

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World Publishing Expo 2012

Session:

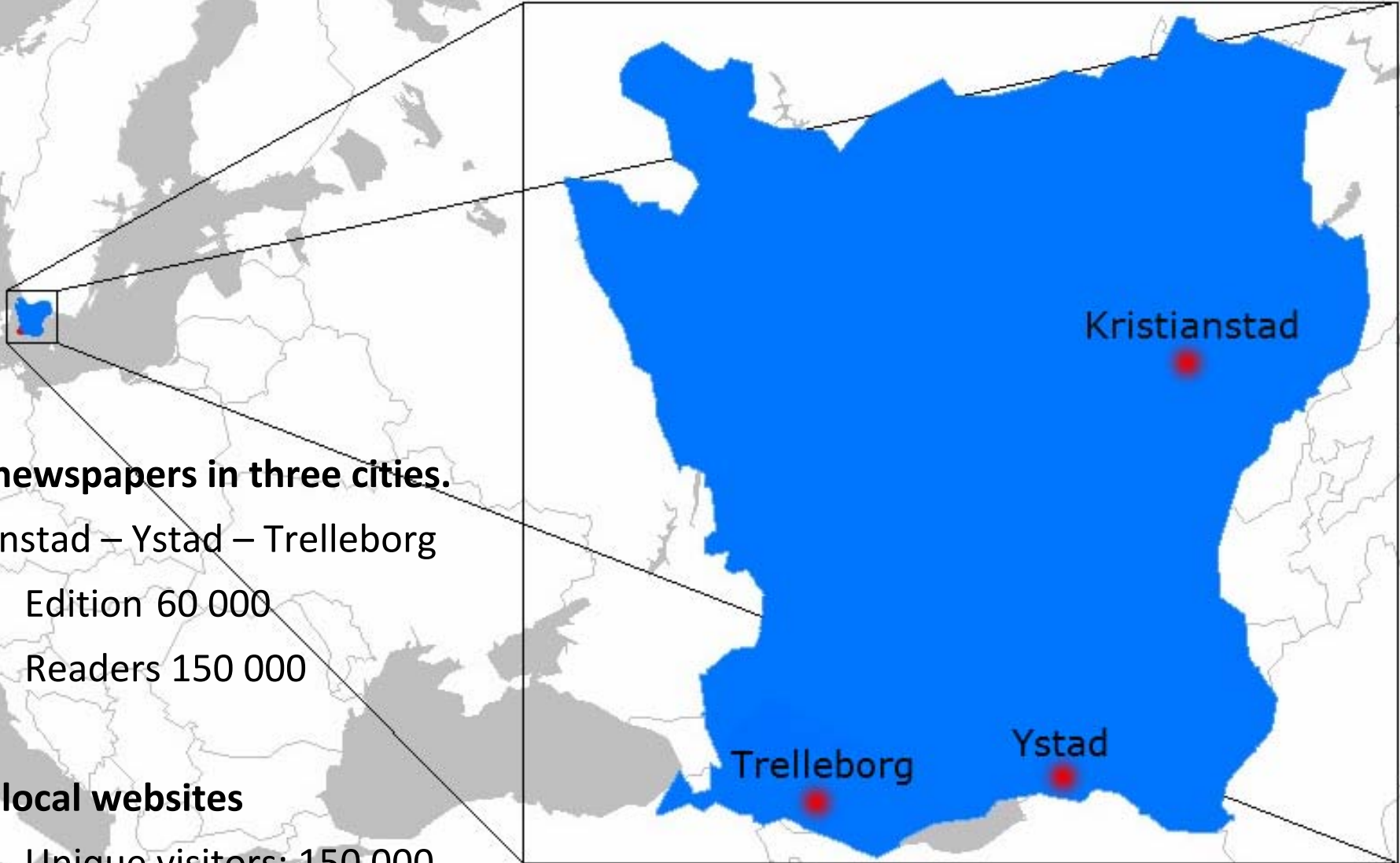
Innovative Advertising

Title:

Mobile advertising – a success story

Speaker:

**Johanna Waltersson, Product
manager, digital media
Skånemedia AB**



Local newspapers in three cities.

Kristianstad – Ystad – Trelleborg

Edition 60 000

Readers 150 000

Three local websites

Unique visitors: 150 000

Three apps

Mobile advertising. -Why?

A mobilephone is always accessible, 24/7

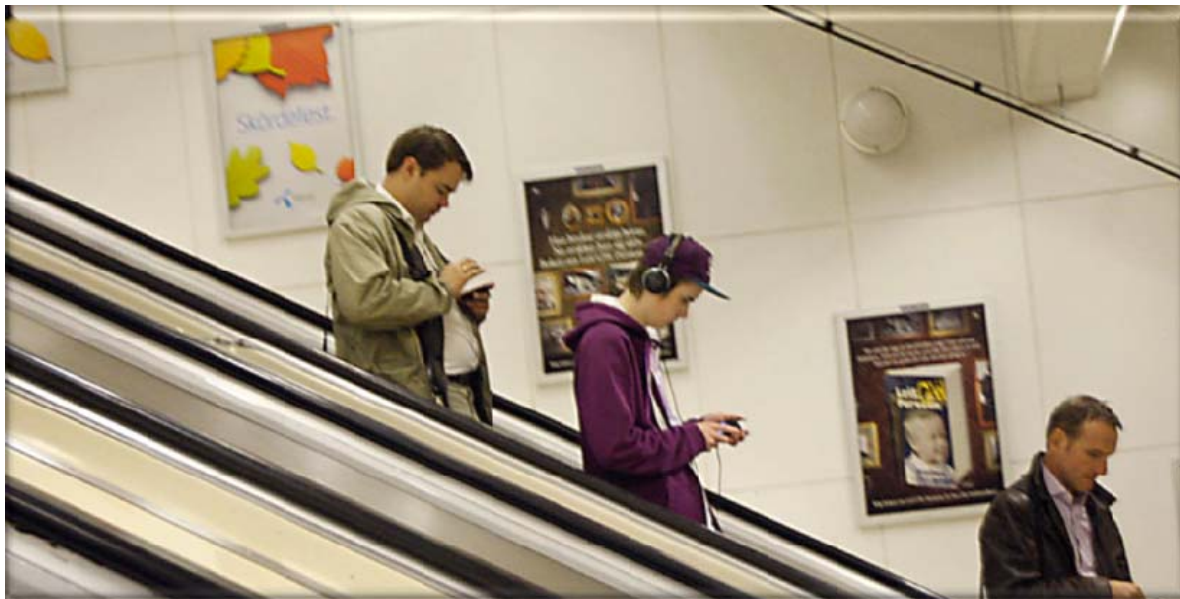
Relevant offers, anytime and anywhere.

Create new business opportunities for customers.

Close to the moment of purchase.

50% of all mobile web browsing is done near a shop.

In 2014 surfing from mobile surpass surfing from ordinary PCs and laptops.



Content in the app. What was important to us?

All the news from our websites.

A good advertising solution, even for our small local clients.

Reaching local dealers that previously did not advertise in the printed edition due to budget reasons

Build loyal consumers to the newspaper by always being the consumers first choice when they are looking for

- News
- Good local deals
- Local business by map
- Special events.

Content in the app. What was important to us?

Loyal readers and consumers.

And of course to increase our revenues!

Together with the company Mobile Loyalty we created a news application with an advertising system and a really good administration tool for our customers.



skåne **edia**

Our three packages

Basic package

The advertiser signs up for 12 months and their offering/ad will be displayed in the grid menu "Offerings" and is shown on a map and in a list of offerings/ ads. The location of the consumer or the shop decides where in the list the ad/offering is displayed. The advertiser logs in and creates their ad/offering using ML admin and is in full control of the process. Statistics are made available for the advertiser.

Premium package 1

As Basic + the ad is also shown in the news flow in all content categories. Ads/ offerings will be shown on place 3,6 and 9 in the news flow. We at Skånemedia limited the "Premium 1" to 15 such offerings which means that we guarantee the ad/offering to be shown in every fifth page display.

Premium package 2

As Premium 1 + ads/ offerings will be shown on place 12, 15 and 18 in the news flow. We at Skånemedia limited the "Premium 2" to 15 such offerings which means that we guarantee the ad/offering to be shown in every fifth page display.

Mobile ad revenues

Kristianstadsbladet	Basic	27
	Premium 1	15
	Premium 2	2

Ystads Allehanda	Basic	23
	Premium 1	15
	Premium 2	13

Trelleborgs Allehanda	Basic	20
	Premium 1	13
	Premium 2	5



Total mobile ad revenues **1.7 millions SEK**
195 000 EUR



133 local advertisers are currently planning, creating and publishing their own campaigns within the system.

-“Do it yourself” was well received.

Skånemedias

Market research June-July 2012



52% have a smartphone

30% have downloaded the app

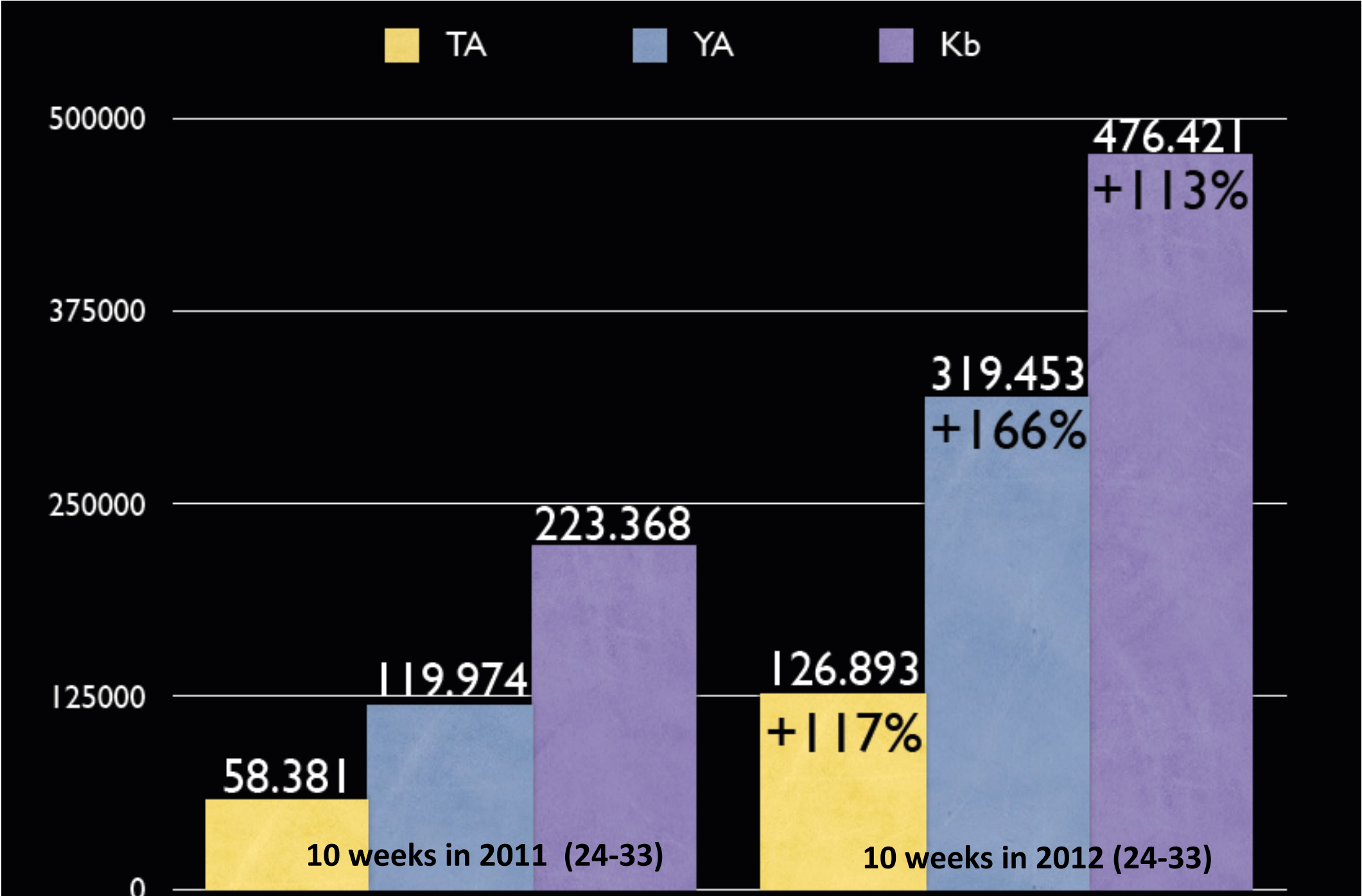
40% use the app once a week

27% use the app more than once a week

85% read news

38% check out ads

Statistics from mobile devices



Mobile is the next generation!

In our three cities 53% have a Smartphone.

Our company, Skånemedia AB, will in 2013 develop our cooperation with Mobile Loyalty and their flexible and innovative solutions.

Thank you for your attention!