

Agderposten medier



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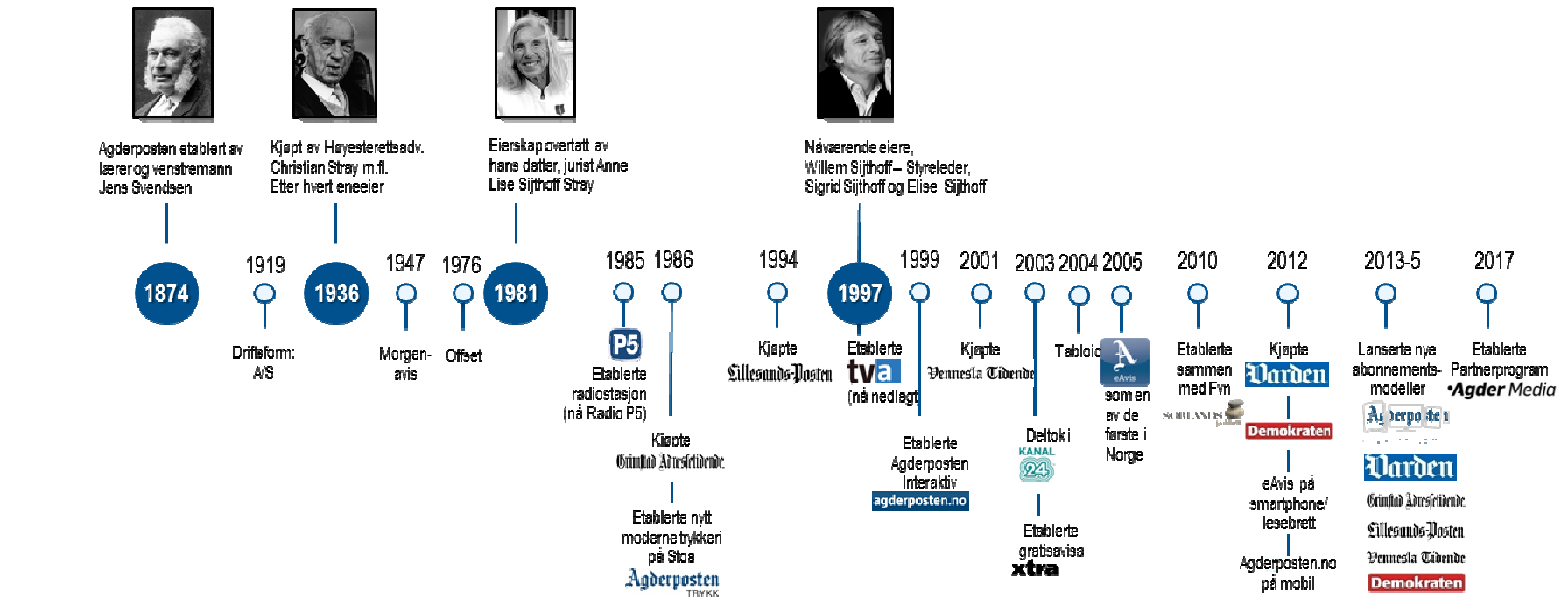
Content

1. Briefly about Agderposten Medier
2. Partner strategy
3. Partner program for indepentant local newspapers

Agderposten medier

About

Agderposten's history



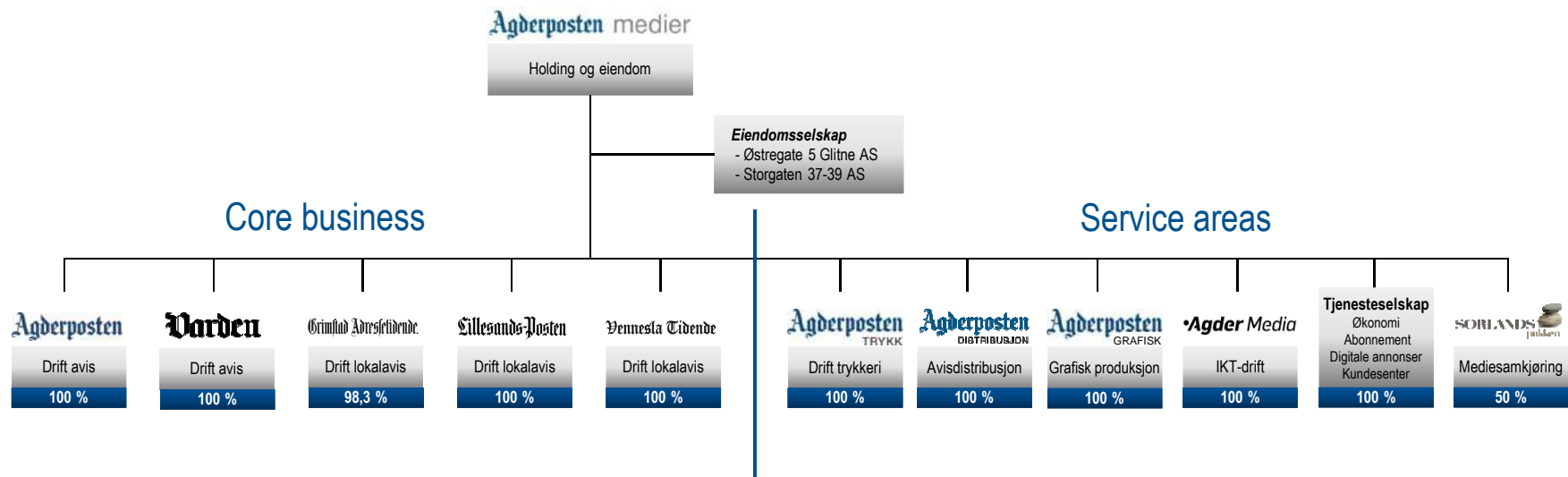
Facts

- **Agderposten Medier AS** is the largest media company in Southern Norway
- Headquarters are in **Arendal**
- Economy 2018:
 - **RESULT:** revenue **NOK 368 mill.**, EBITDA **NOK 34,1 mill.** / EBIT **NOK 20,3 mill.**
 - **BALANCE:** total capital **NOK 258 mill.**, equity **NOK 149 mill.**
- Number of employees: **213**

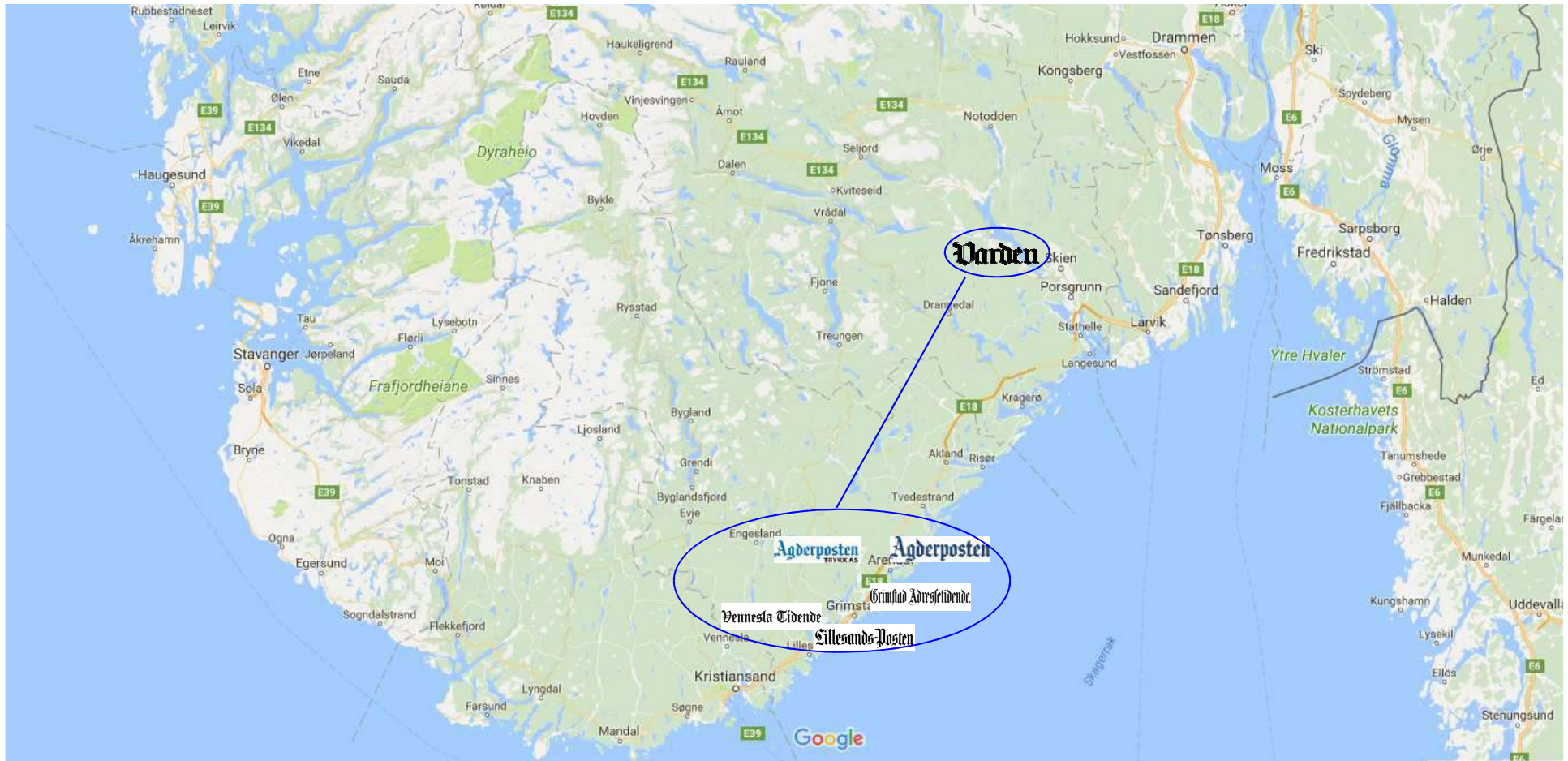


Agderposten Medier

Company



Agderposten Medier



Good editorial content

is the most important
driver for subscription

– and crucial for further subscription growth

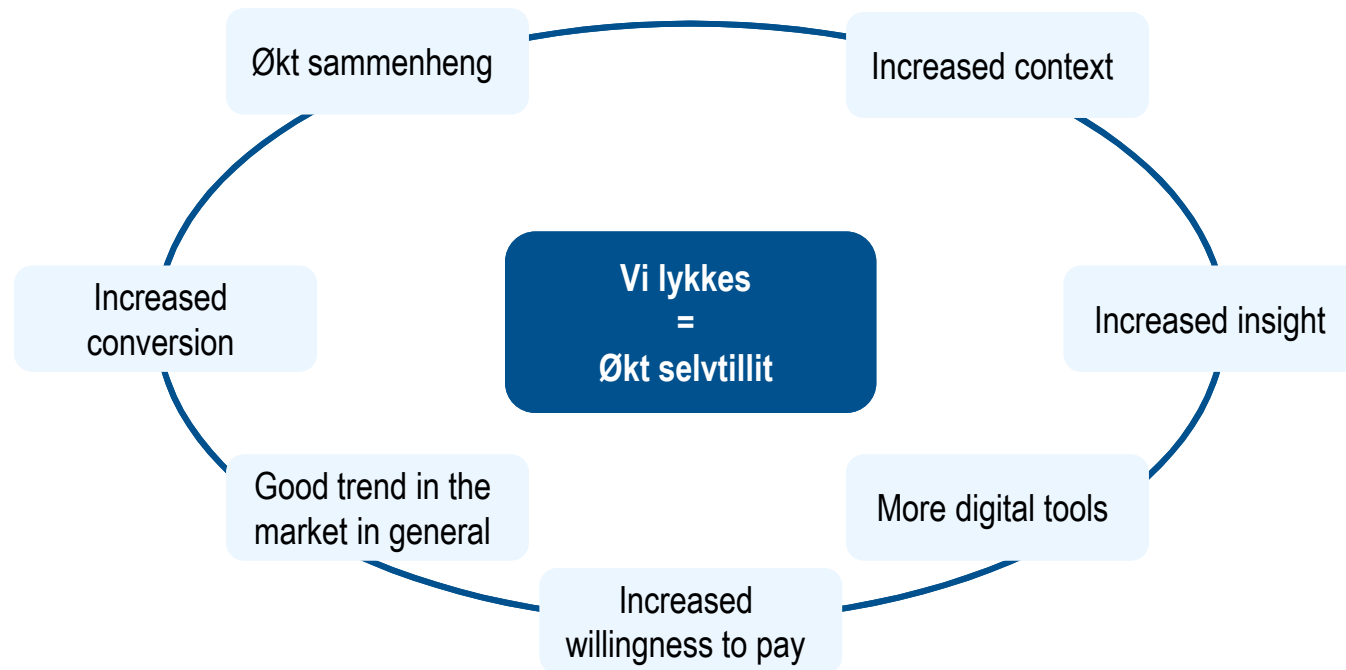
~86%

proportion of orders after click on premium content

We sell content



Direct connection between
content and number of
subscribers



«It is the journalists who decide how many subscribers we want»

«It is the editors who have both hands on the steering wheel»

«We will further develop the expertise of the editorial staff on insight and implementation»

Analysis

Promotion

Conversion

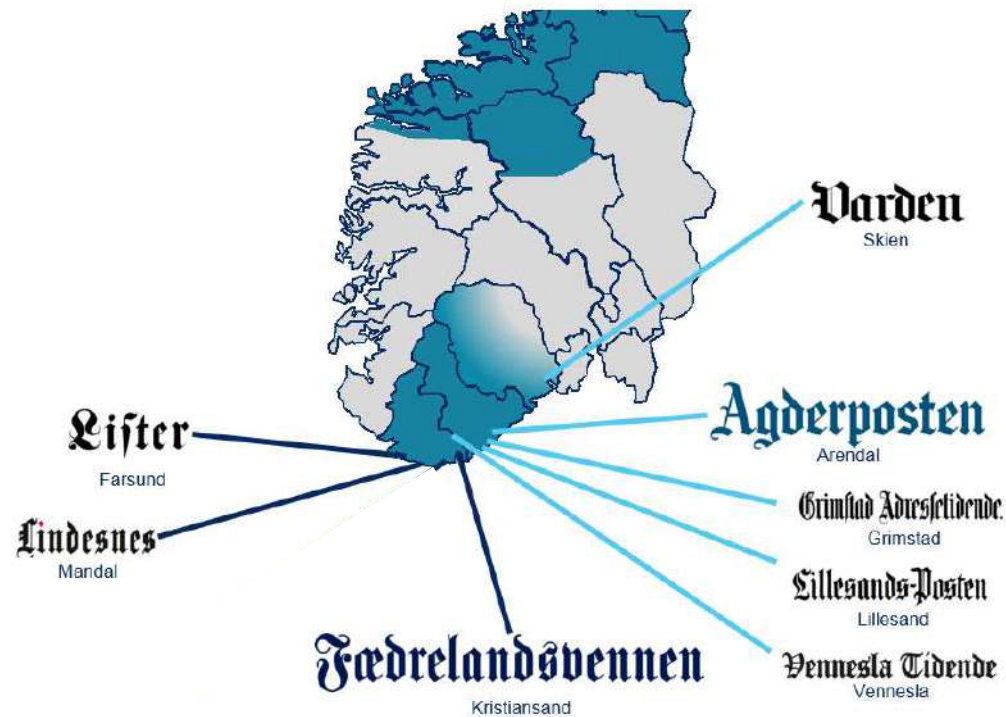
Implementation management

Agderposten medier

Consolidation

A new joint venture:

Polaris Media Agder – 8 newspapers, print and distribution



- Strong readership
 - 107.000 circ.
 - 138.000 daily digital readers
 - 170.000 daily paper readers
- Revenue of ~670 mNOK

Agderposten medier

Agderposten medier

Partner strategy

Demanding times of change

Increased digitization

- Change in user behaviour
- Change in advertisers' choices
- Competence

Increased competition

- Nasjonale aktører
- Internasjonale aktører
- Og ... om folks tid

Increased demand for change

- employees
- Lower costs
- Streamlining
- Protect your core business (as much as possible)

... and EVERYONE has the same challenges!

What can we do about it?

Stand alone?

or

Join forces?

24 Agderposten Medier's Partner program



Agderposten

AUST-AGDER FYLKE

Varden

TELEMARK FYLKE

Vennesla Tidende

VENNESLA KOMMUNE

Grimstad Adressetidende

GRIMSTAD KOMMUNE

Lillesands-Posten

LILLESAND KOMMUNE

**Bladet
Vesterålen**

VESTERÅLEN (SORTLAND, HÅSELE, BØ, ØKSNES OG ÅNDØY), SAMT LØDINGEN OG KVÆFJORD

Hordaland

VOSS, ULVIK, GRANVIN, VAKSDAL OG MODALEN KOMMUNER



VAKSDALPOSTEN

VAKSDAL OG MODALEN KOMMUNER

Sunnhordland

BØMLO, FITJAR, KVINNHØRAD, STORD OG TYSNES KOMMUNAR

Os & Fusaposten

OS OG FUSA KOMMUNER

Bømlo-nytt

BØMLO KOMMUNE

Hallingdølen

HOL, ÅL, GOL, HEMSEDAL, NES, FLÅ, NØRE OG UVDAL KOMMUNER

RAUMNES

NES KOMMUNE

Vest-Telemark blad

SELIJORD, KVITSEID, NISSEDAL, FYRESDAL, TOKKE OG VINJE KOMMUNAR

Setesdølen

BYGLAND, BYKLE, EVJE OG HØRNNES, IVELAND OG VALLE KOMMUNER

**Øksnes
avisa**

ØKSNES KOMMUNE

Hordaland Folkeblad

KVAM OG JONDAL KOMMUNER

Frostingen

Lokalavis for Frosta og Åsen

FROSTA OG ÅSEN KOMMUNER

Firda Tidend

GLOPPEN OG JØLSTER KOMMUNER

Suldalsposten

SULDAL KOMMUNE

Tysnes.

TYSNES KOMMUNE

Grenda

KVINNHØRAD KOMMUNE

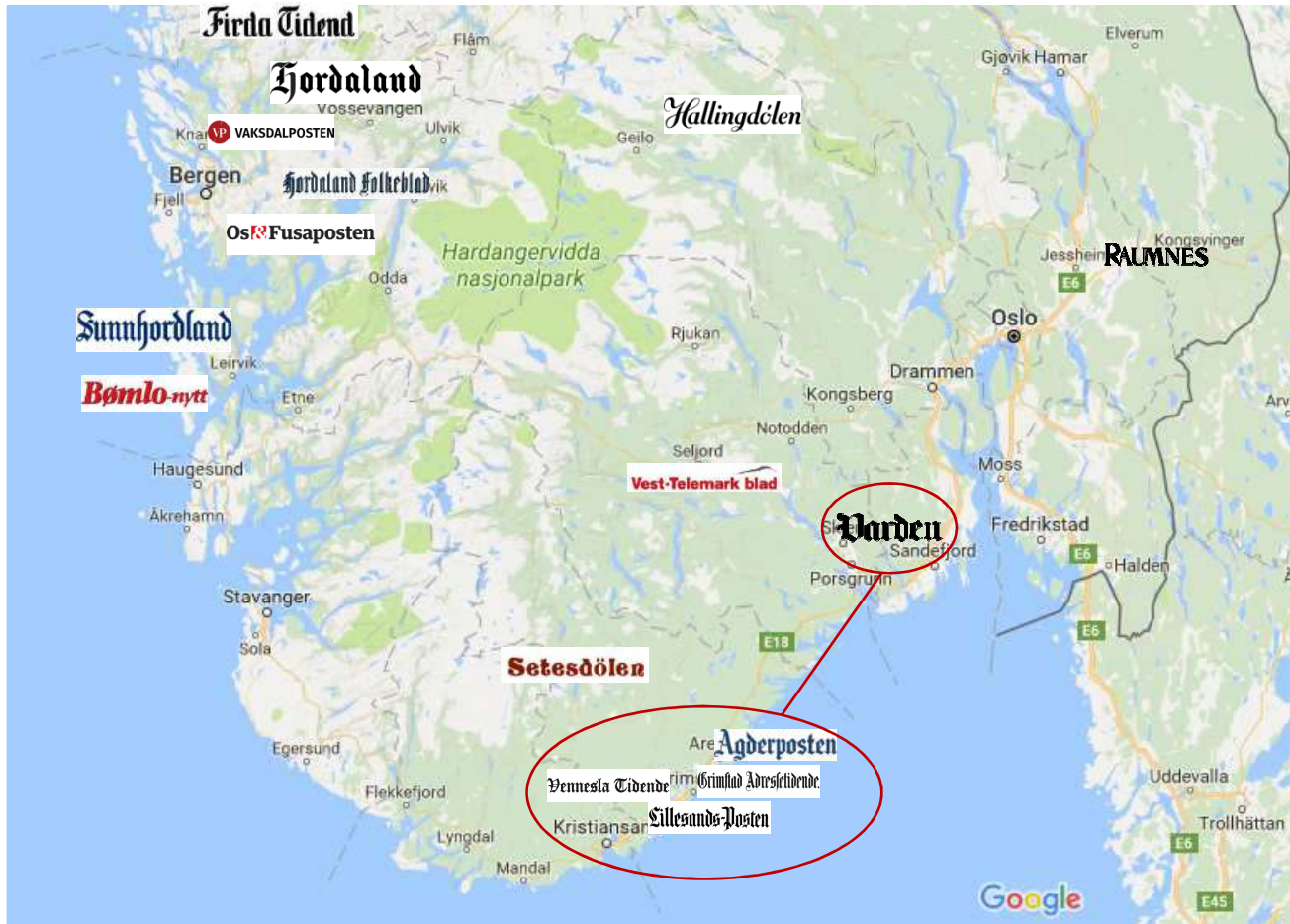
ØYPOSTEN

FINNØY KOMMUNE

Marsteinen

AUSTEVOLL KOMMUNE

Partners



~120.000

subscribers

(48.000 AGPM + 72.000 Partner's)

on the Agderposten Media platform

Our mission

**To own, operate
and develop
media companies**

What does that mean?

**We have a
business idea**

What does that mean?

**We have a
Social Mission**

What is the social mission for a media company?

- **Linked to Democracy**
- **Freedom of information**
- **Freedom of speech**

What do we do?

- **Information and news**
- **Platform for debate**
- **Critical**

How do we do it?

- **Being trustworthy**
- **Being independant**
- **Being free**

Norwegian constitution § 100
Regulates the responsibility of
an open and informed public
conversation

What has this got to do with cooperation and partnership?

Lack of digitization threatens the smaller newspapers to fulfill their Social Mission

Our strategy is motivated by

- **Our ideals**
- **Business opportunity**

The threat ...

- The readers are digital
- We cannot rely on an increase in paper circulation
- And ...
 - The under 40 does not use the printed newspaper as the most important source of information
 - And our digital readers under 40 are also too few

To succeed in the digital space is hard!

- It is **easy** to have a web site
- But it is **hard** to publish substantial news that attracts new readers in the right speed that balances digital growth and decline in print
- It requires:
 - Digital competency and the management's ability for transformation
 - Superb platform solutions
 - Deep insight in customer preferences and behavior
 - Editorial and subscription paywalls strategy
 - User friendly and automatic onboarding

For a small publisher:

A massive challenge!

- The digital space is an ecosystem
- Everything is connected
- And that is the difficult part
- There are no «**off the shelf**» solutions

What is the reality in an small independant newspaper?

What is the reality?

- Essentially, all focus on print
- The digital offer is often pdf (e-paper)
- Small digital reach
- Publishing system: Old separate systems for print and digital
- Subscription system: Old separate databases for print and digital customers
- Paywall: No paywall or self-service solutions

Technical platform

What is the reality?

- Operating margin is declining
- Cash in the bank
- The management understands the need for digitalization
- But low competency of the digital space and what systems to choose

- Realize that they cannot do it themselves
- Realize the need for an strategic alliance

Business

So ... what is our offer?

- Basically

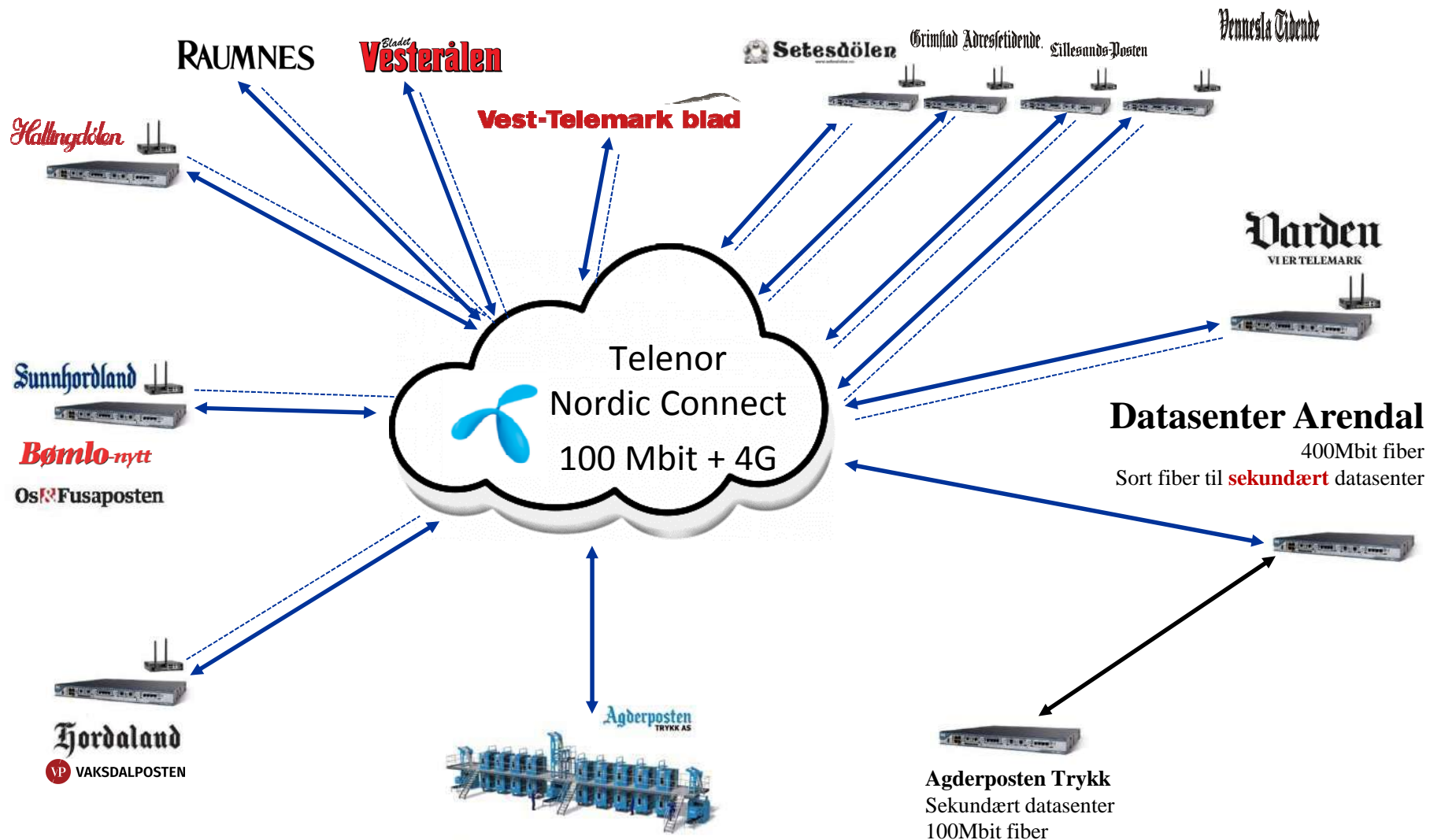
- A partnership
- A finished solution for all areas of the digital space

What are the benefits of a partnership?

- Focus on core business
 - Journalism
 - Local advertising
- Take part of economies of scale
 - But without the ownership
- Reduce risk and vulnerability by being small
- Ability to digitize and grow

Agderposten medier

Partner program



IT-operation (core systemer og infrastructure)

Editorial

Publishing system
– Digital
– Print

Subscription

Subscription system
Paywall
Self-service solution
GDPR/self-service consent solution

Advertising

Advertising system
Ad server
Adops services
Programmatic advertising

Customer service

Webimport of subscription orders
Payment Monitoring / credit check

Basic

Competency

Leadership

Editorial/digital publishing

Subscription

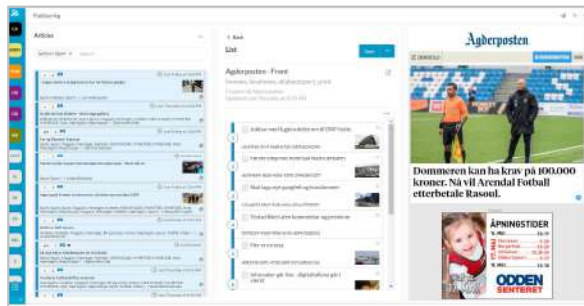
Advertising

| IT-operation (core systemer og infrastructure) | | | | | |
|--|--|---|--|--|---|
| Basic | Editorial Publiseringssystem – Digitalt og CMS – Papir og geometrier | Subscription Abonnementssystem Autentiseringsløsning Min side/selvbetjeningsløsning GDPR/samtykkeløsninger | Advertising Annonsesystem Annonseserver Adops-tjenester Programmatisk annonsering | Customer service Webimport av bestillinger Betalingsoppfølging/kredittkortsjekk Ajourhold og filproduksjon | |
| | Options | Eavis (Naviga/Buy&Read/VisioLink) | Lojalitetsarbeid mot aktive abon. (AGPM) | Stillingskarusell (Karriere) | Besvarelse av kundehenvendelser (AGPM) |
| | Innsiktspakke (AGPM) | Salgsarbeid mot passive abon. (AGPM) | Dødsannonser (AdState) | Fakturering og utsending (AGPM) | |
| | MobilApp (Naviga) | Paywall-endringer (AGPM) | Gratulasjoner (Innocode) | Bearbeide kundedata (datakvalitet) (AGPM) | |
| | Konverteringsdashboard (AGPM) | Rådgivning (AGPM) | | Betalingstyper (AGPM/PayEx) | |
| | Kalender (Hva skjer) (Innocode) | | | Løssalg (AGPM) | |
| | Bruker generert stoff (Innocode) | | | Kidbytte (AGPM) | |
| | Video – spiller og portal (AGPM) | | | Sentralbord (AGPM) | |
| | Skattelisteverktøy (AGPM) | | | | |
| | Kommentarfelt på artikler (AGPM) | | | | |
| | Eiendomsoverdragelser (Norkart) | | | | |
| | Kryssord og Sudoku (NTB) | | | | |
| Competency | | Leadership | Editorial/digital publishing | Subscription | Advertising |

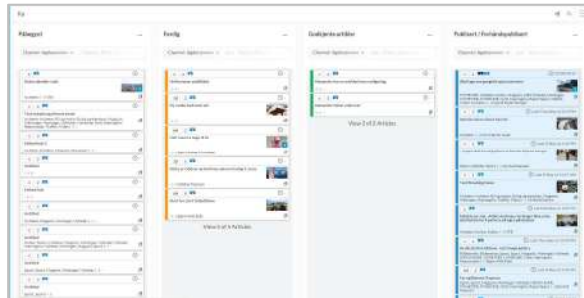
Publishing system – Digital first



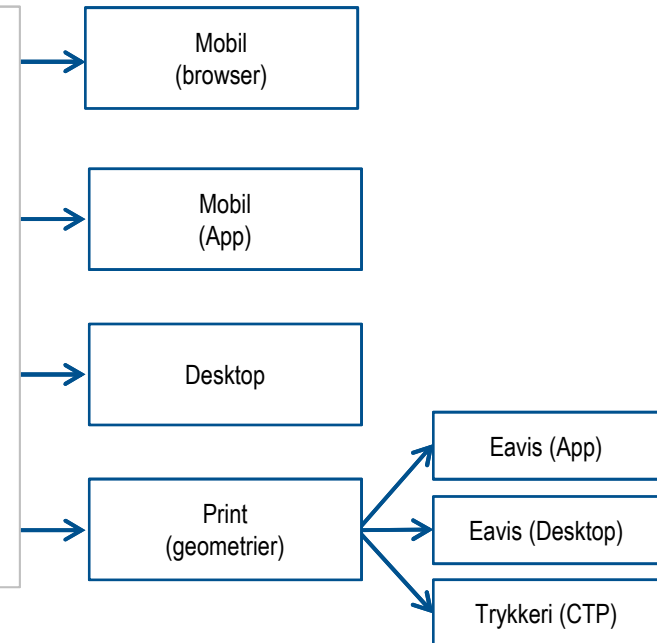
One publishing system for all channels



Workflow



DigitalWriter
Editorial tool for all channels



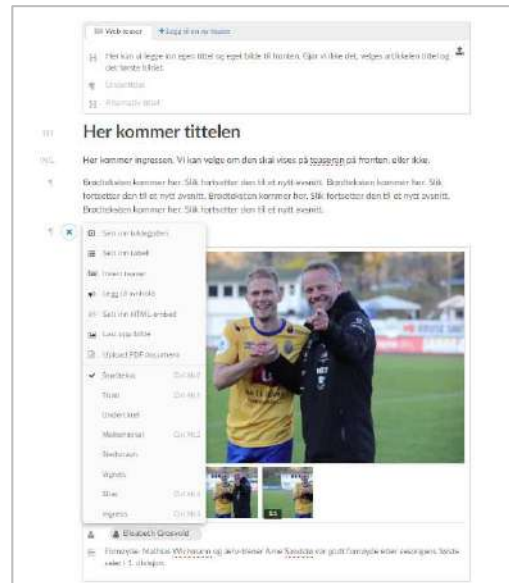
Create – enrich – reinforce

Input

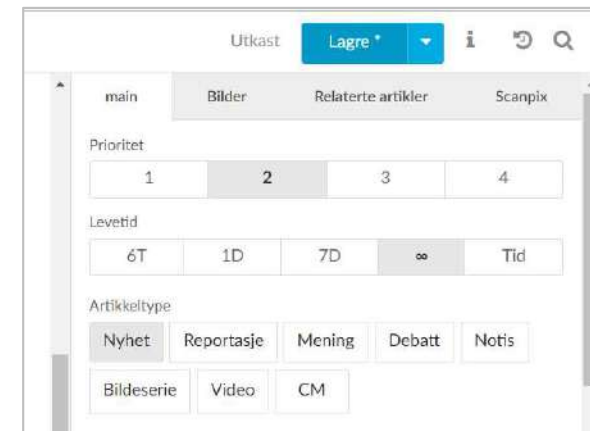
DigitalWriter
Innskrivingsverktøy for alle kanaler

Output

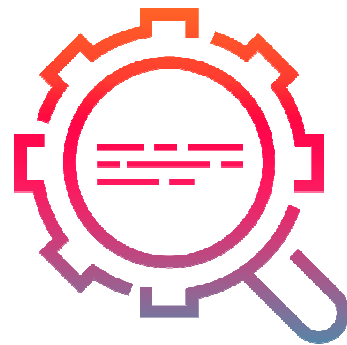
- Tittel
- Ingress
- Brødtekst
- Bilder
- Video
- Metadata
- Innhold fra andre eksterne (via Iframe.ly)



- Styres ved hjelp av:
 - Prioritet
 - Artikkeltype
 - Metadata (anvendes av redaksjon, abonnement og annonse)



Insight and analysis



Insight and analysis

Editorial
Traffic - Realtime and history

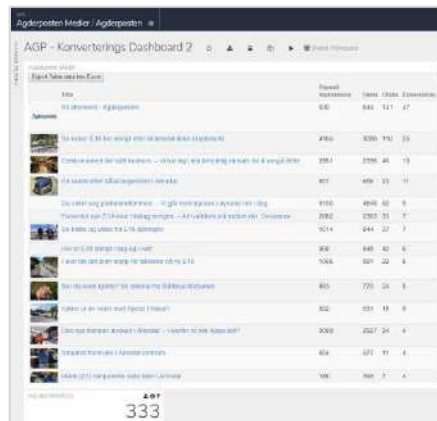


Redaksjonelle
dashboard

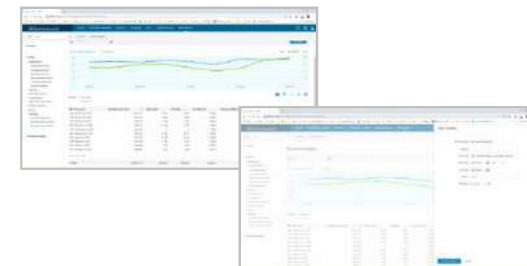
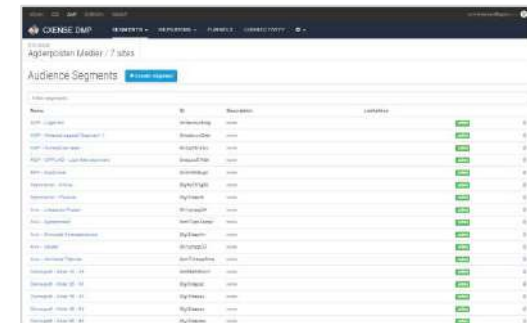
Personalisering av
innhold / Widgets

Semantisk
analyse

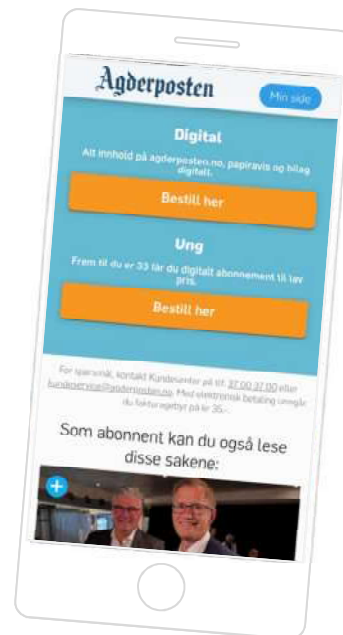
Subscription
Conversions and Paywall



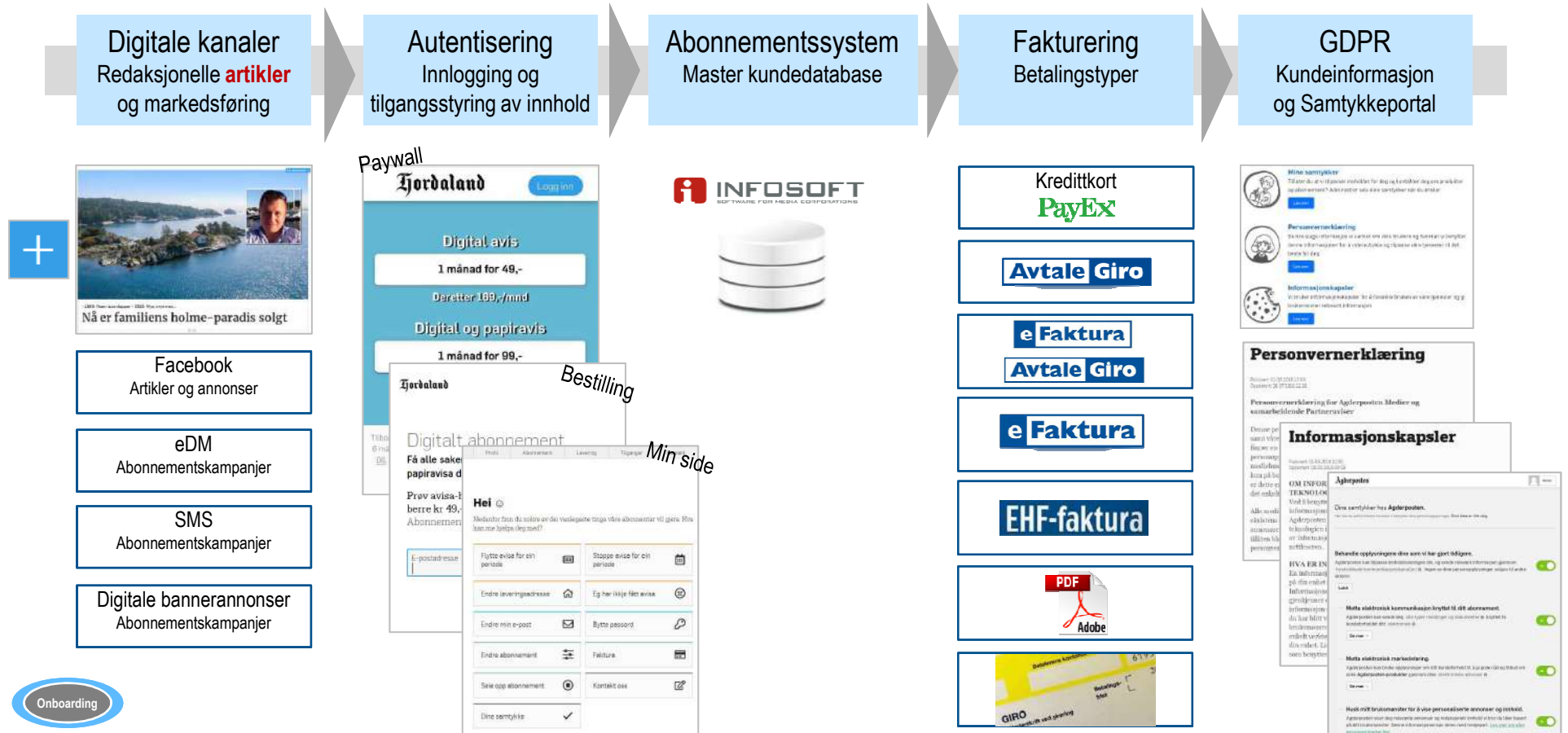
Digital advertising
Ad impressions and audiences



Subscription



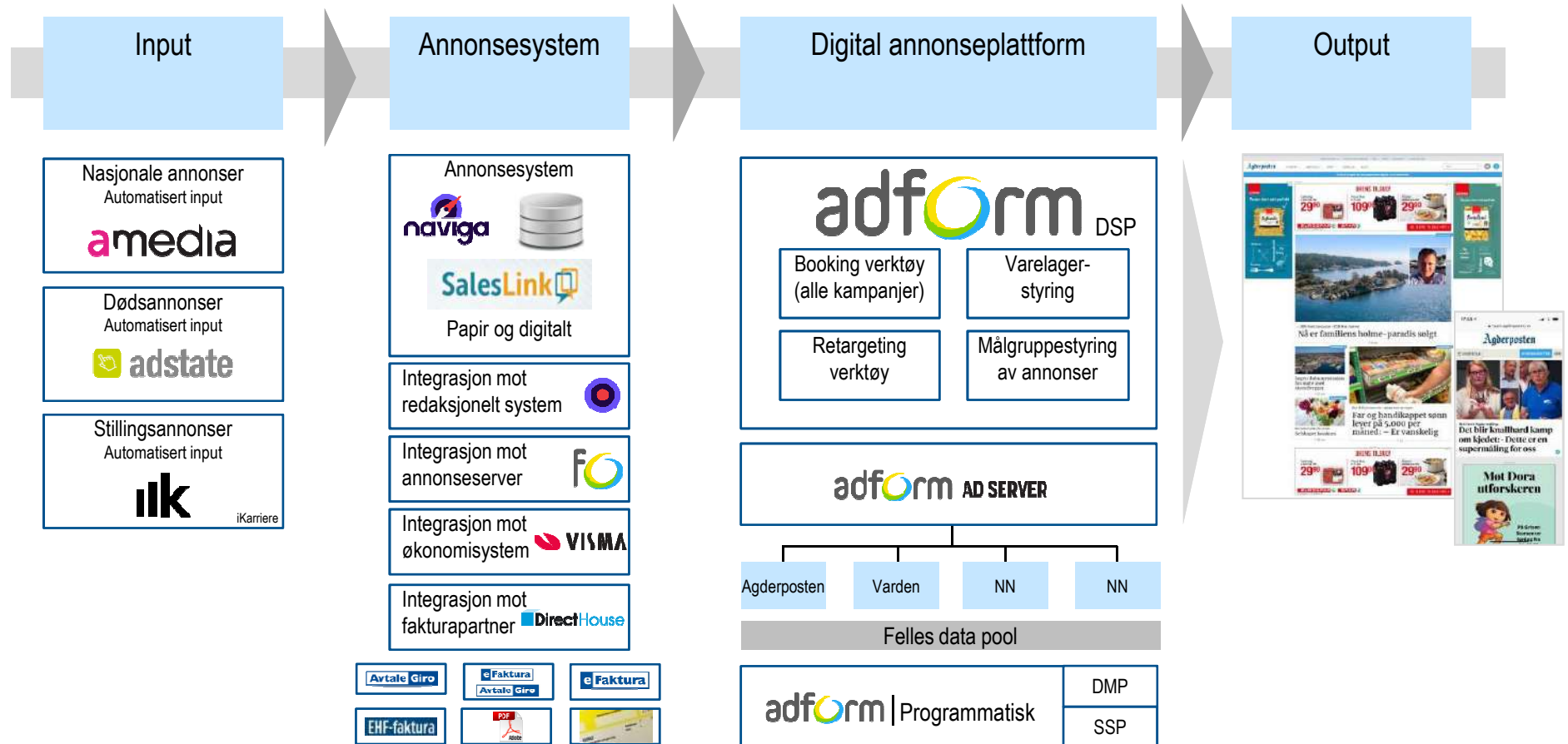
Subscription - digital ecosystem



Advertising



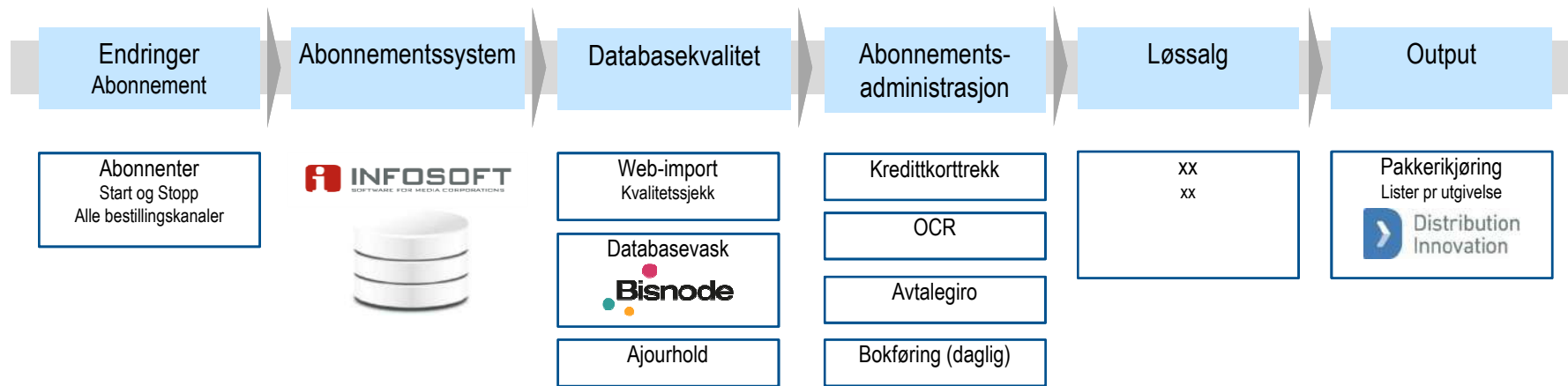
Advertisement – paper and digital ecosystem



Customer service



Subscriptions Admin. – Customer Center



24 Agderposten Medier's Partner program



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Varden

TELEMARK FYLKE

Vennesla Tidende

VENNESLA KOMMUNE

Grimstad Adressetidende

GRIMSTAD KOMMUNE

Lillesands-Posten

LILLESAND KOMMUNE

Bladet Vesterålen

VESTERÅLEN (SORTLAND, HÅSELE, BØ, ØKSNES OG ÅNDØY), SAMT LØDINGEN OG KVÆFJORD

Hordaland

VOSS, ULVIK, GRANVIN, VAKSDAL OG MODALEN KOMMUNER

VP VAKSDALPOSTEN

VAKSDAL OG MODALEN KOMMUNER

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Øksnes avisa

ØKSNES KOMMUNE

Hordaland Folkeblad

KVAM OG JONDAL KOMMUNER

Frostingen

Lokalavis for Frosta og Åsen

FROSTA OG ÅSEN KOMMUNER

Firda Tidend

GLOPPEN OG JØLSTER KOMMUNER

Suldalsposten

SULDAL KOMMUNE

Tysnes

TYSNES KOMMUNE

Grenda

KVINNHØRAD KOMMUNE

ØYPOSTEN

FINNØY KOMMUNE

Agd. Marsteinenier

AUSTEVOLL KOMMUNE

Agderposten medier

Thank you😊