Mission Local

The big changes in the newsroom at the heart of a new digital subscription strategy
Kleine Zeitung – constant presence in the world of media for over 110 years

**Independence**
The Kleine Zeitung first appeared on the 22nd of November 1904 as a party-independent newspaper for all people.

**Conceived in a small format**
and with a circulation of 30,000 copies, it reported the events of everyday life with rich and interesting content.

**Democratization of reading**
A newspaper affordable by all.

**The dialectic principle**
Breadth and depth, mass and claim, nationality and internationality.
The Kleine Zeitung circulation overview

The Kleine Zeitung is the clear number 1 in its main distribution area of Styria and Carinthia.

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Styria</th>
<th>Carinthia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold circulation</td>
<td>282.445</td>
<td>188.390</td>
<td>94.055</td>
</tr>
<tr>
<td>Subscriber circulation</td>
<td>279.741</td>
<td>188.471</td>
<td>91.270</td>
</tr>
<tr>
<td>Print circulation</td>
<td>269.993</td>
<td>182.071</td>
<td>87.922</td>
</tr>
</tbody>
</table>

95.6% subscriber-share

Source: ÖAK 1. HJ 2018, subscribed and sold circulation including e-paper
Reach in the print and digital segments

Kleine Zeitung – daily readers

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>763.000</td>
<td>10.2%</td>
</tr>
<tr>
<td>Styria</td>
<td>490.000</td>
<td>46.0%</td>
</tr>
<tr>
<td>Carinthia</td>
<td>221.000</td>
<td>45.8%</td>
</tr>
</tbody>
</table>

kleinezeitung.at – unique user

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>1.341.000</td>
<td>20.7%</td>
</tr>
<tr>
<td>Styria</td>
<td>411.000</td>
<td>44.6%</td>
</tr>
<tr>
<td>Carinthia</td>
<td>197.000</td>
<td>44.8%</td>
</tr>
</tbody>
</table>

2 ÖWA Plus 2017-IV, EA per month, population: internet-user
Represented in all age groups
Readers and users of Kleine Zeitung

1. MA 2017/2018, data collection period: July 2018 – June 2018
2. Values underlying statistical variation: http://media-analyse.at/Signifikanz
3. ÖWA Plus 2017-IV, based on Styria and Carinthia, EA per month, population: internet-user
The Kleine Zeitung multimedia network

**Newspaper**
763,000 readers

**kleinezeitung.at**
2,665,912 unique clients

**Kleine Zeitung Apps**
66,877 unique clients

**Facebook**
405,000 fans

**willhaben.at**
7,430,549 unique clients

**woiqbstwas.at**
1,197,766 unique clients

**gutgemacht.at**
123,682 unique clients

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1 MA 2017/2018, national
2 OWA Basic, march. 2018
3 Social Media Radar, march. 2018
4 Social Media Radar, march. 2018
5 willhaben.at, 25.04.2018
6 App-Figures, all time
7 internal analysis, Google Analytics, march 2018
8 internal analysis, gutgemacht.at, march 2018
## Media data digital

### Overview

<table>
<thead>
<tr>
<th></th>
<th>ÖWA Basic¹</th>
<th>total</th>
<th>desktop</th>
<th>app smartphone</th>
<th>mobile site via browser</th>
</tr>
</thead>
<tbody>
<tr>
<td>unique Clients*</td>
<td>2.665.912</td>
<td>984.275</td>
<td>39.949</td>
<td>1.641.688</td>
<td></td>
</tr>
<tr>
<td>visits**</td>
<td>10.743.440</td>
<td>4.079.841</td>
<td>869.162</td>
<td>5.794.437</td>
<td></td>
</tr>
<tr>
<td>page Impressions***</td>
<td>66.561.184</td>
<td>40.467.065</td>
<td>9.175.718</td>
<td>16.918.401</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ÖWA Plus²</th>
<th>unique user****</th>
<th>reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>1.341.000</td>
<td>20.7 %</td>
</tr>
<tr>
<td>Styria</td>
<td>411.000</td>
<td>44.6 %</td>
</tr>
<tr>
<td>Carinthia</td>
<td>197.000</td>
<td>44.8 %</td>
</tr>
</tbody>
</table>

### Notes:

- **¹ ÖWA Basic , Dec. 2017, values without tablet app
- **² ÖWA Plus 2017-III, population: internet-user
- **³ Internal analysis 24.01.2018, sum of all digital subscribers (digital and app subscription)
2014
Merging print and digital editors

174 editors “print”
40 editors “digital”
Integrated editorial office
214 editors
Integrated editorial office

Head of Desk

Digital Desk Managers
- News
- Leben
- Sport

Newsdesk

Steiermark
Kärnten
Wirtschaft
Politik
Dossier
Kultur

Producing Manager

Dialog

Social Media Manager

Traffic Manager
In October 2016 the Kleine Zeitung became the first daily newspaper in Austria to charge for digital content by subscription. The paid content is provided with a + and can only be read on the current day against payment.
Reach of all platforms (Unique Clients)

Pre-paywall phase

Start paywall

Millionen


0 1 2 3 4

Newsroom-Summit Oslo 2018 / Michael Sabath
Paid Conversions
(trials and subscriptions)

- Directly via content
- Marketing campaigns

Newsroom-Summit Oslo 2018 / Michael Sabath
ÜBERFLUTUNGEN UND MUREN DROHEN

Schulen in Teilen Kärntens und ganz Osttirol geschlossen
aktualisiert vor 9 Minuten

SPITTLAL
Drautal-Bundesstraße für Durchzugsverkehr gesperrt

Hochwasser droht
In Lavamünd bereitet man sich auf das Schlimmste vor

Prognose: Die Gail führt schon Hochwasser und es soll noch...
Rückblick auf Sonntag: Unwetter sorgen für...

Atlantis in Oberitalien:...
Alarmbereit
Hochwasser: Lienz; Bahn;
Streit.; Klagen;
Maria; Sieben; Saas...

Trauer um Jugendliche: "Das...
Starkregen. Einsatzkräfte rusten sich, Stausene...

30 241
24 169

16 978
6 138
3 627
3 483

9 481
11 990
Key learnings

- Paywall is an instrument to push the brand more than monetizing the content
- You get more feedback and response about who is interesting in which kind of articles
- Focus on local and exclusive content for all platforms
- Local and exclusive content is the key to get reach and subscribers
- You need perfect traffic management inhouse with detailed daily analysis
- You need completely new business models for advertising and user market print and online
Key learnings

- Integrated editorial offices require permanent change of organization

- It’s continuous work in progress, changing editorial organization and personal staff in the newsroom

- It’s continuous work in changing mindset

- Trial and error is the only way to be successful

- Do what you can best and link to the rest
Thank You!

Michael Sabath
Editorial Manager

Kleine Zeitung Austria