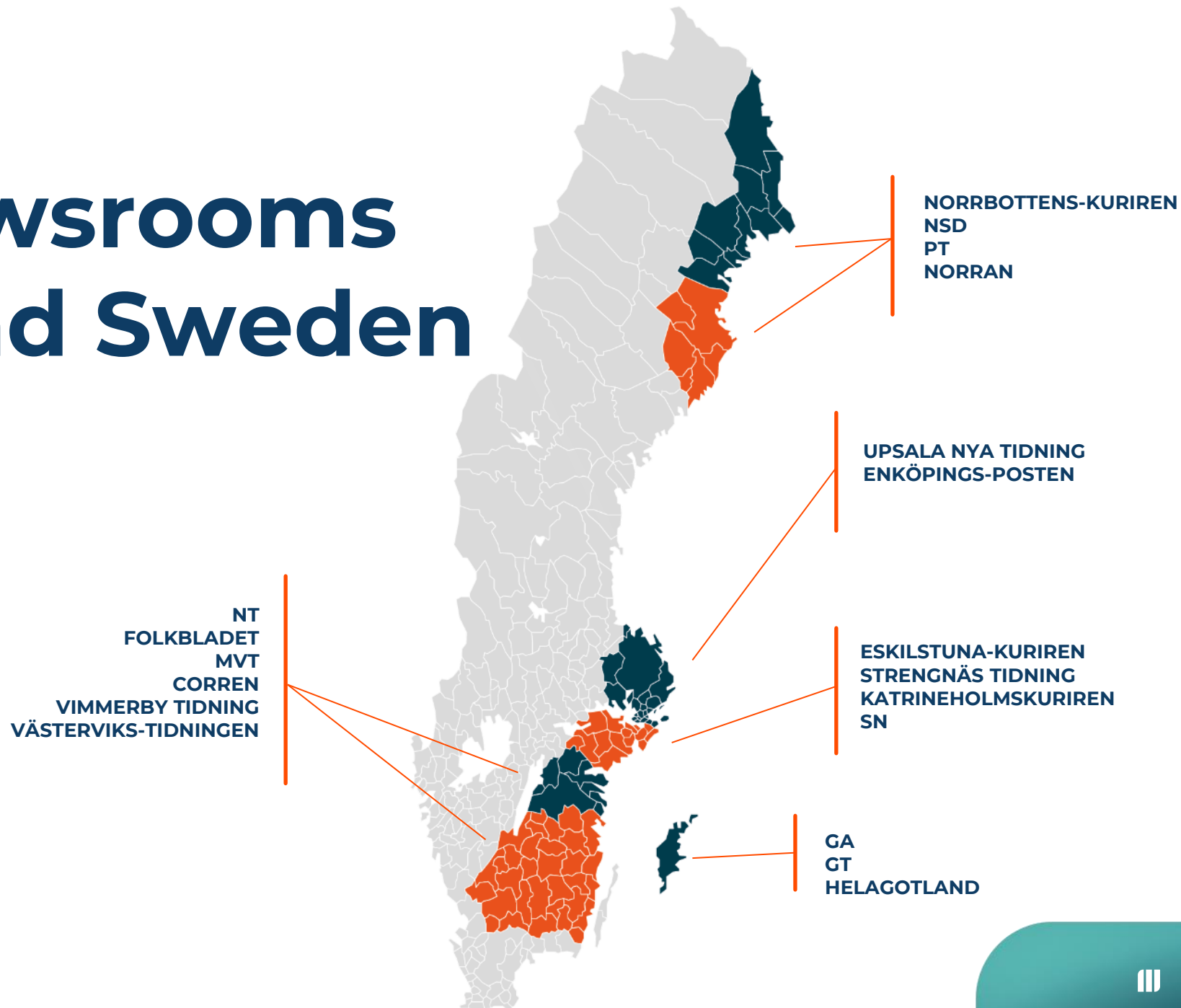




Jens Pettersson
Head of Editorial Development, NTM

17 newsrooms around Sweden



EMPLOYEES

320 journalists in
17 newsrooms

SUBSCRIBERS

260 000

113 000 are digital only

REACH

70% of the people
in our areas

TURNOVER

€180 million

LET'S GET
READY TO
DOUBLE!



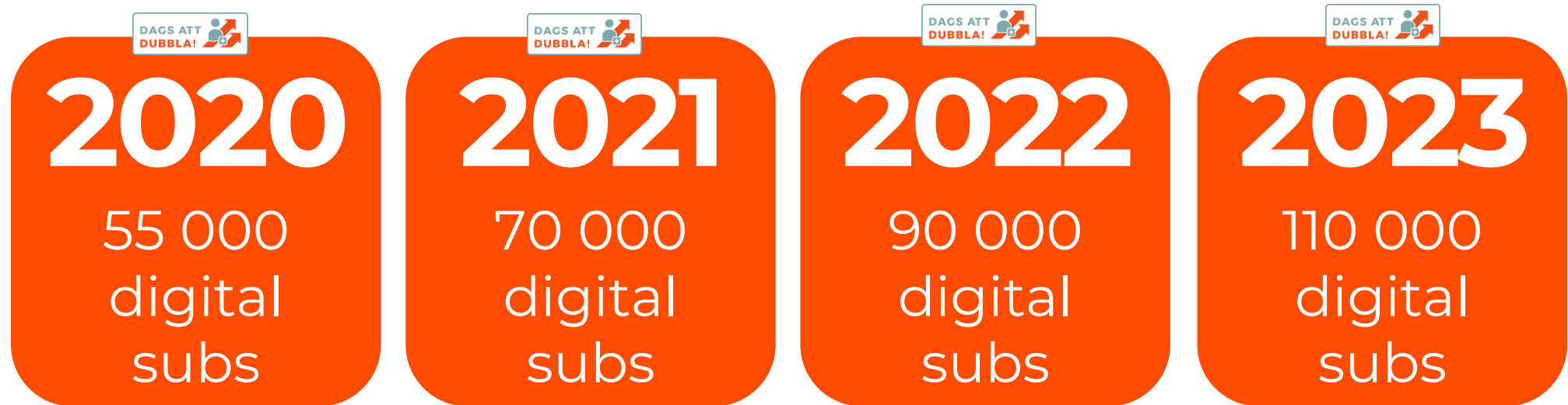
2020

2021



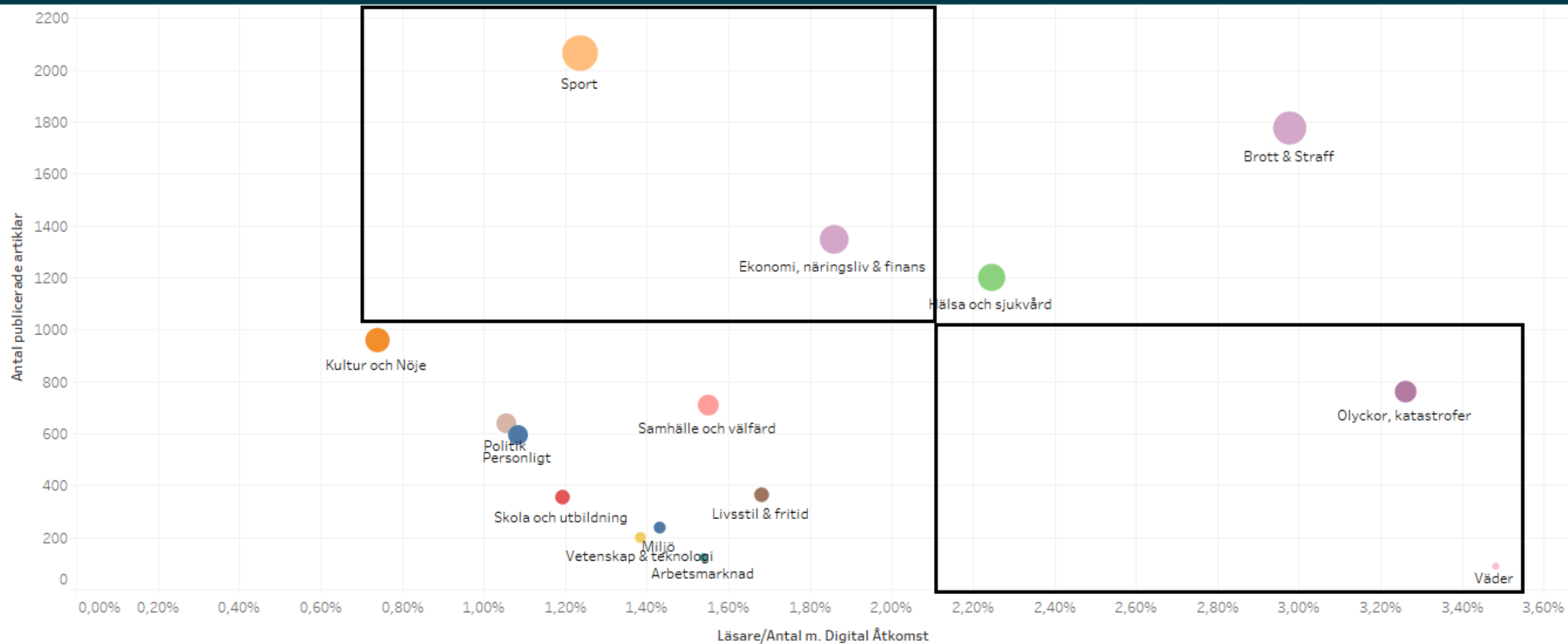
Summer 2020: 48 000 digital subscribers

GOALS

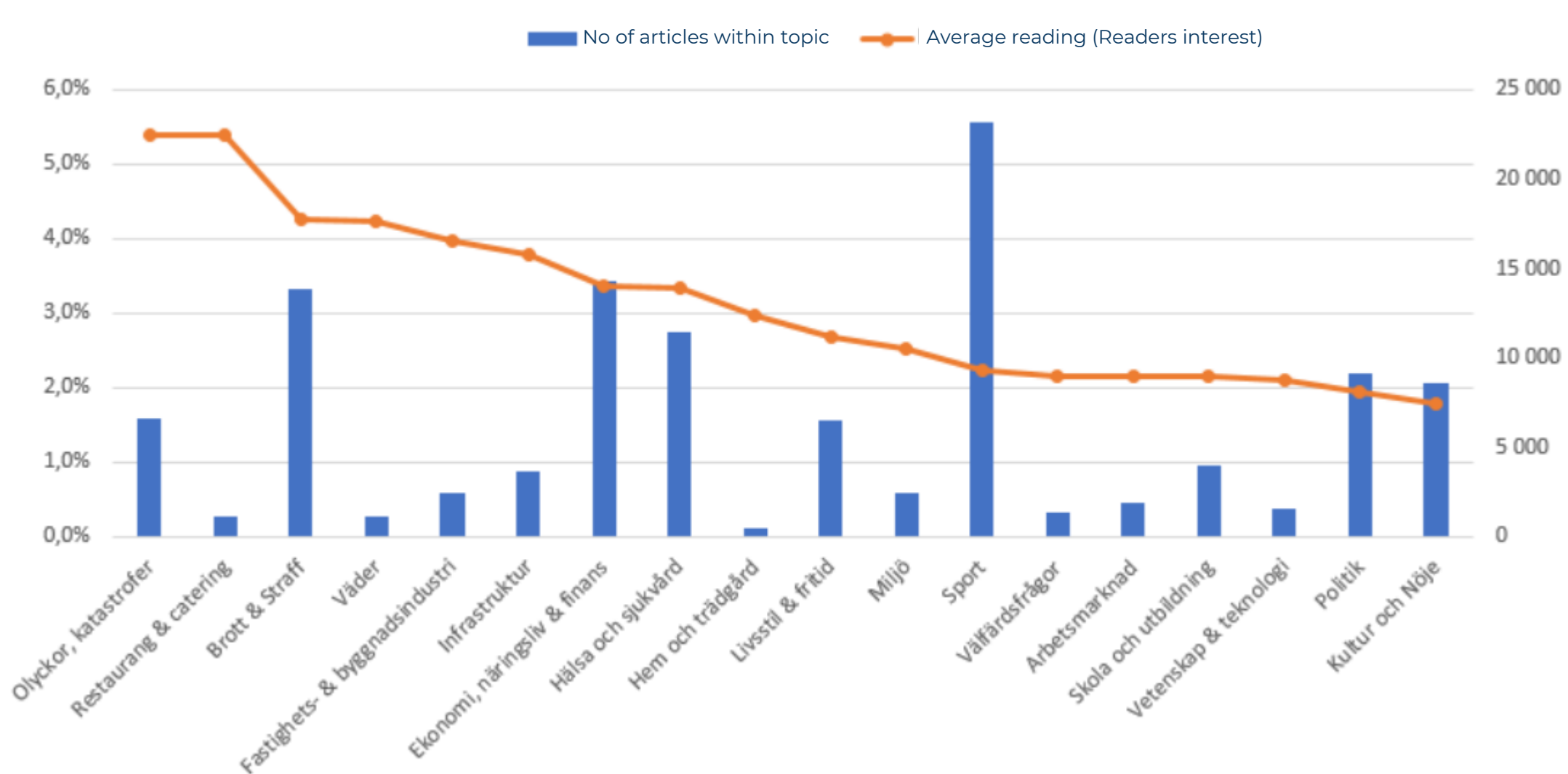


Thanks
Amedia ! 

Läsare i relation till vad som publicerats



Most read topics in NTM



7 prioritized topics

1. Breaking news
2. Crime and legal punishment
3. "What's happening in the city"
4. Residence
5. Job life
6. Health and medical care
7. Family life

Journalistic strategy

- Fewer but better stories
- Focus on 7 prioritized topics
- Focus on 30-50 years old audience

Create change in daily work
between editor and reporter

Reporter checklist



- Is the topic **relevant to many people** or **does it evoke strong emotions**
- How do I make it **interesting for 30-50 year olds?**
- **Who can be seen and heard in my story**
- How to **capture the readers on this in 1 second**
- How do I contribute to the **spread of the content?**

Worlds best dashboards in 2021





LET'S GET
READY TO
DOUBLE!



GOAL

2020

55 000
digital
subs

Result
2020:

57 084

2021

70 000
digital
subs

Result
2021:

68 148

2022

90 000
digital
subs

Result
2022:

84 057

2023

110 000
digital
subs

Result
2023:

102 113

**March
2024:
110 083**



250.000

□ NTM

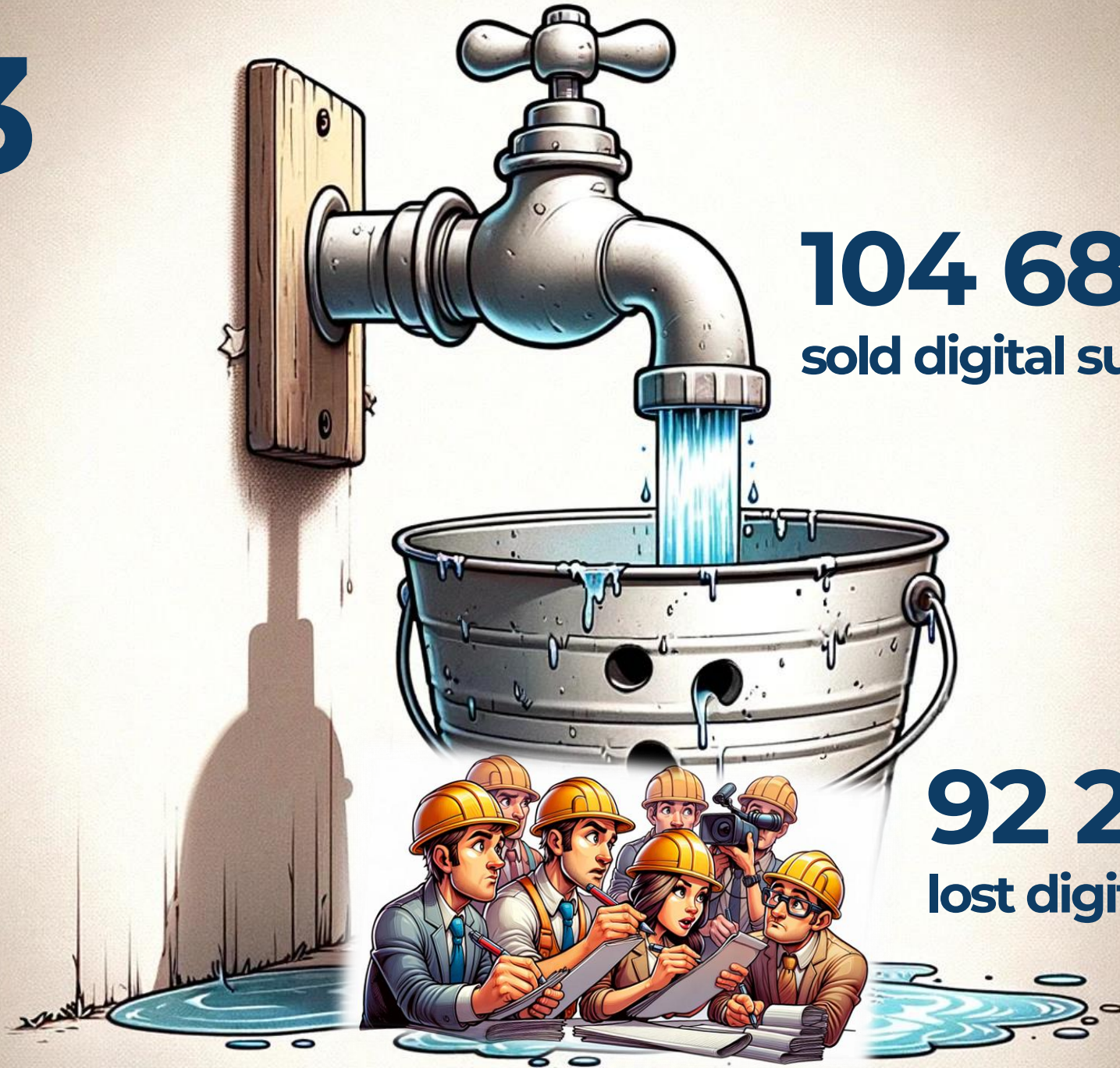


The road towards 250 000

2023

104 687
sold digital subscriptions

92 210
lost digital subscriptions



”Vässa vardagen”
(Sharpen daily work)



Goal: To help newsrooms
develop their journalism

We have talked
a lot of **WHAT**
we should do, but not
HOW it's done



◀ 250 000 ▶

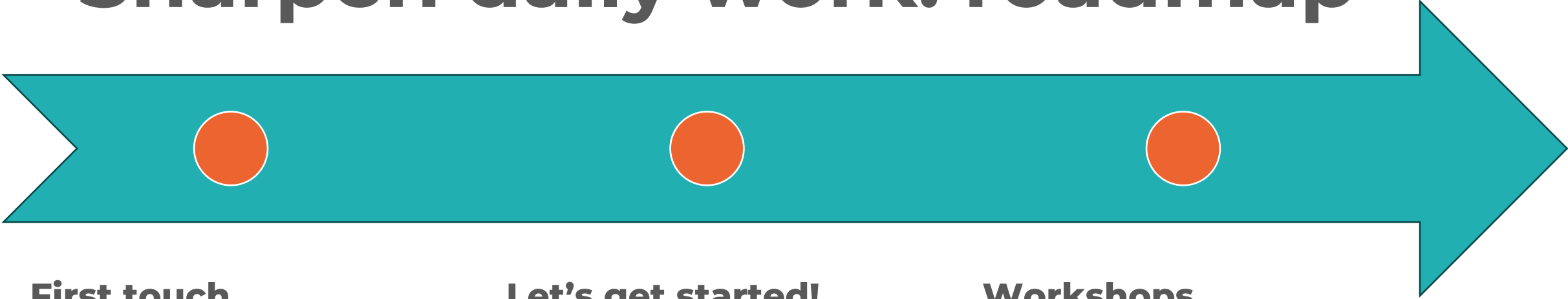
SWAT

NTM





Sharpen daily work: roadmap



First touch

Meeting with NTM:s editorial managers + editorial development and the local Editor in Chief

What does the editorial team want help with?

Three focus areas.

Let's get started!

A full day with the editorial leadership: Situation overview, analysis, workshop, and dinner in the evening.

Ends with an action plan: Three things to boost the title, which workshops are needed, timeline, and follow-up.

Workshops

Journalistic Craftsmanship

Presentation: How to capture users on front page

How to succeed in social media and video

HR: How do we change the culture?

Follow-up meeting: are we doing what we agreed to? What more needs to be done?

Areas of focus:





March 12: Pre-meeting with managers and editor in chief.

March 21-22: On-site workshop at the local newspaper.

Participants: Editorial leadership at the newspaper and central NTM-management.



April 4: Workshop with the editorial team: Journalistic craftsmanship

April 10: Coaching conversation with the news editors.

April 23: Workshop: Developing our video storytelling.

April 30: Workshop: How to succeed in social media



May 8: Coaching conversation with the news editors.

May 20: Workshop: How to capture readers' interest on frontpage.

May 31: Follow-up: How is it going?

We begin with analysis and a situation overview

4. Läsarna och SN – så beter de sig

Antal sidvisningar (pren) per besök vecka 9.

Titel	Sidvisningar per besök
Östgöta-Correspondenten	4,24
Norran	4,22
Norrländska Socialdemokraten	3,97
Norrbottens-Kuriren	3,9
Norrköpings Tidningar	3,89
Helagotland	3,56
Piteå-Tidningen	3,56
Eskilstuna-Kuriren	3,54
MVT	3,49
Upsala Nya Tidning	
Vimmerby Tidning	
Västerviks-Tidningen	
Folkbladet	
Enköpings-Posten	
Katrineholms-Kuriren	
Strengnäs Tidning	
Södermanlands Nyheter	

- I vecka 9 var det SN som hade det lägsta antalet sidvisningar per besök i koncernen.
- SN är alltså relativt sett svaga när det gäller att få besökarna att läsa fler nyheter när de besöker sajten.

6. Läsarna och SN – 30-50-åringarna

	Antal Prenumerationer	Antal i 30-50	% Målgrupp F
Norrbottens-Kuriren	13 875	1 958	14,1%
Piteå-Tidningen	12 061	1 690	14,0%
Norran	19 423	2 721	14,0%
Norrländska Socialdemok..	24 392	3 344	13,7%
Upsala Nya Tidning	36 680	4 946	13,5%
Norrköpings Tidningar	28 228	3 663	13,0%
Gotlands Allehanda	7 738	1 004	13,0%
Gotlands Tidningar	10 143	1 296	12,8%
Eskilstuna-Kuriren	17 076	2 174	12,7%

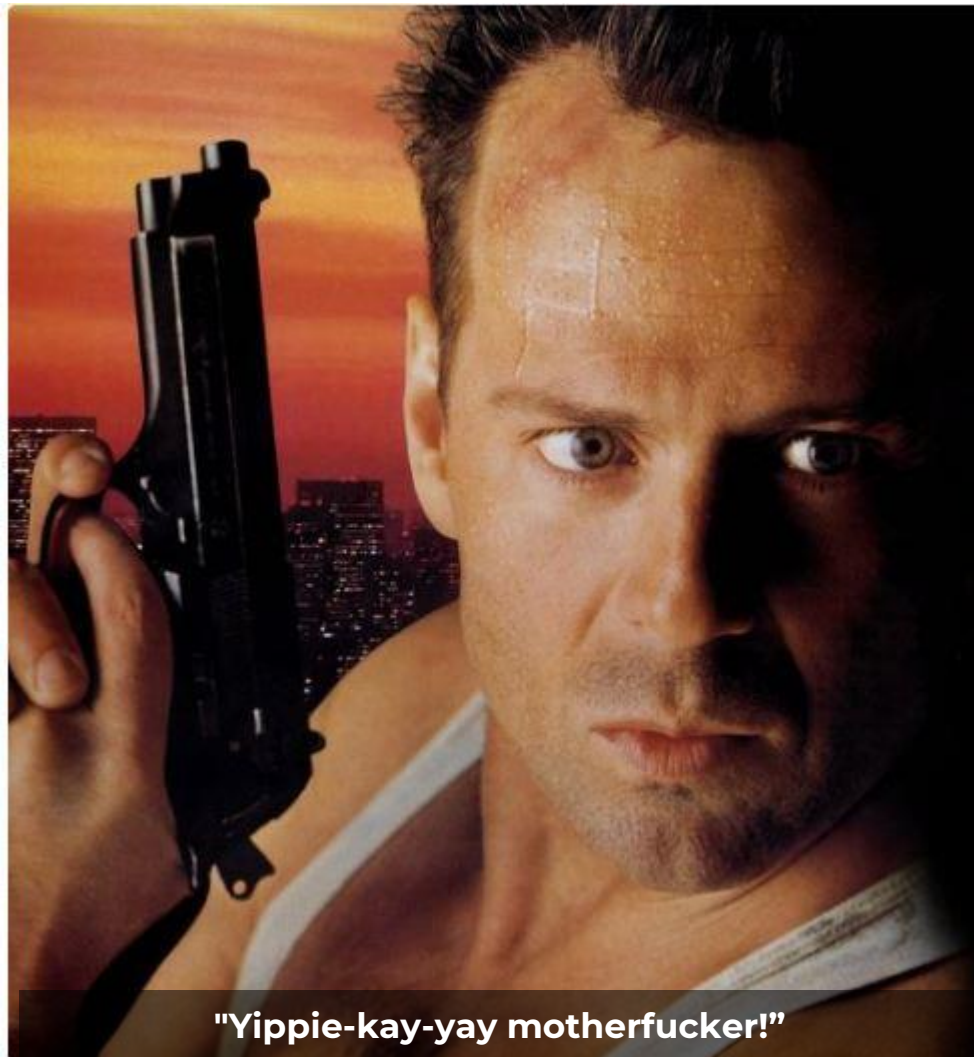
- SN har en något mindre andel digitala prenumeranter i åldern 30-50 år än koncernsnittet.

Minst läst

- Sport
- Intern byråkrati
- Taget från annan titel

Publicerad	Rubrik	Träff i målgrupp	Sidvisningar pren.	Sidvisningar totalt	Videovisningar minst 50 %	Färdigläst	Snittid	Köp
2024-03-15	Bäst i test: Här är de godaste påskölen		42	53	-	1m 17s	0	
2024-03-14	Flest klagomål på vård och omsorg från Sörmland		60	70	-	0m 41s	0	
2024-03-14	Amanda Landeblad tar rygg på von Eckermann		105	120	-	1m 6s	0	
2024-03-11	Ännu ett lag från NSK redo för playoff		294	308	-	0m 28s	0	
2024-03-14	Krav på tydligare prislapp. "Vi säger ändå nej"		303	322	-	1m 28s	0	
2024-03-17	Trosa Edanö illa ute i returen: Var lite jobbigt		308	322	-	0m 43s	0	
2024-03-15	Detta händer i SN-land i helgen		332	380	60	0m 47s	0	
2024-03-11	IFK tog meriterande poäng förgäves – ramlar ur		376	397	-	0m 46s	0	
2024-03-11	Mastodontturnering stannar i Nyköping – blir jubileum		404	417	-	0m 37s	0	
2024-03-14	Harg forcerade starkt men Tun höll undan		425	454	-	0m 53s	0	
2024-03-12	300 skarvar får skjutas – kommunjägaren: "Det räcker"		434	468	195	1m 4s	0	

What are we actually sharpening?



Back to basics: Why Are Quotes Important?

You get good quotes, if you listen and ask good **follow-up questions**.

With a good quote in your text or video, we can promote the piece more easily on frontpage. A better promotion **engages** our users.

The text or video will automatically improve if because the reporter has asked all the necessary questions, that will lead to higher **completion rates in reading**.

But what do the **quotes** look like? Facts or **feelings**?

"The work is tentatively ongoing until Friday. Car traffic on Brunnsgatan is running, but it is directed by flag guards"

"Since 2018, we have been running Campox sports accommodation in Oxelösund".

"We have seven stores in the Stockholm area and now we are expanding with a store also in Nyköping."

"That includes conference tables, printers and conference rooms. If you want your own office, you can rent three desk spaces."

"You can leave it at Björshult or at our recycling centers in Tystberga, Jönåker, Nävekvarn and Stigtomta."

(These are actual quotes from our audit for that newsroom)



7 ways to capture the scrollers on front page

1. Emotions, clarity, angle, details and drama. The reader will **not take chances** with their time.
2. Over 80 percent read on mobile. **Get closer!**
3. **Don't assume** that everyone knows what we're talking about.
4. Secret is not always more alluring. One must at least **understand** the news.
5. Movable puffs
6. **Go Live!** (Live reporting in one flow)
7. Create the glue in the scroll. Find the **catch-word!**



Benefits of "Sharpen daily work"

Digital user behavior places enormous demands on our journalism.

Every job counts!

"Sharpening daily work" helps us to see what can be improved in the newsrooms, and helps us assist the local editors and reporters take the next step.

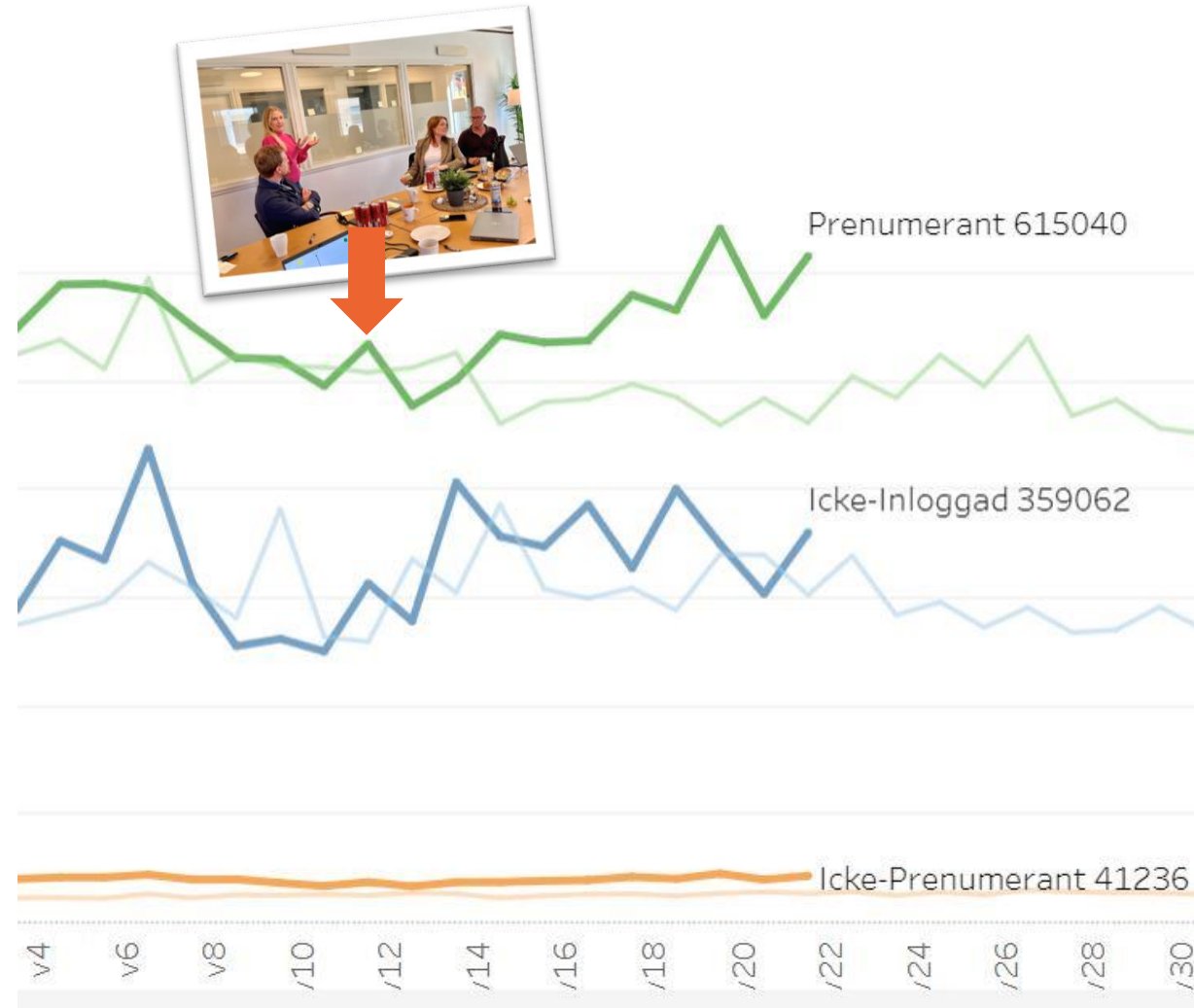


Bonuses of "Sharpen daily work"

- **It reduces the distance between NTM and the local editors.** We get closer to managers and employees, which facilitates contact and coaching.
- **No unclear "you have to go digital"** Our feedback is specific, because we do the audit from the editor's own content.
- **Different newsrooms – same challenges.** It helps us direct our work so that we get the best hits on efforts that help the newsroom to maximize the journalism and thus the business.
- **We get sight on what is hidden "in the walls".** Cultures that are not measurable but makes it difficult for the editorial staff to succeed. And we can help them handle that.
- **We acquire a lot of best practice.** We get many examples of working methods and situations that other titles can copy.

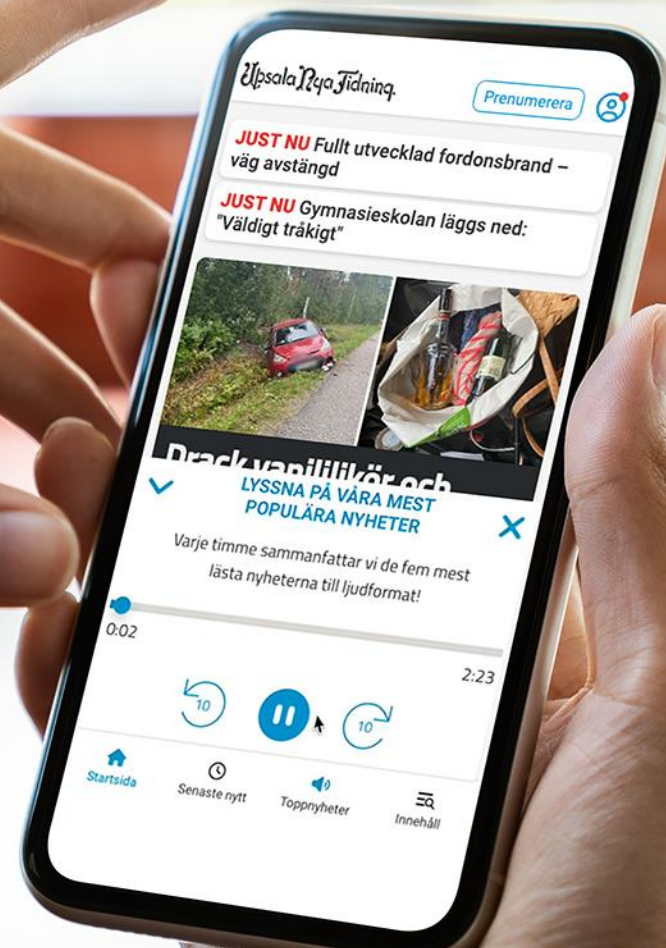


"Sharpen daily work" gives effect on KPI:s



Next steps





Takeaway?

**Focus on creating
change in daily work
between editor
and reporter**



Get in touch!

jens.pettersson@ntm.se