Consumer Business in Schibsted
Schibsted consists of two divisions: Media and Marketplaces.

Focus on building digital winners with strong local focus
The re-org established Consumer Business as a new function in Schibsted Media

Responsible for the commercial relationships with our consumers, including all user revenues

More than 1 million customer relations, whereof more than 600,000 are purely digital

Represents more than 40% of Schibsted Media’s total revenues
Challenge: Consumer Business is the biggest revenue stream in Schibsted Media, but heavily depending on print and single copy sales.
When the world is uncertain, we need to trust our sources.
And what is close to us becomes more important
 Consumers Trust Journalism over Platforms for News

Percent trust in each source for general news and information
We are experiencing a rapid growth in digital subscribers.
Norway and Sweden are very attractive markets in terms of people having a ongoing online news subscription.
The market is **growing rapidly**, more and more people say they are willing to pay for online news

Source: Deloitte Medietrender 2017
SUBSCRIPTION:
The worlds most attractive business model?
That our brands has a long history and are trusted, makes it possible for us to charge high online prices.
Digital sales also make our customer base younger.
A trusted brand is an enabler, but **content** is the main selling point.
Why is it important?
A milestone towards a sustainable business model for online journalism
HOW DO WE GET THERE?

GROWTH

VALUE PROPOSITION

ENGAGEMENT AND STICKINESS

COLLABORATION
ENGAGEMENT AND STICKINESS