

Inma Masterclass
Newsroom transformation
October 17th 2024

Change. Lessons learned

LENA K
SAMUELSSON



1989
2001

AFTONBLADET

2001
2013

SvD

2013
2018

Schibsted

2018
2024

AFTONBLADET



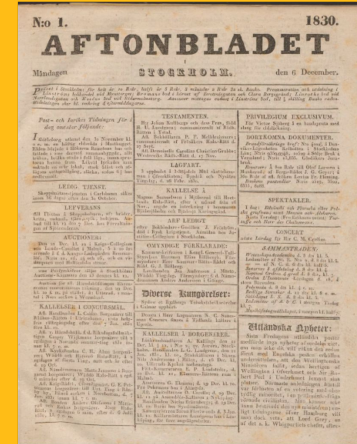
1

Change.
But stay
true to
who you
are

- Equality
- Short & fast
- Hold the power accountable
- For the many



LARS JOHAN HIERTA



1830



Be proud - tell your story!

***“Invest in what makes you
distinct”***

***“What’s left is the truth
and the brand”***

CULTURE THROUGH E

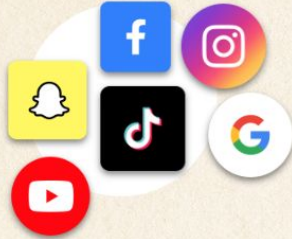
2

Build **strong teams**

AFTONBLADET



Social Media and SEO



Site & apps



AB Direct - Always Live



Newspaper print & digital



Podcast & Video



Paid services

AFTONBLADET



Sweden's largest sports destination



Food destination and tv channel Godare



Brand building events



Lifestyle destination

COMMON ground
CLARITY on strategy
STRETCHY goals
EVALUATE daily
CELEBRATE often



Publisher
Lena K Samuelsson



Finance
Emelie Karlsson



HR
Martina Ehn



Product
Moa Gårdh



Consumer Business
Ted Kudnoff



COO/CCO
Niclas Bergström



News
Karin Schmidt



Sportbladet
Magnus Herbertsson

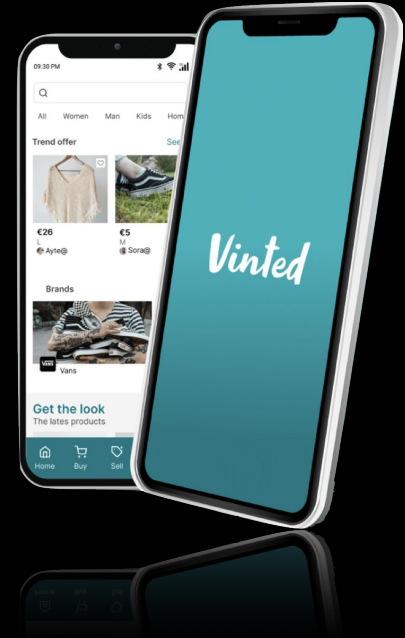


Lifestyle
Erika Scott

3

Rethink.
Or
someone
else will

leboncoin



**Stop making
a newspaper
online.**



4

young.
**The rest
will
follow**

THE AUDIENCE IS NOT ONE



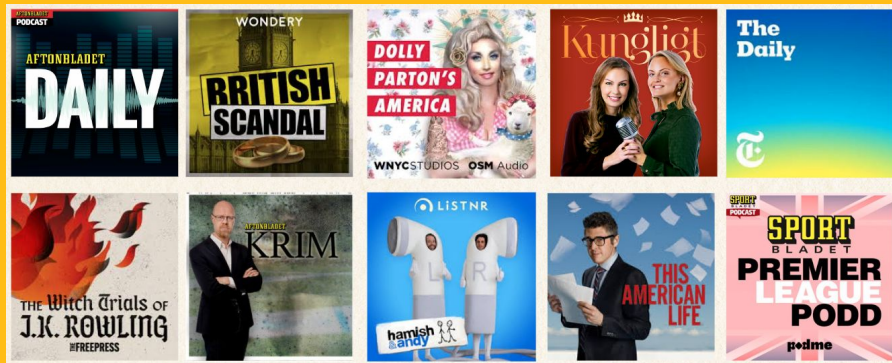
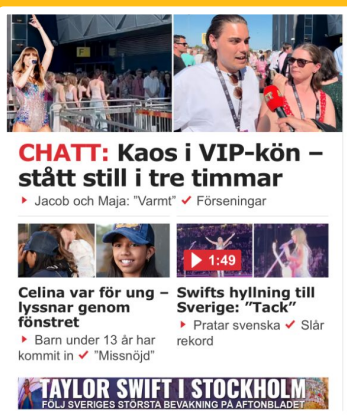
“Young people don’t want news.”

“Young people have zero attention span.”

“Young people just want summaries.”

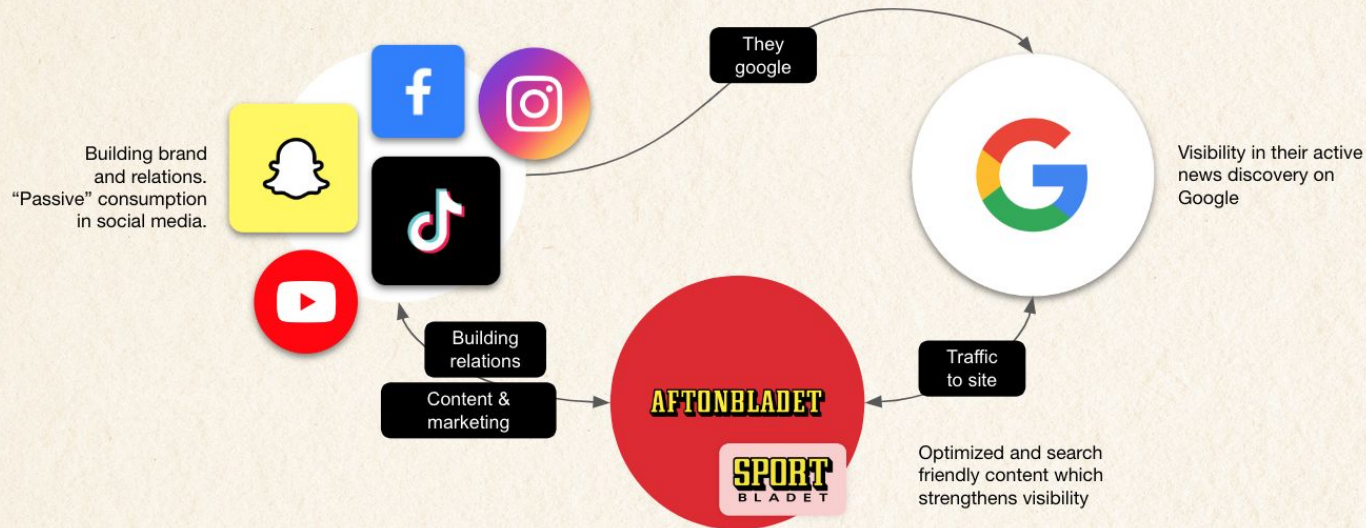
It’s not them. It’s us.

Start a discussion on WHAT & HOW



Doing a great job on social is not enough – you need the full ecosystem

Being visible on social platforms doesn't do it if you want to reach younger audiences. You need to be where they actively search for news and information – on Google. SEO is how you build a direct relationship with your site and app in the long run. **And – entertainment they have, they want news.**



5

**Nobody's
an expert
when you
don't know**

Internet

1994

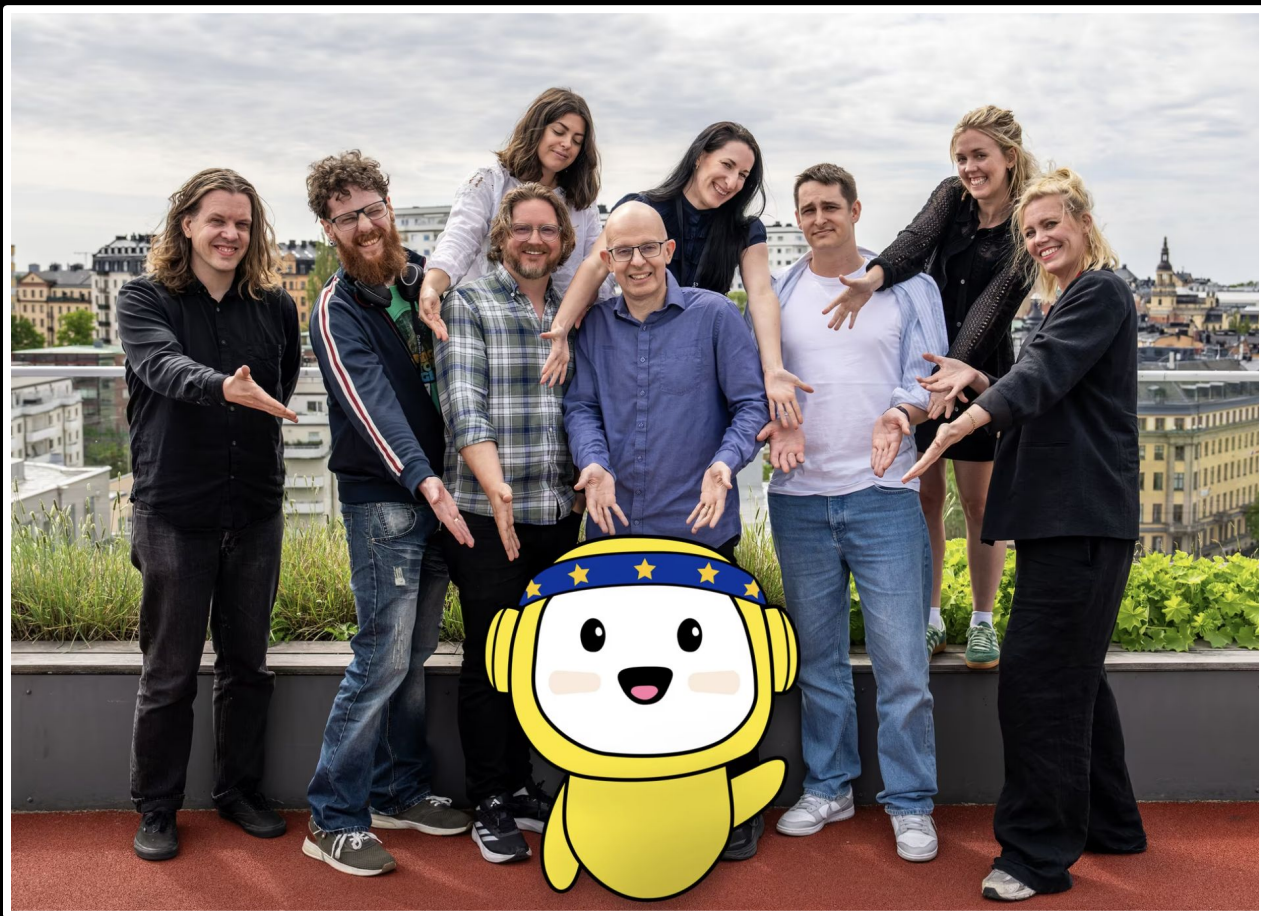
iPhone

2007

AI

2023





CHANGE CHECKLIST

Stay true - change but invest in what makes you distinct

Be open - most things are not a secret

Create a common ground – then you can move together

Rethink - define what is a **true online** version of your brand

The future needs a new team - journalism, data, product and
biz

Love new ways - audio, video, tvodd, events...

If young people like it - others will too

Release the Power of People - trust that they will deliver

Be bold - we're up to some tough shit competition...



samuelssonlenak@gmail.com

LENAK