CORRIERE DELLA SERA

La libertà delle idee
Newspaper audience

- 2,093,000 readers
- The first newspaper in Italy

Total daily net audience

3,076,500 readers

Digital audience

1,149,000 «Audiweb» unique users
Social audience

3.8 M. Facebook
2.6 M. Twitter
100k Instagram
January 27th, 2016
we launched a paywall strategy

A complete change in newsroom organization and processes

Refreshed website design, launched a m-site version

New KPI models and new analytics tools

Journalists involvement in the communication strategy; (not just a marketing task!)
Integrated newsroom

- 1 central desk for digital & paper
- More than 20 vertical newsrooms that produce content to all the platforms
- 1 digital desk that manages both desktop and mobile home page (24/7)
- 3 briefing meeting (the morning one is dedicated to digital)
- SEO editor, social editor, visual designer in the same working space close to the central desk
Corriere della Sera digital premium content
B2C offering

Website version with more than 20 thematic channels, 1 video platform (Corriere TV)

e-Replica App Edition combined with other digital features such as international Press Review and special reports

A newsletter for subscribers delivered at 7 a.m. focused on the most important topics of the upcoming day

CUP is a smartphone App that offers the highlights of the Press Review of the day, personalization technology and video 360.
A clear content hierarchy – premium content first
Digital edition - a *live* experience for readers

Interactive features inside the e-replica (gallery, videos, sharing tools)

Special Reports

Press Review

Breaking News Push Notifications
Paywall strategy launch - Luciano Fontana, Executive Editor of Corriere della Sera
"YOU ARE ALWAYS WELCOME"

The most effective advertising campaign launching Corriere paywall
To be (digital) or not to be?

To publish or not to publish a scoop on digital platforms?

How many contents to publish first on digital asset and then on the next day’s newspaper?

Fast news or accurate news on digital platforms?
Data Journalism against fake news
Corriere della Sera’s Archive

- More than 150 years of Italian history, available on a digital access to all subscribers

- Unlimited searches in DB

- Private area for saving searches and articles

- Sharing on social networks (with watermark on original file)
L’Economia - PRO

- Economic B2B service to bankers, assurances, professionals.

- A business macroeconomic outlook of daily topics.

- Daily access to e-replica of Economic News

- 2 newsletters per day: at 7 a.m; at 12 a.m. and a Friday sum up

- Key Factors: selection, anticipation, analysis
Election day, 70 years later

5th March 2018 – 48 hours coverage live news

• Political Programs Analysis
• Voters guide to the new electoral system
• Video interviews to candidates and supporters
• Exit polls and predictions
• Visual data section
• An in-depth results section
## Content distribution strategy

<table>
<thead>
<tr>
<th>News publishing channels</th>
<th>Google Play Newsstand</th>
<th>Google AMP</th>
<th>Facebook Instant Articles</th>
<th>YouTube</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Social Networks</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
</table>

| Syndication              | Some contents (articles and videos) are distributed on partner’s channels through syndication agreements (e.g. MSN) |
B2C pricing strategy

Naviga +

1€ 9,99€/mese per 6 mesi

9,99€/monthly Website + CUP

Digital Edition

2€ 19,99€/mese per 6 mesi

19,99€/monthly Digital edition (e-replica)

Tutto +

3€ 24,99€/mese per 6 mesi

24,99€/monthly E-replica + website + CUP
Digital subscriptions

TOTAL

Direct sales

Partnership

102K Subscribers

TOTAL

Direct sales

Partnership

CORRIERE DELLA SERA
La libertà delle idee
Italian election BUMP in march

Paywall @50 items

+230% avg daily subs

Paywall @15 items

Election Day

Corriere della Sera
La libertà delle idee
Paywall loyalty program

La Scala di Milano
Movie premiere
Art exhibitions
Cultural events
Concerts
eBook
From a solitary reading of the newspaper to a family consumption
Focus on contemporary women

A digital platform focused on women information needs

NOT (only) lifestyle but real life

Parenting, rights, abuse, job, diversity, relationships, health
Special contents and initiatives for kids

Online coding courses for kids

Weekend live events focused on technologies dedicated to families
For foodiests and good food lovers

- Food thematic channel on Corriere website
- Reportages written by the most famous international food editors
- Web series
- Recipes by starred chefs
- Masterclasses, food talks, food kids labs and live events
What about young audience?

A digital news subscriber bought and/or read a daily print newspaper at least once in his lifetime

Generation Z never read any newspaper at all and most of their parents don’t buy newspapers anymore.

But...

Generation Z wants to keep abreast of current events
Contents for teens

Young journalists’ reports about politics, economics, technology or lifestyle packed into short videos

*Snack News* is distributed on Corriere della Sera, YouTube and Instagram

Supported by Bocconi University
Vocal Bot

A platform-agnostic engine for a digital assistant managed by Artificial Intelligence, able to understand humans and read news.

An «interactive news radio» helping people to enjoy news and navigating sections by voice without touching their smartphone.

Addressed to hearing impaired, driving or simply walking people who want to be up-to-date.
A fine balance between pay strategy and adv issues

Focus on quality content vs maintenance of traffic volume goals

The best digital information to retain core audience vs the challenge to attract new targets

A wide coverage of the most important tragic events vs advertiser’s brand safety policy
Lessons learned about paywall strategy

• Be authoritative
• Be relevant
• Be focused
• Be innovative
• Be agile
• Be unique
• Be close to the audience
• Be where your readers are
Thank you
Back up
Different audiences from different doors

- Natural Search: 24%
- Direct: 64%
- Referring Domains: 3%
- Social Network: 7%
- Other: 2%