OVB MEDIA
creating success

Two Newsrooms
One Team

Transformation of OVB MEDIA Newsrooms

About OVB MEDIA

- Since 1854 in Rosenheim, Germany
- Local Publisher
  Weekly
  Radio
  Online
  Newspaper
- Newspaper OVB Heimatzeitungen with circulation of 45.000

Digital Footprint

- OVB24 since 2009
- Seven hyperlocal Newsportals
  1 Newspaper portal
  6 digital only brands
- Classifieds etc.
- www.ovb24.de

Dec 2020

2023 Goal: 20.000 active Plus-Users

Transformation Roadmap

OVB MEDIA

What to do first?

Our Hierarchy of editorial **Content** needs

Problem no. 1

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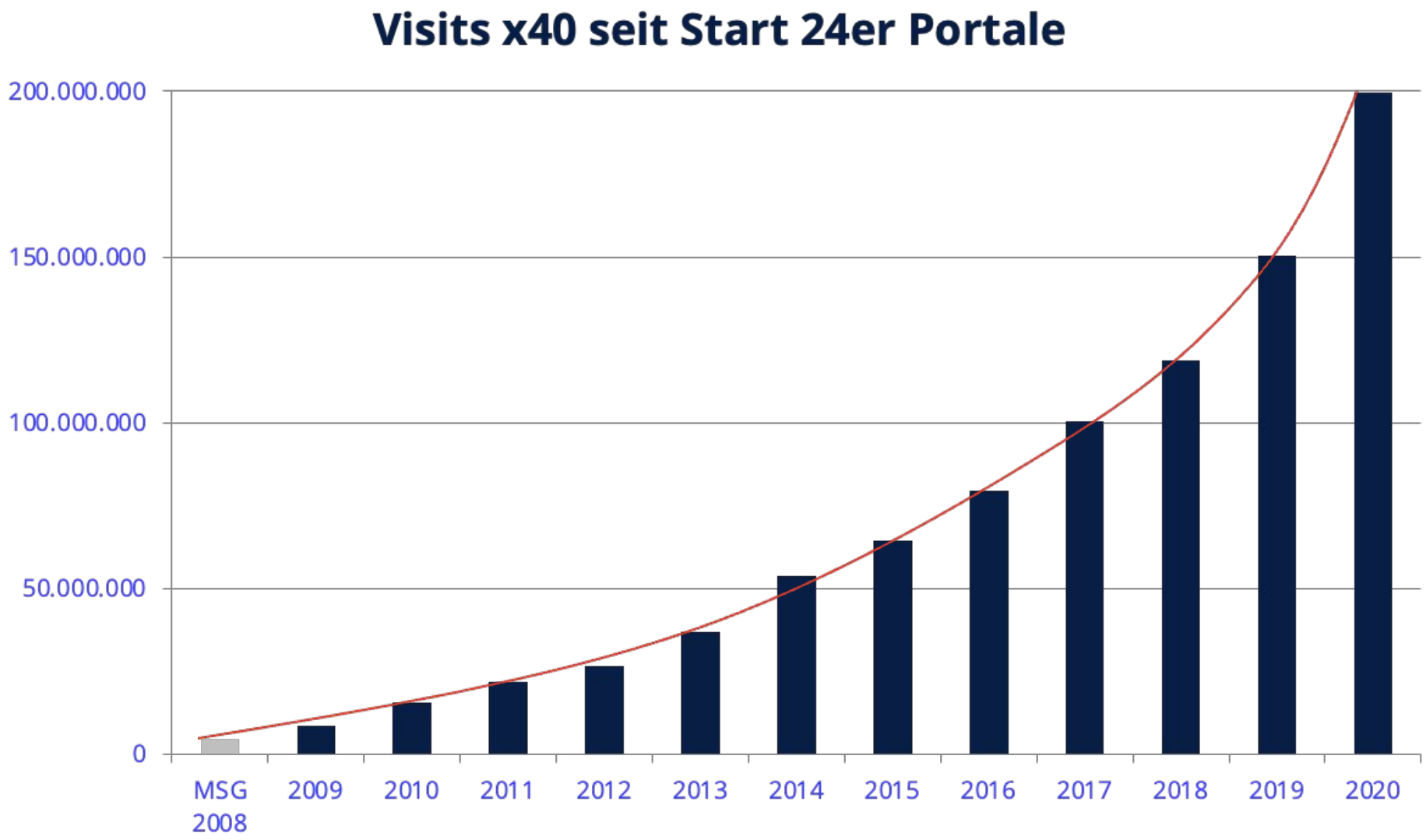

Two Brands Strategy

- **24 Portals (free)**
  gossip, cheeky, fast

- **OVB online (paid)**
  Close to the paper…

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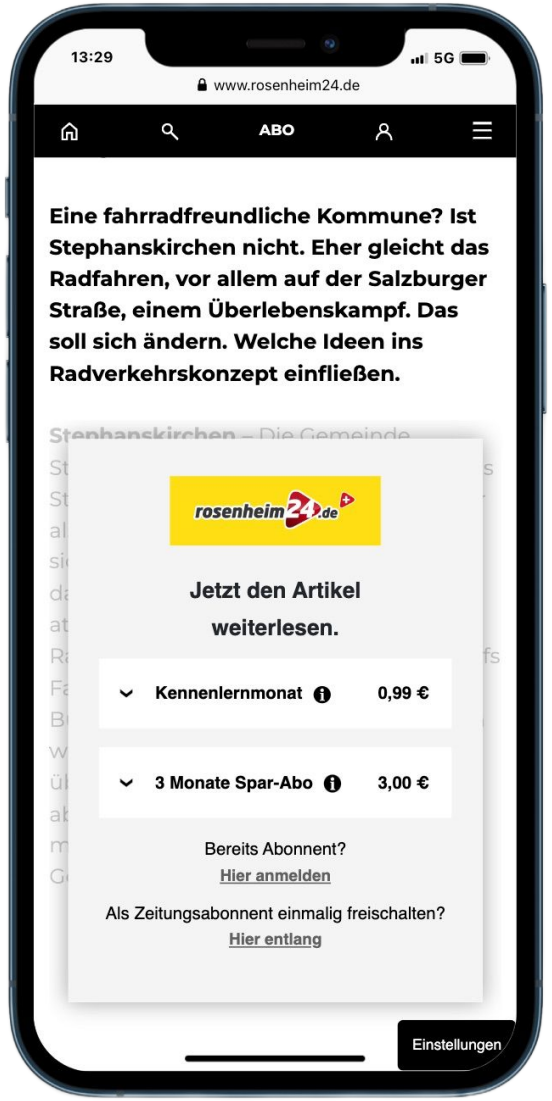
The curse of success: no reach on newspaper portal

Plus on 24 portals

- **Sharing content**
  All OVB newsroom content on 24 portals behind a paywall

- **Shitstorm**
  “But it was free before..”

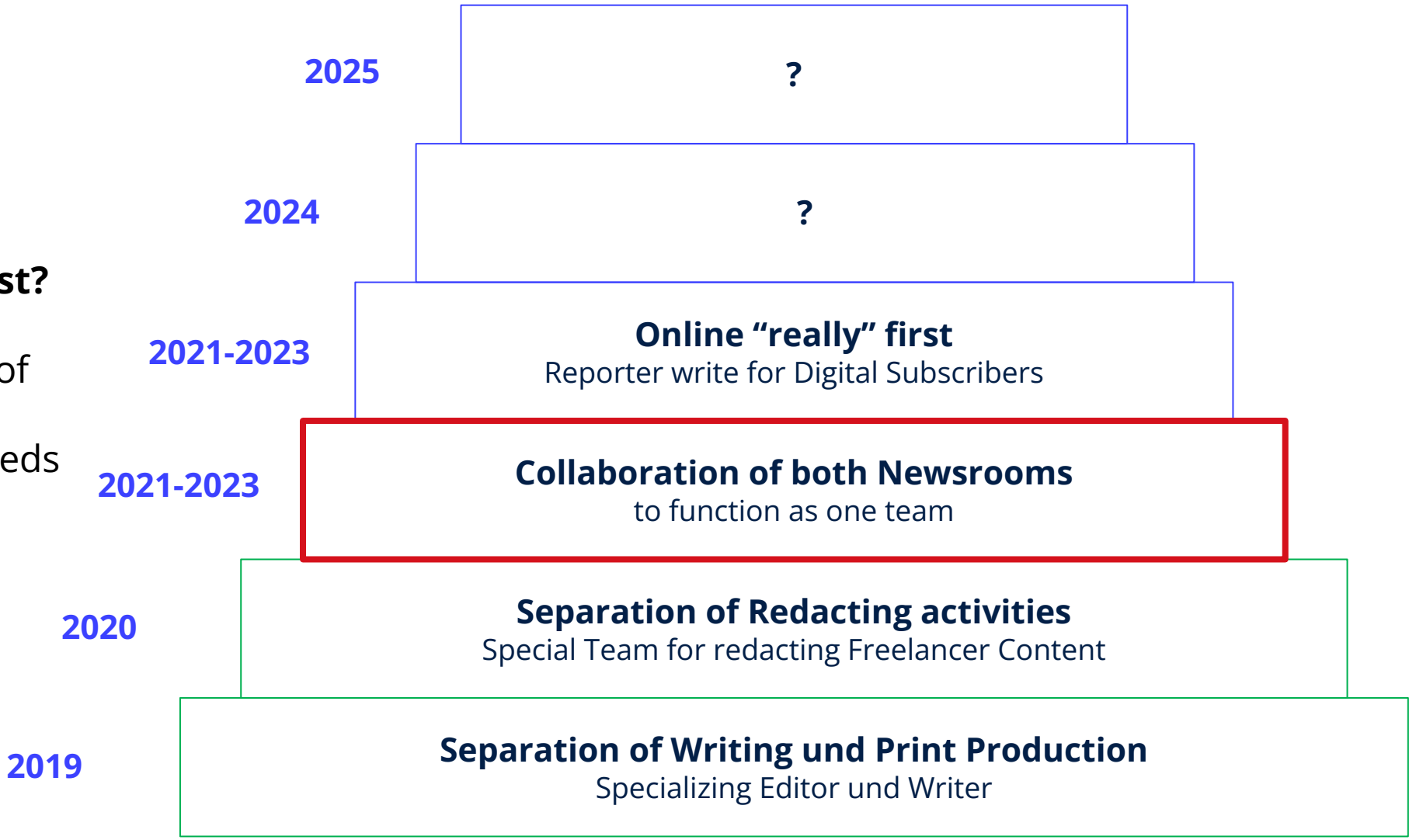


Transformation Roadmap

OVB MEDIA

What to do first?

Our Hierarchy of editorial **Production** needs



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Fierce competition - Berlin Wall between Newsrooms

OVB online

National Print & Online → local Content → Planning / Editorial / Homepage / Audience Dev. Management

Münchner Merkur & Ippen Digital Newsroom → OVB Newsroom → Online Team

OVB HEIMATZEITUNGEN

innsalzach24.de mangfall24.de rosenheim24.de wasserburg24.de BGLand24.de chiemgau24.de

Planning / Editorial / Homepage / Audience Dev. Management ← local Content ← National Digital

CvD Team ← 24er Newsroom ← Ippen Digital Newsroom

OVB24.de

OVB online
START

Organization: V1

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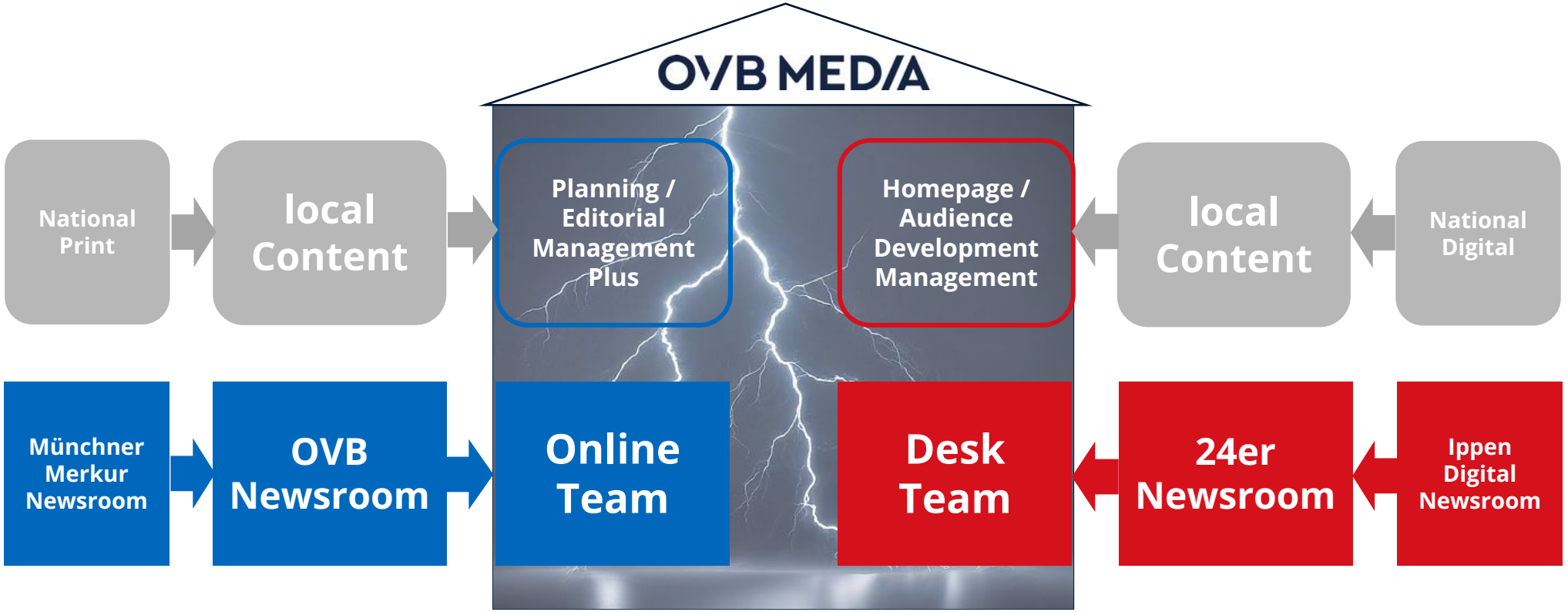
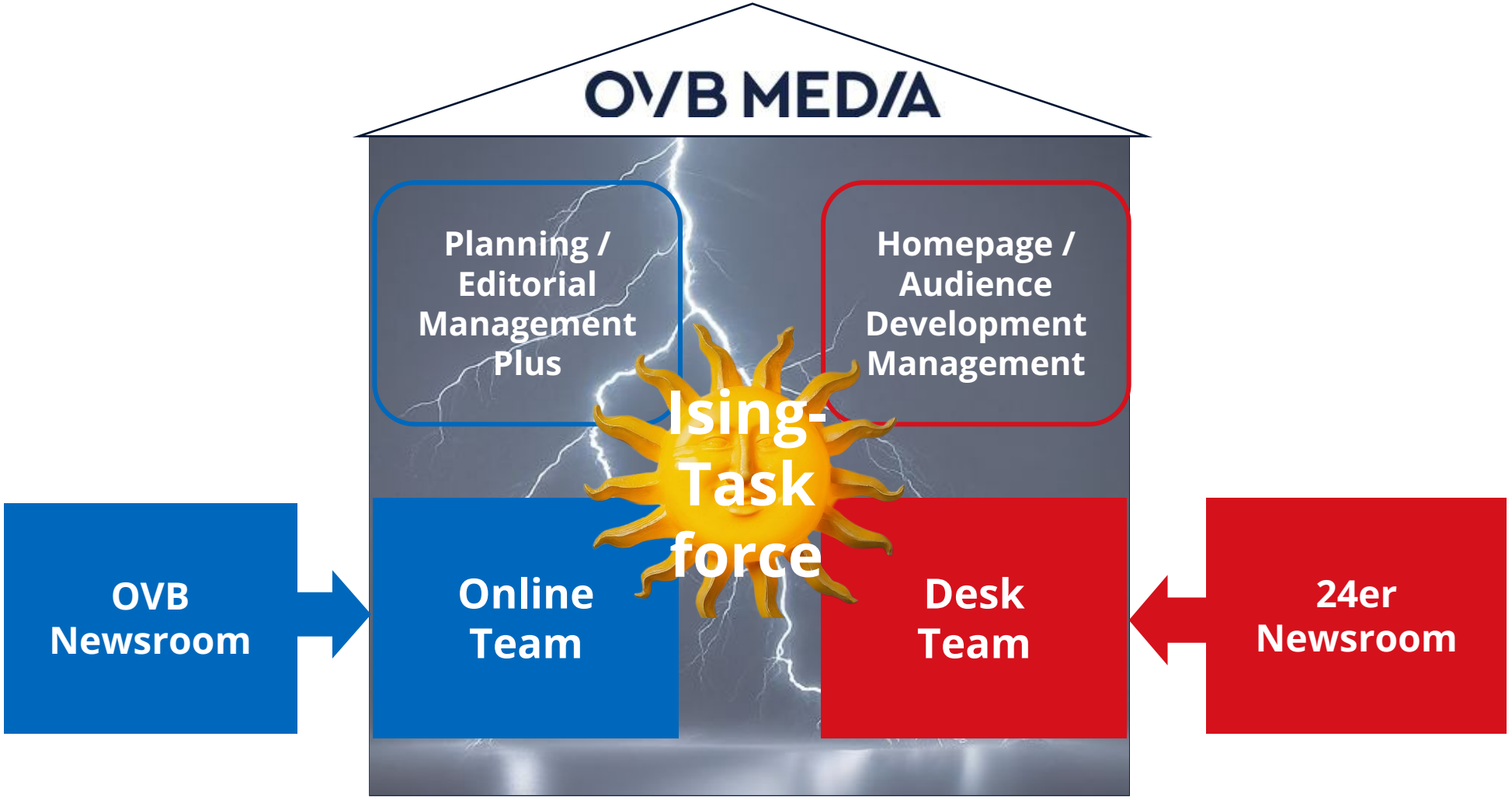
Lots of infighting..



OVB HEIMATZEITUNGEN

OVB24.de

Emergency - Ising Taskforce



Ising Taskforce

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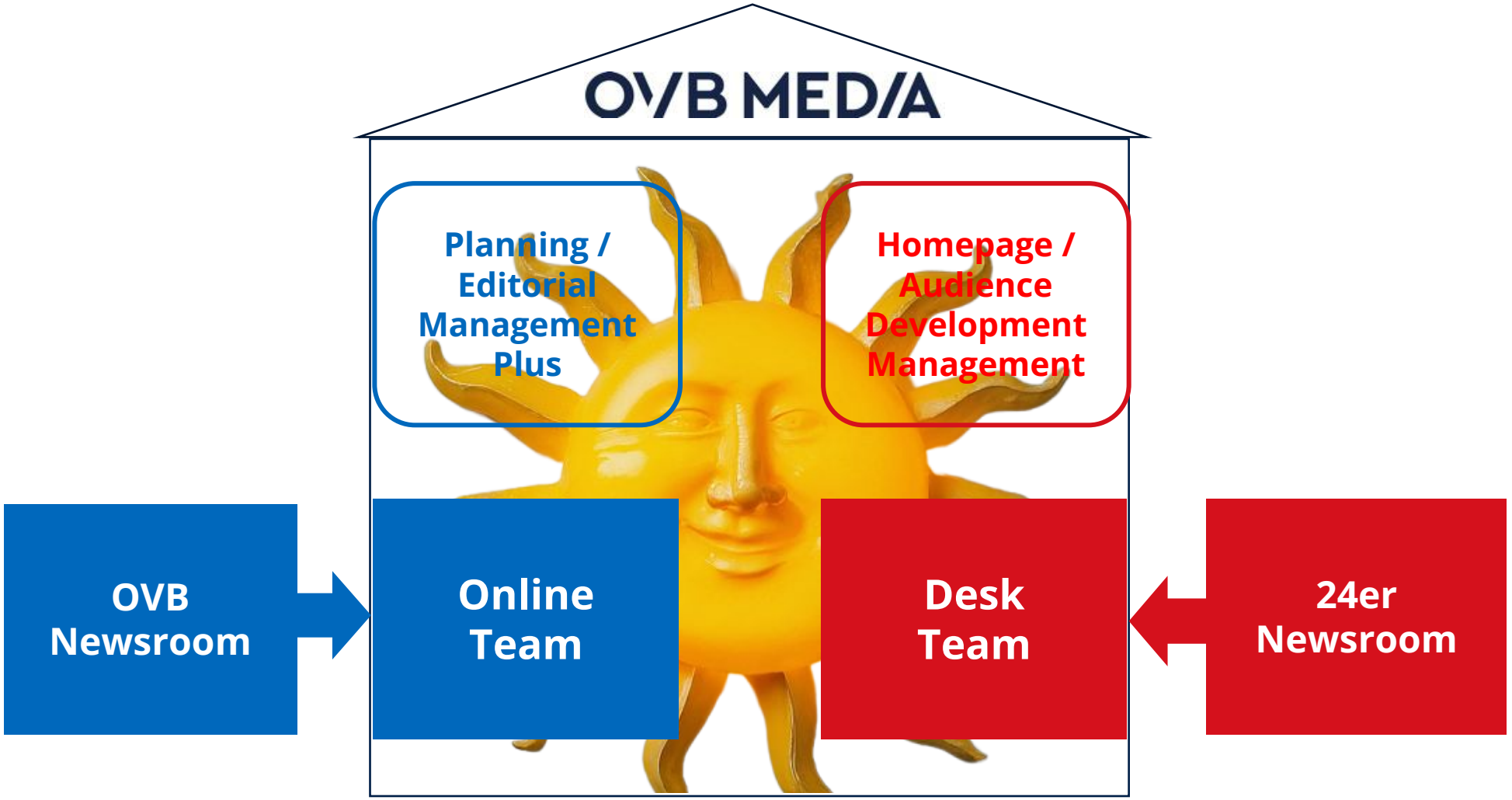
- Created to streamline the Transformation Process
- **Quarterly Meetings**
- Review:
  What went wrong?
  (to get to the bottom of problems)
- Preview:
  What are we going to do?
  (to build further momentum)

Two Newsrooms, One Team



Dec 2023: **20.000 active Plus-Users**

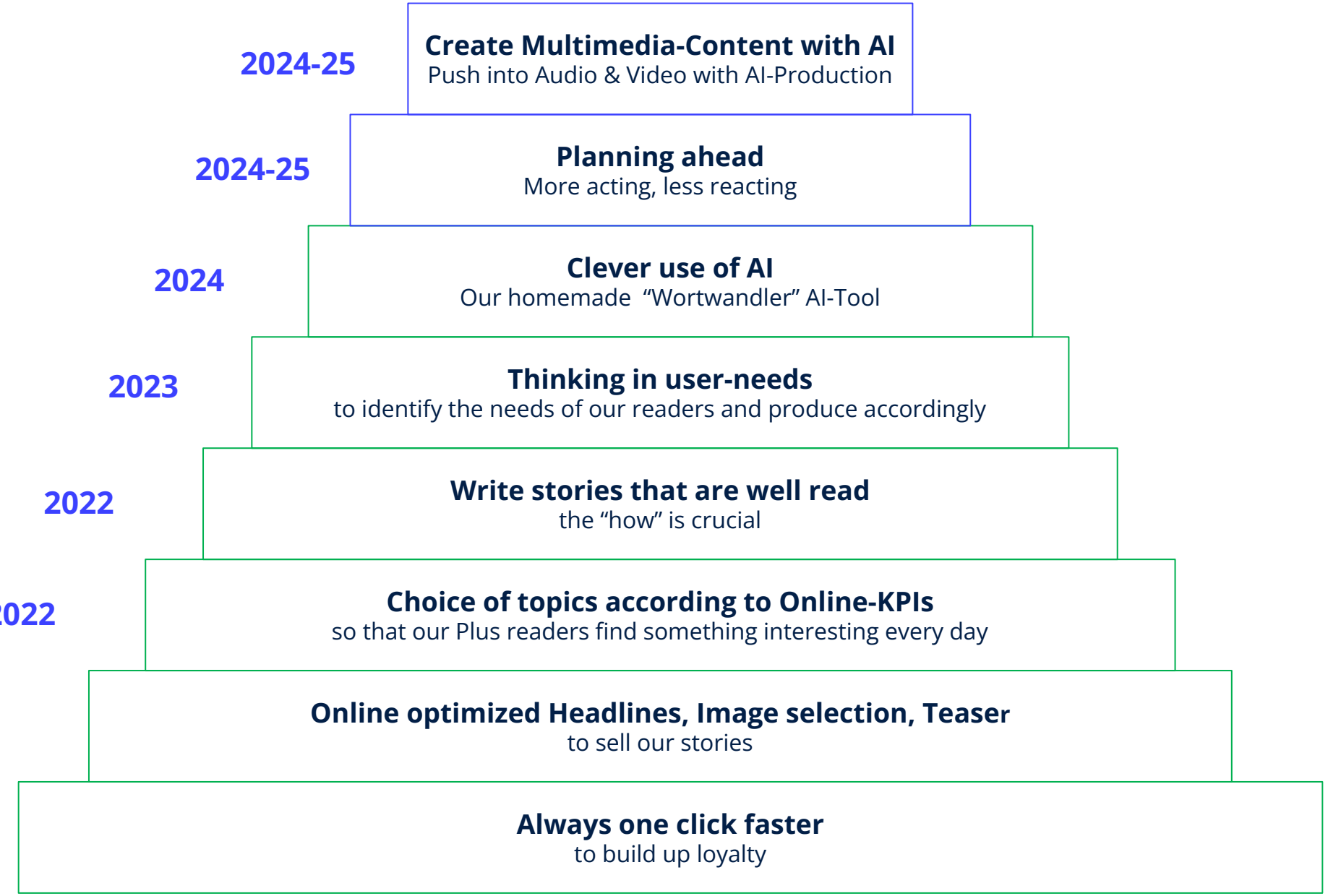
(12.000 Print-Subscribers & 8.000 Plus-Subscribers)

Transformation Roadmap

OVB MEDIA

What to do first?

Our Hierarchy of editorial **Content** needs



Transformation Roadmap

OVB MEDIA

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Key Takeaways

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1. Alignment: Same Strategy, Same Goal

2. Organization: Unified Reporting line

Structured Taskforce

3. Communication: Relentless..

It’s all about people

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creating success

Thank You 😊

www.ovbmedia.de

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