David Dinsmore
COO, News UK
At the higher end of the market, the paid subscription model is tried and tested with a good trajectory.
But Sun readers are the most passionate and committed audience in Britain
Our Grow, Know, Monetise strategy for The Sun started with print

**Grow...**

digital scale and engagement, while retaining our loyal print readers

**Know...**

who they are and build a direct relationship

**Monetise...**

with a platform that enables two-way financial transactions
We flipped the traditional newspaper promotion on its head
What started as a loyalty scheme is now a multi-faceted part of The Sun’s ecosystem
Which has provided a myriad of ways to provide additional value to and from our audience
We will now apply our learnings to digital
Key takeouts

1. This is a long-term strategy, that takes years and not months or weeks

2. Harness expertise and collaborate across the whole business

3. Keep it simple