Growing Schibsted News Media's subscriber base with Podme

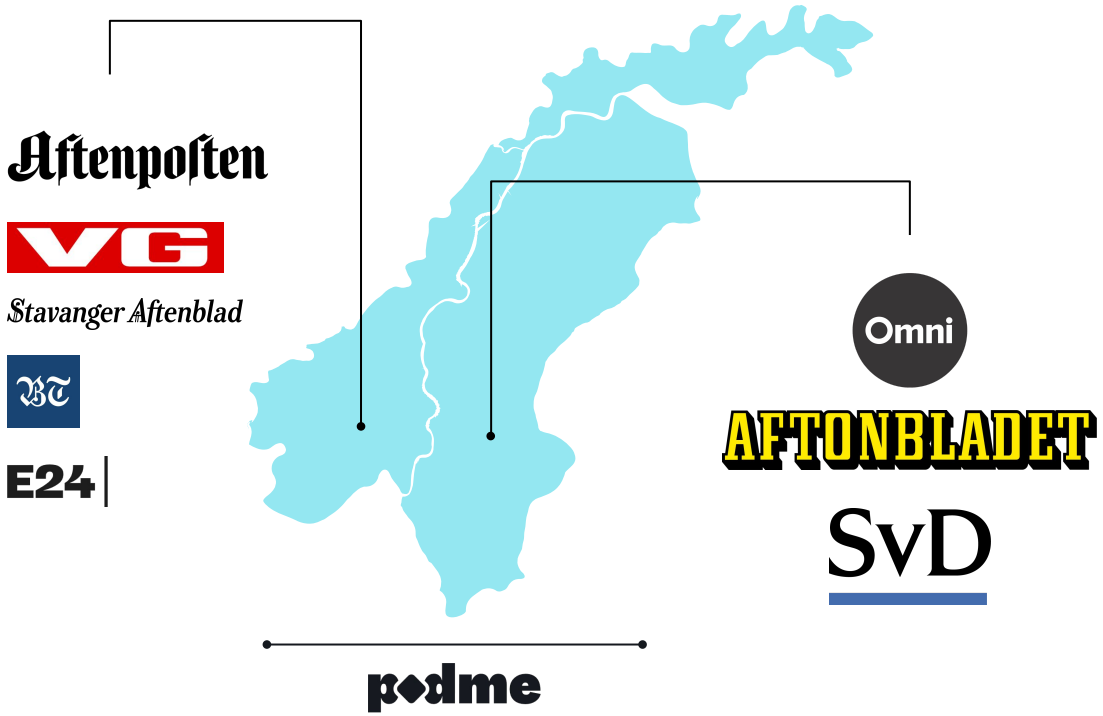
by Kristin Ward Heimdal, INMA Subs Summit 2023

Schibsted News Media at a glance

~7 500 000
Average daily visits*

~50%
Of SE + NO population

>1.5m
Active subscriptions



Three years ago we saw rapid changes in the podcast market

THE RINGER PODCAST NETWORK

Gimlet

WONDERY

SERIAL

Acast+
For The Fans.

podme

podimo

Acquisitions of leading production houses

Exclusive content deals

New subscription models

HARM & HEGSETH
VG

E24
Voksenpoeng

A-MAGASINET
PODKAST
KOHT VILLEVE

Nokon må gå
BT

E24
E24-podden

MÅ PÅ BEHANDLING
VG

HVORDAN HAR DU DET, MANN?
MED ERIK FOLLESTAD
VG

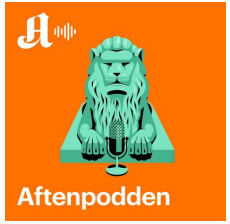
Aftenpodden USA

VG
TOPP 3
MED MADS OG RASMUS

BT
Ballspark

Forklart
Aftenposten

Hva skjedde?
BT

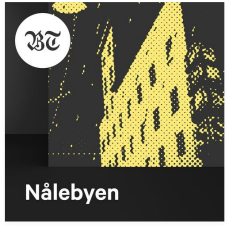

Aftenpodden

Gi meg alle detaljene
VG

Jeg var der

VANDREREN
VG filt

KRIM-
PODDEN
VG


BT
Nålebyen

VG
Gjengen
Gjæver

SAVNET
MANNEN MED DEN TOMME GRAVEN

PENGERÅDET
DINE PENGER

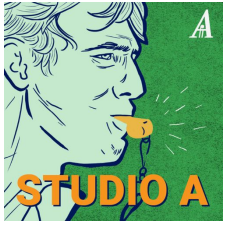
ULØST
RUBICON
EN KRIMPOD FRA VG

ALT
FORTALT
VG

Folk

AFTENBLA-BLA

Foreldrekoden


STUDIO A

Forklart Junior

HUNTING
WARHEAD
VG

Noen å hate

ENKEL
SERVERING
Alle rettigheter
VG

A-MAGASINET
PODKAST
FROSNE
EROBRINGER

But will anyone pay for podcasts...?

Aftenposten

VG

Stavanger Aftenblad

BT

E24

Omni

AFTONBLADET

SvD

Main obstacles:

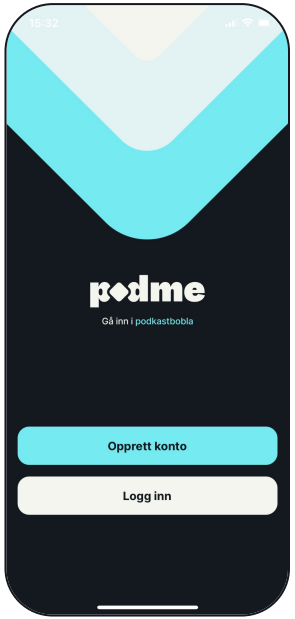
- ***Fear of losing established positions***
- ***Market attitudes towards paid podcast content***
- ***User habits in the existing news products***

podme

podme

We landed on the following hypotheses:

1. **Joint effort will be essential to create strong enough audio content offering**
2. **Distribute content in separate app**
3. **Create value through churn reduction, not only stand-alone sales**



podme

What is Podme?

- Podcast subscription start-up established in 2017 in Stockholm
- Schibsted one of the first investors in the company
- Present in Norway, Sweden and Finland

podme

We made the bet even bigger by signing three of the country's largest podcasts

Papaya
(Radioresepsjonen @ NRK)

Tusvik & Tønne

Storefri
(Friminutt @ NRK)

podme

When moving news podcasts over to Podme, we gave all existing news subscribers 6 months free access

Intro campaign
(March - September 2022)

E24
VG
podme
Schibsted
BT
Stavanger Aftenblad
Aftenposten

Bundled offering offering
(September—>)

podme

Podme’s content offering in Norway now consists of three main pillars

Close collaboration with Schibsted News Media brands

External licencing of established podcasts

Development of new inhouse formats (“Podme Originals”)

podme

And so far, it is going really well, with over a 100K subscribers in Norway

Schibsteds podkastsatsing Podme har passert 100.000 abonnenter: – Vi er foran skjema

Podkastsatsingen Podme er rullet ut i Norge, Sverige og Finland. Schibsted-sjef Kristin Skogen Lund hinter om at de vil teste ut enda flere markeder.

ABONNENT | 2 MIN | PUBLISERT: 27.10.21 — 11.51 | OPPDATERT: ETT ÅR SIDEN

Konsernsjef Kristin Skogen Lund i Schibsted er fornøyd med podkastsatsingen. (Foto: Gunnar Lier)

M24 Jobb Annonsere Abonner

Direktør for brukerbetaling i Schibsted og styreleder i PodMe, Tor Jacobsen. Foto: Kilian Munch / Schibsted

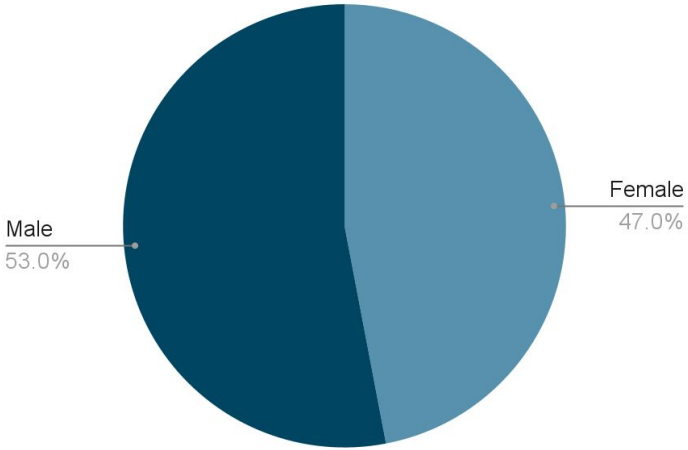
PodMe runder 200 000 abonnenter

Siden Schibsted gikk inn som majoritetseier i PodMe i fjor sommer har antallet betalende abonnenter tredoblet seg.

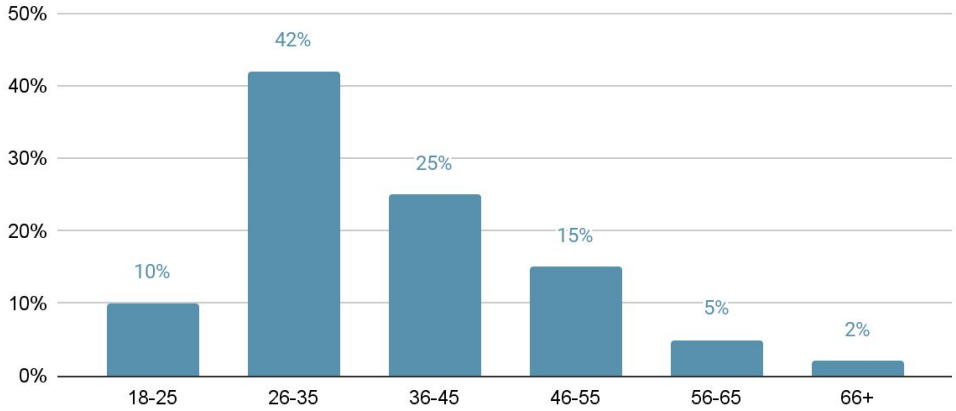
podme

Podme reaches a younger audience than the typical newspaper subscriber base

Gender



Age distribution



podme

Podcasts from the News Media brands make up a big part of the consumption on our platform

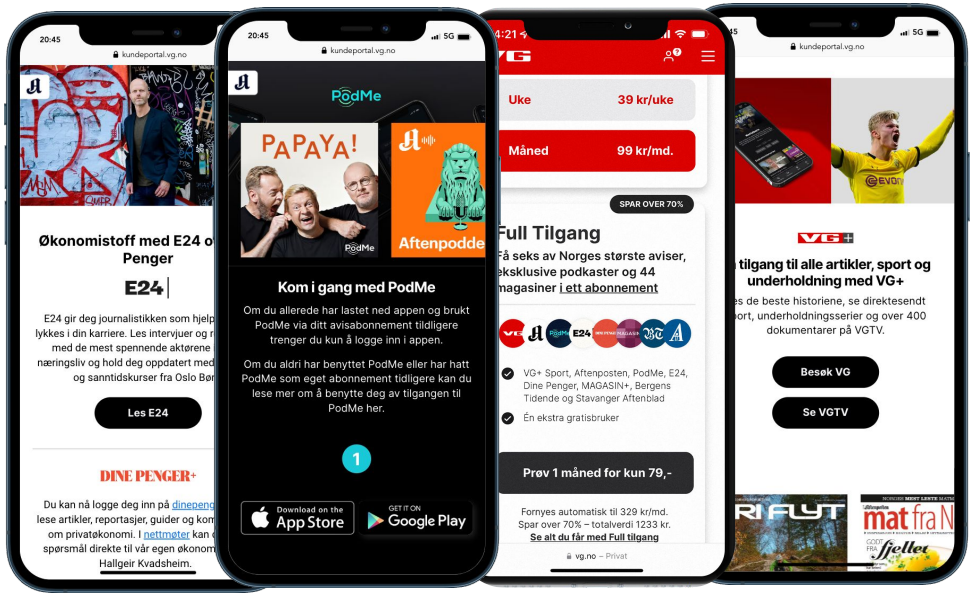
43%

of listening in January was News Media podcasts

8/9 new titles launched since New Year stems from News Media

podme

Podme is an important component in Schibsted's full access bundle



Our strategic objective for Podme is to build the leading podcast subscription service in the Nordics

Build Podme as the leading podcast subscription service in the Nordics

- **Content is king - invest in content position**
- **Improve app experience and tech foundation**
- **Strengthen brand value**

podme

Thank you!