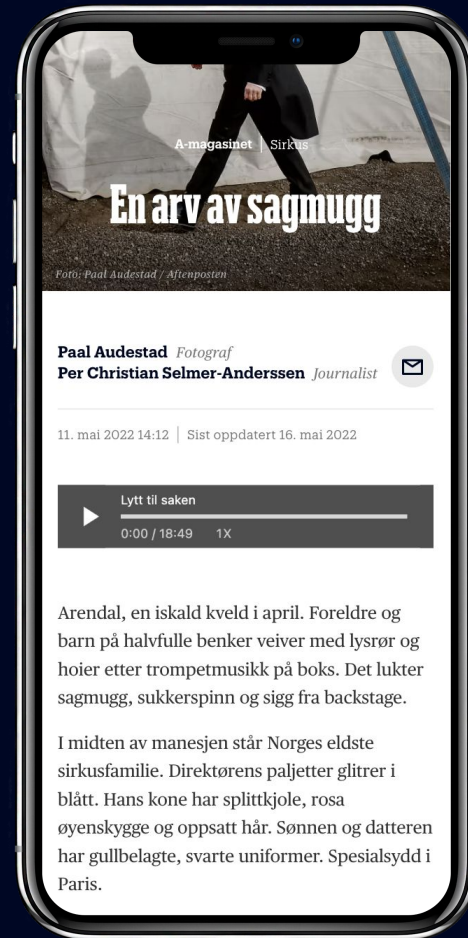
Now the foreign policy will also be green and feminist, it is stated in the government platform. Democracy and human rights must be given greater weight. Within the EU, it can have an impact on how developments in Poland and Hungary are handled.”



Does it work?

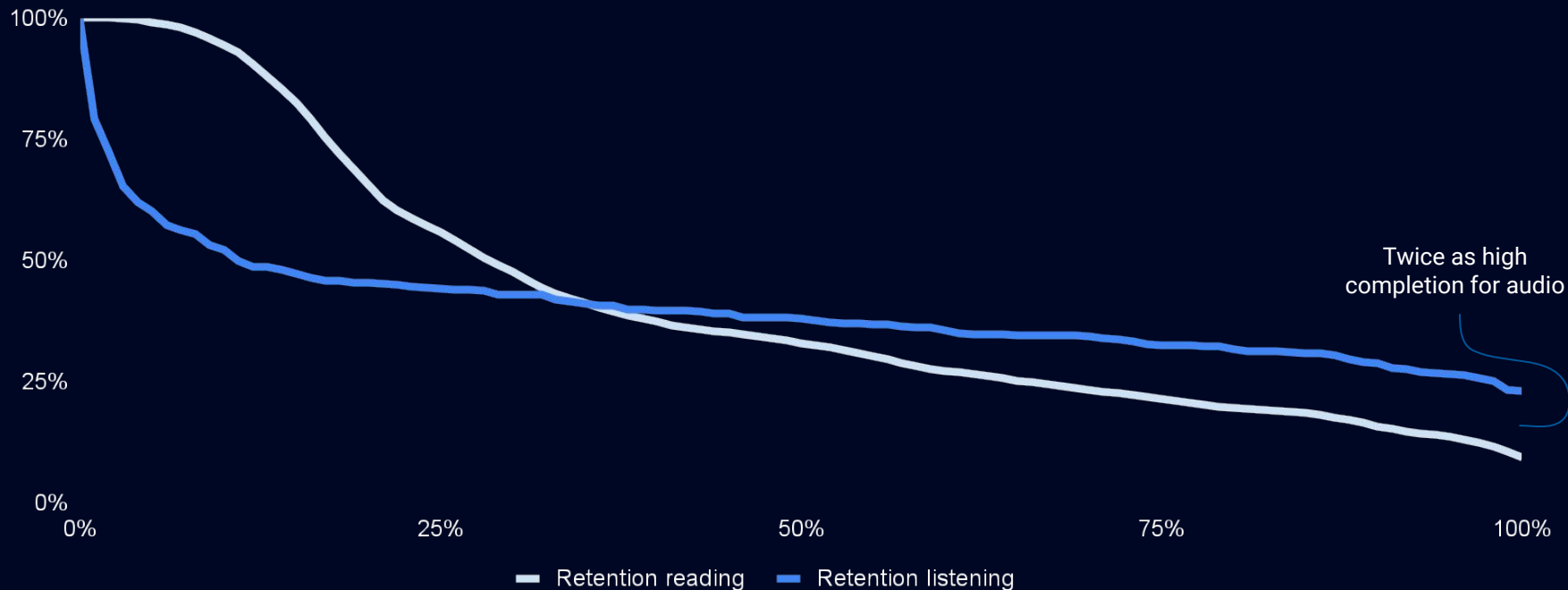
Engagement

Human narration still wins



Engagement

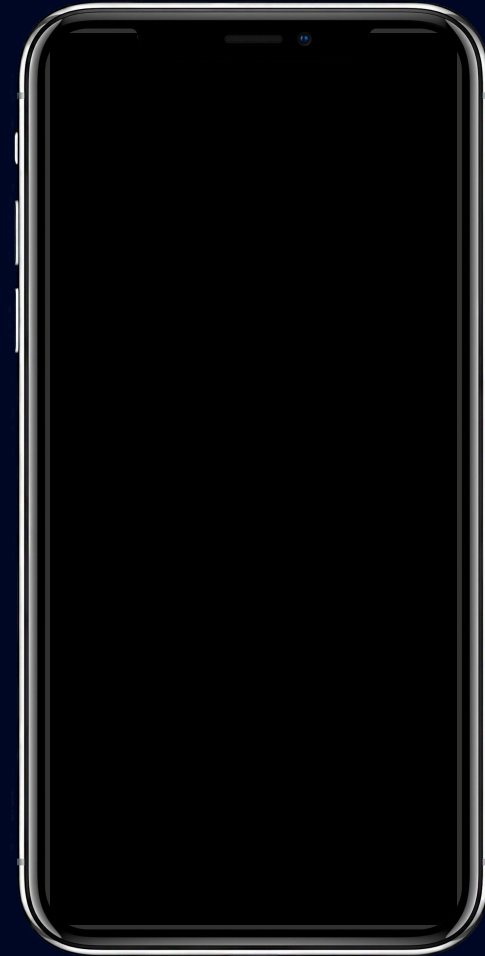
Users who listen finish more of the article



What's next?

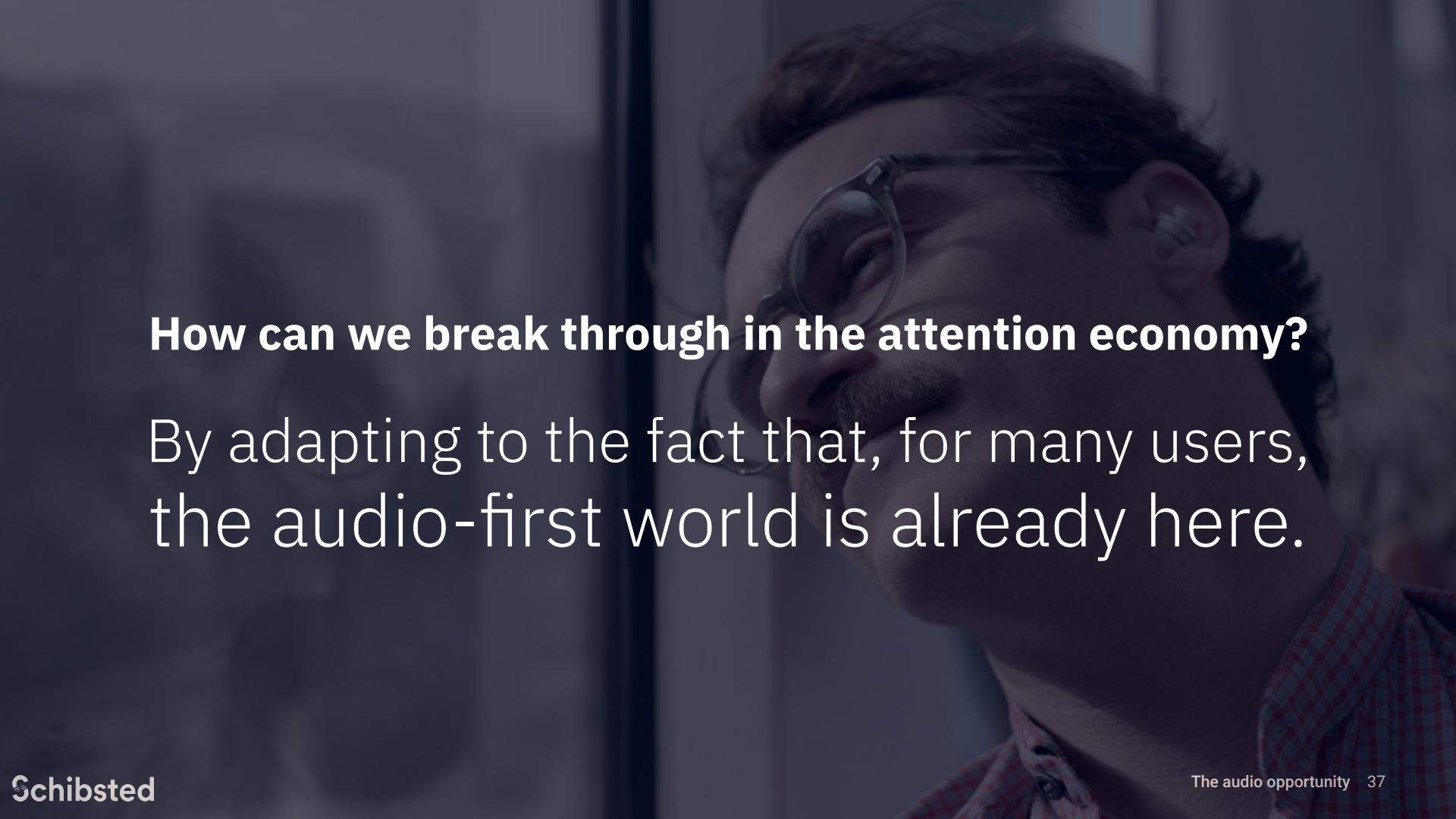
Going beyond the in-article player

- Play from the front page
- Playlists for different user needs
- Play my saved articles
- Off-screen discovery: Queue after popular podcasts, headset detection



A man with glasses and a mustache is looking out a window. The image is dark and moody, with the man's face partially in shadow. The text is overlaid on the image.

How can we break through in the attention economy?

A man with glasses and a mustache is looking out a window. He has an earbud in his ear. The background is a blurred cityscape.

How can we break through in the attention economy?

By adapting to the fact that, for many users, the audio-first world is already here.