Die Presse

First printed 170 years ago (in 1848), Die Presse is a liberal newspaper based in Vienna, Austria. The largest network of correspondents in Austrian media and the most extensive reporting on business, culture, and politics is what makes Die Presse unique.
1999

Die Presse is purchased by Styria Medien AG (Styria Media Group).
2011
When planning to move WirtschaftsBlatt and Presse into a shared office space, a film studio was incorporated into the design. This laid the groundwork for future video production and allowed for ongoing and professional inhouse production of editorial video content.
50,000 pre-rolls

2012 - 2014

Increased mobile access and the related change in user behaviour lead to new challenges. Video has its biggest moments with user interactions on-the-go. In order to accommodate this change and to offer more content, the Styria Media Group cooperates with Clipkit.
300,000 pre-rolls

2015 – 2017
More video content is not only attractive for users but satisfies their desire for authenticity and swifter, more condensed information. These demands led to a complete re-evaluation of Styria Media Group’s moving images strategy and new co-operations.
31,000,000
x 100 increase in pre-roll
over two years

2018
Advertisers’ demand for placement options of high quality video increased exponentially. Styria’s partnership with video intelligence, who specialise in contextual video system, responds to this.
2019
Expand use of vi stories into other Styria brands.
2019
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Expand use of *vi stories*
into other Styria brands.
2019
Expand use of vi stories into other Styria brands.
2019
Expand use of vi stories into other Styria brands.
How **vi stories** works

**Publishers**

**DiePresse**

**Content providers**

**Advertisers**
“The magic happens when you deliver complimentary video in the right context.”

Kai Henniges
Case Study: Lumen

The publisher halo effect

The website was easy to use
The website was well put together
The website had engaging content
The website was enjoyable to browse
The website had great content
The website did not have annoying advertising

vi stories increased publisher recall by 83%
**vi stories increased advertising effectiveness**

Real reach increased by 42%.

View through rate increased from 50% to 71%.
Studies
Case Study: Fehr Advice

The powerful impact of moving images - recall rate

- 97% TV streaming
- 80% YouTube pre-roll
- 71% cinema
- 67% public service television
- 45% quality newspaper outstream
- 37% tabloid papers outstream

Choice of channel has more impact on recall than length of ad.
Case Study: Die Presse

MindTale Research GmbH Vienna - OnStelleralterung zu Videos auf diepresse.com

>60% would like to see more of this type of video on DiePresse.com

50% believe that the positioning of the videos in the news articles has made Die Presse more attractive
The journey to a successful moving image strategy entailed both high points and challenges. We needed to change the user behaviour of consumers, and implement new technical systems that emerged through the journey.
“Fail fast, but fail small”, because psychological strain is never a good source of advice.

How to create the optimum experience for users:

- Takeaway 1 - smart video autoplay
- Takeaway 2 - efficient automation
- Takeaway 3 - speed kills
- Takeaway 4 - context is key
In recent years, our media habits have undergone a massive change. We spend more and more time on
line, and mobile use is continuing to advance. Online
videos have a special narrative form that is particularly
well suited to this new type of media consumption.

Summary
Online video is best

The choice of medium has a considerable influence on how advertising is perceived and recalled. An online experiment by FehrAdvice & Partners shows that online videos have a relatively high rate of perception.

Advertising

By using contextually matched content placements, Die Presse increased its available pre-roll advertising impressions by one hundred times, from 350,000 (2016) to over 31 million (2018).

Effectiveness of contextual video

Vi stories, the contextual video solution by video intelligence, improves publisher recall, increases time spent on the site and boosts the effectiveness of the advertising.

User experience

Almost two thirds of users of DiePresse.com stated that they would like to see more of these contextually placed videos.
“In a world of information overload, videos help people absorb information more quickly.”

Alexis Johann