Placing the reader front and centre
DN is Norway’s most important source for news and content about business, finance and society. By 2021 we’ll be prepared for a paperless future and have won tomorrow’s customers.

- WORKPLACE OF THE FUTURE
- ENGAGEMENT: QUALITY JOURNALISM THAT GIVES US MORE ENGAGED READERS WILLING TO PAY FOR DIGITAL ACCESS
- MOBILE: HIGHEST MOBILE GROWTH AMONG NORWEGIAN PUBLISHERS
- INNOVATION: NEW PRODUCTS AND SERVICES THE USERS LOVE AND BUSINESSES ARE HAPPY TO PAY FOR
- YOUNG: WE WILL WIN TOMORROW’S READERS
Our reader
Our traditional way of serving him

Content and publishing

Analytics and data

Relationship building and communication
A reader-centered view of the customer journey

1: Future user
2: Known user
3: Logged-in user
4: Prospective subscriber
5: Subscriber
6: Engaged subscriber
7: Loyal subscriber
8: Ambassador

Reader lifetime management
Cross-department collaboration at DN

- Audience engagement
- Reader
  - Product development and audience insights
  - User revenues and sales
Journalism needs to dig in other professions’ toolboxes.
Goal for audience engagement department

Create satisfied, engaged DN readers
Contribute to reader growth and loyalty and be the readers’ advocate in the newsroom. Facilitate insight-based innovation in journalistic method, content and distribution.
Team responsibilities

01. Newsroom analytics and insights
02. Digital content and publishing strategy
03. Innovation in the newsroom
04. Customer journey, distribution of content and reader interaction
Team roles

Director of audience engagement

Newsroom insights specialist

Team newsroom innovation

Develop new journalistic capabilities in research, storytelling, presentation and publishing.

Team content development and publishing

Ensure that DN produces content that engages readers, and publishing that content to the right user in the right channel. All third-party platform publishing.

Team reader engagement and interaction

Understanding readers’ and subscribers’ needs, and implement the best possible customer journey. Two-way dialogue all the way.
Mixing **professions** and backgrounds

**Director of audience engagement**

- **Newsroom insights specialist**
- **Guro, journalist**

**Team newsroom innovation**

- ?, digital investigative specialist
- ?, data journalist
- Adrian, developer
- Astrid, designer

**Team content development and publishing**

- Espen, content strategy/journalist
- Heidi, social media/journalist

**Team reader engagement and interaction**

- Rune, distribution specialist/marketer
- Karoline, marketer
- Kirsti, marketer

**Ingeborg, editor, innovation, strategy**
Getting the right **content** to the right **reader**
at the right **time** on the right **device** in the right **way**
Vektorbaserte ikoner. Velg ikon, kopier inn. Bytt farge. Enkelt!

(Dette lysbildet er merket som «skjult», det blir ikke synlig i din presentasjon)
Vektorbaserte ikoner. Velg ikon, kopier inn. Bytt farge. Enkelt!
(Dette lysbildet er merket som «skjult»,
det blir ikke synlig i din presentasjon)