

Nordic Local Media Conference

Stockholm, 30 - 31 May 2012

Digital strategies positioning local media

Join us for two days of case studies from Nordic media companies delivering their best advice on how to capture the regional market! Get equipped for the new media landscape with inspiration from the latest strategies on paid for content. Discover the advertising and business models that works. Find out how can position local media against competition outside the media sphere.

- Digital paid for content strategies
- Regional best practices of emerging business models
- Positioning local media

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www.wan-ifra.org/nlmc



Nordic Local Media Conference 2012

Wednesday 30 May

09.00 Coffee and registration

10.00 Welcome by Chairs

Alf Lande, CEO, The Borneo Family, Norway

Lotta Holm, Project Manager, Hufvudstadsbladet, Finland

DIGITAL PAID FOR CONTENT STRATEGIES

An irresistible offer to charge for digital

Helsingin Sanomat is a forerunner when it comes to charging for digital content. What set their paid-content-strategy apart from other strategies are: their heavily promoted bundles of print and digital; their digital-only subscriptions and their abandonment of marketing print subscriptions only. It has been a success both for advertisers and readers. The focus on developing rich apps, with video and personalisation for iPad and smart phones, proved to be an important basis for this strategy. Find out why this recipe works!

Petteri Putkiranta, Vice President of Digital services, Helsingin Sanomat, Finland

A best in class paywall solution

Local newspaper *Hallingdølen* has set up a paywall where one subscription gives the reader access to multiple new print and digital news channels. One single flexible and intuitive editorial solution enables *Hallingdølen* to easily produce news with varied content to the audience in print, online, on video, mobile and tablets. A best in class local paywall solution worth hearing more about!

Bjarne Tormodsgard, Editor, Hallingdølen, Norway

Exploring the true power of mobile first

Stampen Group, a leading Swedish player within news media which owns 25 other regional and local newspapers, free newspapers, and printing plants, believe in the "mobile first" strategy. We will get to hear some examples of successful mobile initiatives from the *Stampen* sphere: How to charge for local news on the mobile at www.gp.se and making sense of the mobile revolution on a local market via the hyper local editions of "Mitti".

Gunnar Springfieldt, VP Development, Stampen, Sweden

12.30 Lunch

14.00 Paid for evolution at Berlingske

Their mobile is moving towards a paid model and overall digital is growing. Danish group *Berlingske Media* has started charging for a range of new forms of content in

new segments, including tabloids, business-to-business and business-to-consumer publications. We will hear how they slowly started moving from the website into BT Plus and how they identify new paid for content online and on mobile

Mads-Jakob Vad Kristensen, Digital Director, Berlingske Media, Denmark

REGIONAL BEST PRACTICES OF EMERGING BUSINESS MODELS

How to compete with real-time bidding

The audience is a publisher's most valuable asset and to monetize this audience, rather than letting others reap the benefits, is vital for the future of media. Media agencies are building demand side platforms and real time bidding platforms with one objective: to take control of your audience – what do you do to be able to compete?

Thomas Schnoor, Managing Director Nordics, Nugg.ad, Norway

Discussion: Implications of new advertising / business models

Is real-time-bidding good news for publishers? How does it affect the bottom line when the target audience is split up and sold by 3rd parties? How beneficial is it to open up both primary and secondary markets? What are coming opportunities for publishers?

Discussion led by: Anders Willstedt, former Head of INMA

Participants: Thomas Schnoor, Nugg.ad, Norway, Åke Hökby, Eskilstuna Kuriren, Sweden

15.20 Coffee

The results: a tablet-only news for the Åland archipelago

During last year's NLMC, *Hufvudstadsbladet* presented their project on tablets in the archipelago of Åland, aiming at removing the printed paper in expensive distribution areas. We will now get an update a year later in the project which has resulted in a completely new tablet concept about to be launched, with the purpose is to get new subscribers and also to test new advertising concepts on tablets.

Johanna Törn-Mangs, Head of Digital Media, KSF Media and Publisher, HBL+, Hufvudstadsbladet, Finland

CLOSING KEYNOTE: Becoming a local lean news machine

Innovative thinking and integrated solutions at Swiss *Jungfrau Zeitung* includes all areas and real media integration, it enables information from one source to be distributed to any available channel often. We will hear how *Jungfrau Zeitung* became a 100 percent local lean news machine with focus on digital first.

Urs Gossweiler, CEO Gossweiler Media AG, Switzerland

17.00 End of day 1

17.00-19.00 Get together

09.30 Welcome back

POSITIONING LOCAL MEDIA

Nordic best practise of data-driven journalism

While news organisations are busy discussing paid for content strategies and new advertising business models, there is a need to be more relevant and present unique content. As everyone from businesses and governments to individuals go digital, the amount of raw data being recorded and stored is growing. In this presentation, we will hear about data-driven journalism and creative new ways to analyse and present the open data.

Nikolai Thyssen, Editor of Dagbladet Information, Denmark

Facebook apps increase newspapers online traffic

The reach of social media continues to grow, but many still ask the question: how can publishers' best benefit from this development? Last summer, Facebook opened up the opportunity for media companies to build own apps within the network - and now the statistics are available! In this presentation we will find out more. In the Nordic, Helsingborgs Dagblad has found a way to work with their readers on Facebook. They will explain what works well and what does not work.

Sandra Jakob, Deputy News Editor, Helsingborgs Dagblad, Sweden

10.30 - 11.00 Coffee

Start-up view: In the mind of a news aggregator

There are a lot to be learnt from start-ups. Scoopinion is a news service that aggregates and serve stories through curation. Stories are made available based on how well they are received by the editor community and only if the article is read to the end will it be included in the web app. All readers get a personalised daily issue based on their interests. This news business model is using the magic of the internet – let's hear more about it!

Mikko Koskinen, CEO, Scoopinion, Finland

Beating competition through the cloud

As today's media companies see a growing digital competition also from players outside the traditional media sphere, there is a growing need for efficiency and cost reduction. This presentation will show how media do this, by using cloud services. We will hear how Bonnier Magplus works with the cloud in their business development and how they balance capacity, performance and cost, and ultimately - business value.

Peter Vincent, CTO, Magplus, Bonnier Sweden

12.30 - 13.30 Lunch

Re-thinking competition: teaming up with Google

Google needs help reaching out, and local news have the right connections with the small and midsize advertisers. In Sweden, NTM, Eskilstuna-Kuriren and Västerbottens-Kuriren now cooperate with Google to find new business revenues. *Åke Hökby, Business Development, Eskilstuna-Kuriren, Sweden*

Re-thinking competition: Metro franchise for local newspapers

Metro now enters partnership with local news publishers. In May, for example, Metro Värmland – will be made by Värmlands Folkblad (VF). Hear about the possible benefits on a local market and what it means for Metro.

Andreas Ohlson, Managing Director, Metro, Sweden

UK regional trends: adapting to changing consumer behaviour

To keep up the profitability and change the downwards spiral in circulation, several UK regional newspapers have now moved from daily publication to weekly. Herald Express and Media was first out to go – and the results were impressive: they estimate to be 400 % more profitable this year. Is this drastic approach the next step to take also in the Nordics?

Andy Phelan, Editor, Express & Echo, Northcliffe Media, UK

15.30 – Conference close

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30 -31 May, Stockholm

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Register before 4 May to get "Early Bird" price!

To register:

www.wan-ifra.org/nlmc