



# Construire une communauté d'un million de supporters (payants)

Juliette Laborie

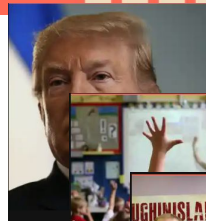
Head of strategic projects

# D'une institution britannique à un média global



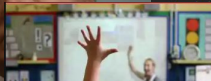
# Today in Focus

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## Politics / Brexit showdown: Theresa May v Brussels

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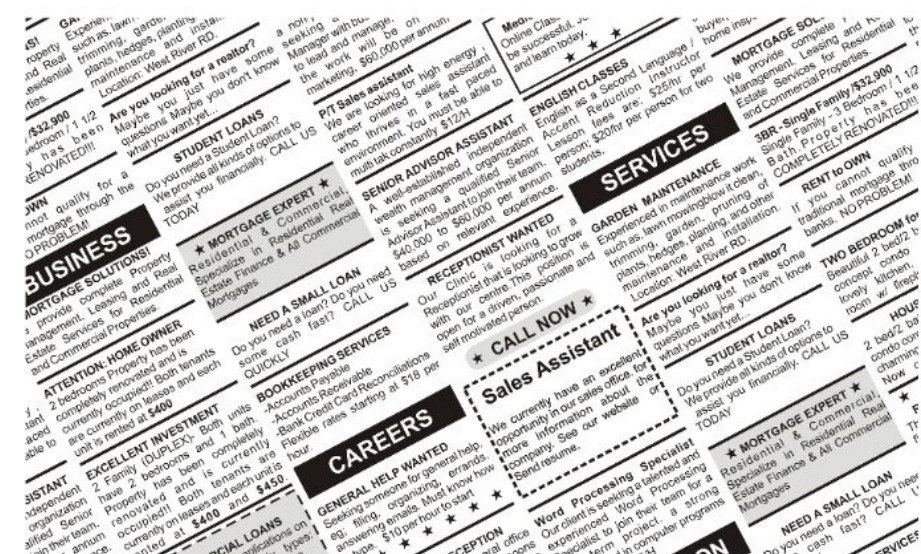
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LIGHTBOX

 Documentaries

## Un rééquilibrage profond de notre business model fondé sur le lien avec les lecteurs



# Une communauté de “supporters” au profil varié



**Membership**



**Donations**



**Abonnements**

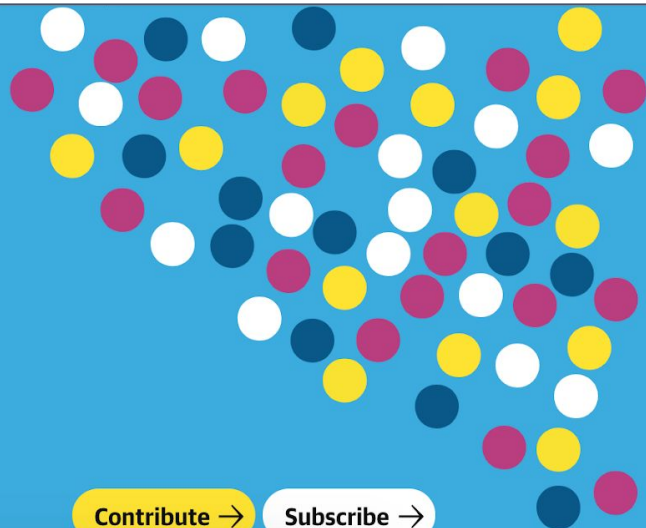
# With the support of **one million** Guardian readers

**...we remain editorially independent, our journalism free from commercial bias and our reporting open and accessible to all.**  
Imagine what we could continue to achieve with the support of many more of you. Together we can be a force for change.

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# Trois piliers stratégiques

**1 Tirer parti de la taille et de l’empreinte globale de notre lectorat**

**2 Faire croître une base de “supporters” fidèles**

**3 Des contenus accessibles gratuitement à tous, couplés à des expériences premium**

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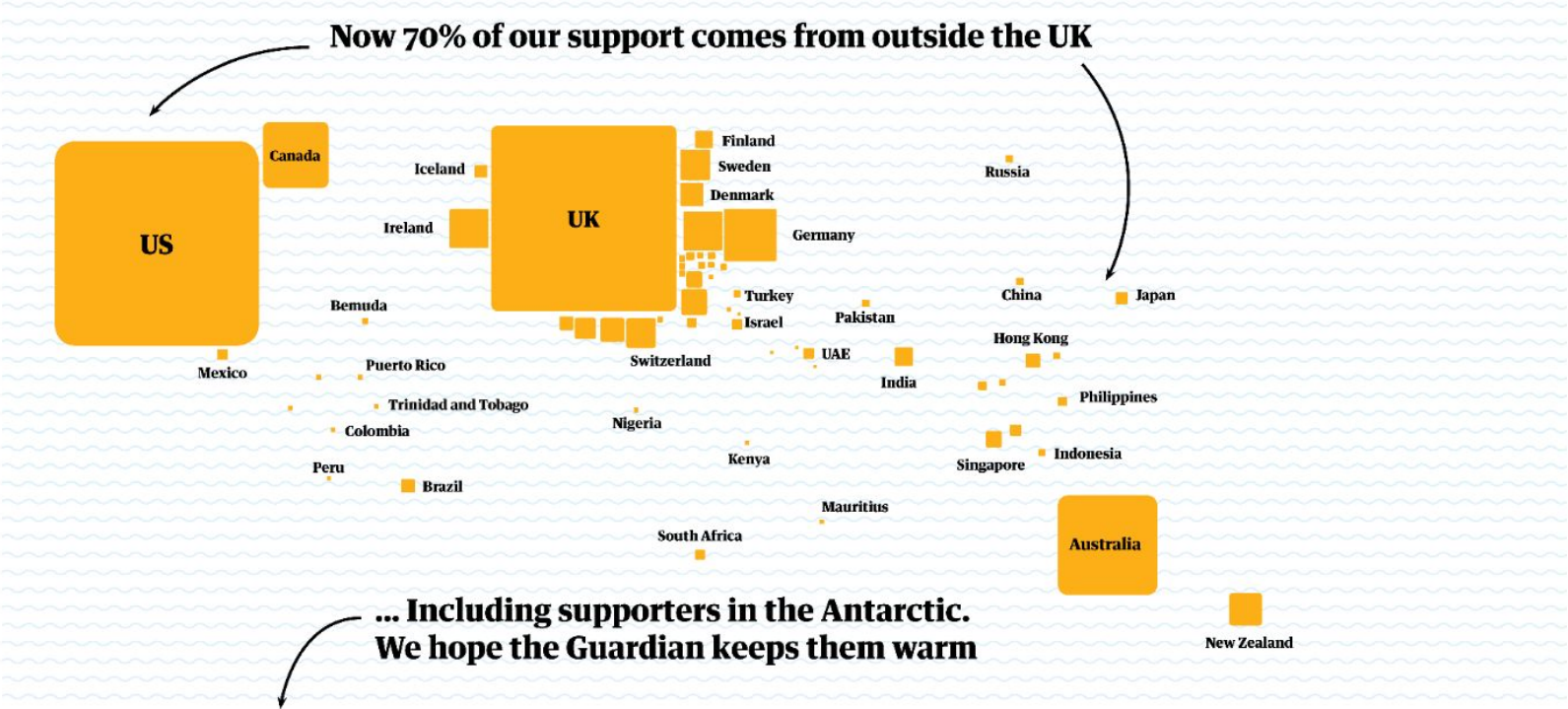
## Pilier stratégique 1

Tirer parti de la taille et de l’empreinte globale de notre lectorat

2015



2018

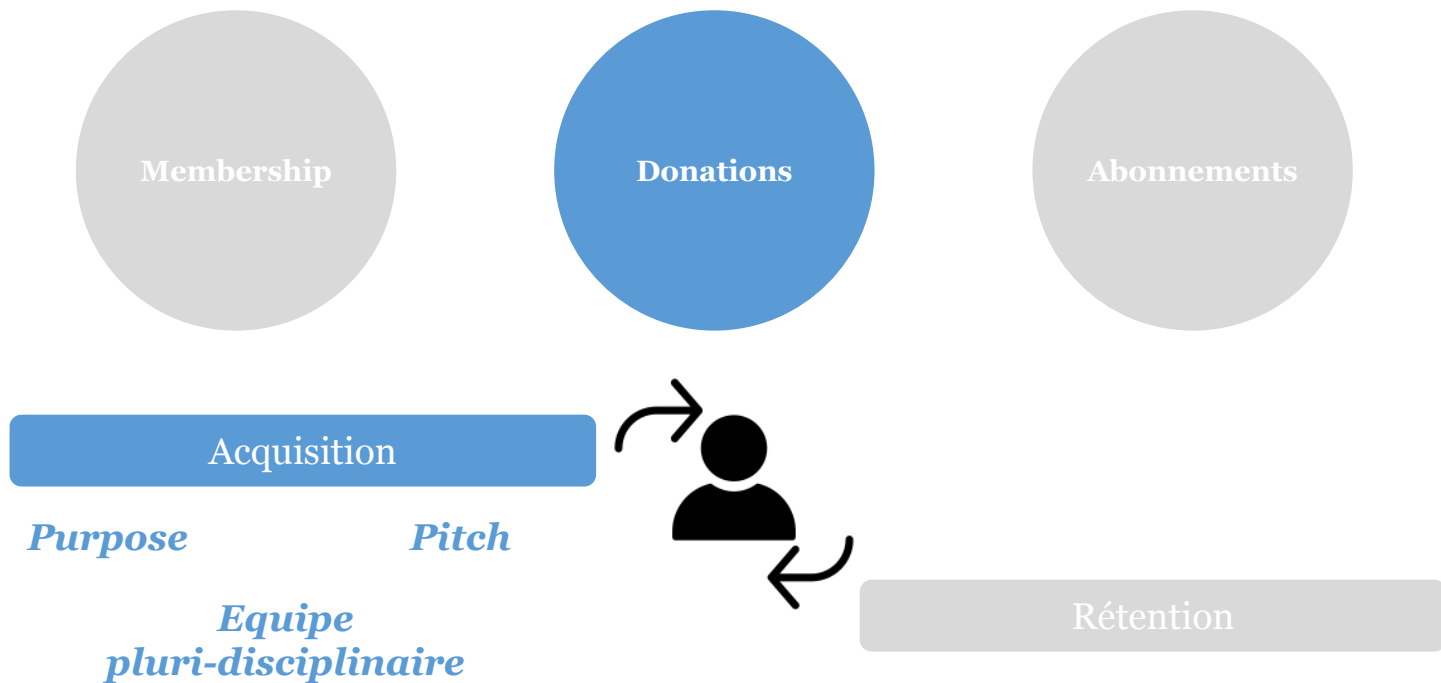


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## Pilier stratégique ②

Faire croître une base de “supporters” fidèles

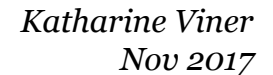
# Faire croître une base de supporters fidèles



# Acquérir des donateurs a été notre plus grand défi ces deux dernières années

## Purpose

**Commencer** par générer du soutien pour notre mission  
**Puis** faire évoluer la proposition



# Acquérir des donateurs a été notre plus grand défi ces deux dernières années

## Pitch

La clé du succès

Tests et recherche pour le faire évoluer

## D'UNE SITUATION D'URGENCE

*“More people are reading the Guardian than ever but advertising revenues across the media are falling fast. And unlike many news organisations, we haven't put up a paywall - we want to keep our journalism as open as we can. So you can see why we need to ask for your help.”*



## A UN MODELE DURABLE

*“Three years ago, we knew we had to try and make The Guardian sustainable by deepening our relationship with our readers. The revenues from our newspaper had diminished and the technologies that connected us with a global audience had moved advertising money away from news organisations... we are starting to overcome the urgent financial situation we were faced with.”*

### As Brexit looms closer...

... The Guardian is here to help guide you through whatever lies ahead. More people are reading and supporting our independent, investigative reporting than ever before. And unlike many news organisations, we have chosen an approach that allows us to keep our journalism accessible to all, regardless of where they live or what they can afford.

The Guardian is editorially independent, meaning we set our own agenda. Our journalism is free from commercial bias and not influenced by billionaire owners, politicians or shareholders. No one edits our editor. No one steers our opinion. This is important as it enables us to give a voice to those less heard, challenge the powerful and hold them to account. It's what makes us different to so many others in the media, at a time when factual, honest reporting is critical.

Every contribution we receive from readers like you, big or small, goes directly into funding our journalism. This support enables us to keep working as we do - but we must maintain and build on it for every year to come. **Support The Guardian from as little as £1 - and it only takes a minute. Thank you.**



**We chose a  
different  
approach**  
**Will you  
support it?**

### This is The Guardian's model for open, independent journalism



Unlike many news organisations, we made a choice to keep all of our independent, investigative reporting free and available for everyone. We believe that each of us, around the world, deserves access to accurate information with integrity at its heart. At a time when factual reporting is critical, The Guardian's editorial independence is safeguarded by our readers. If you're able to, please support The Guardian today.

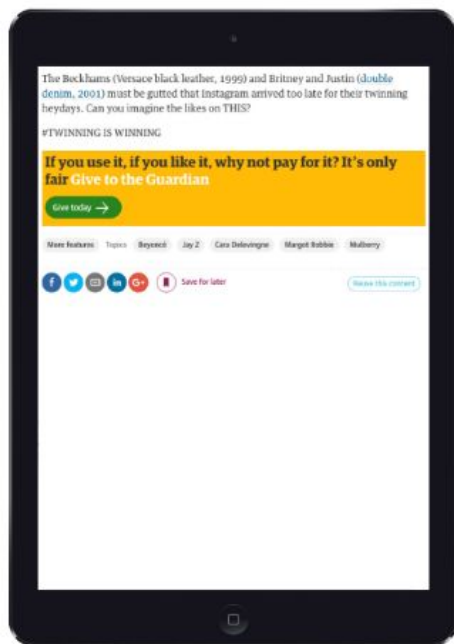
**Support The Guardian →**

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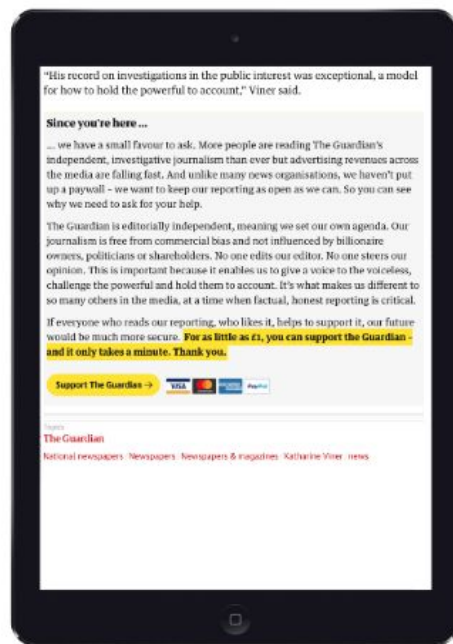
AMERICAN EXPRESS

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publicitaire, séparé du  
contenu éditorial

→  
90X  
Improvement



Un emplacement “sur  
mesure”, intégré au contenu  
éditorial et présenté au fil de  
la lecture

**The  
Guardian**

# Acquérir des donateurs a été notre plus grand défi ces deux dernières années

## Equipe pluridisciplinaire

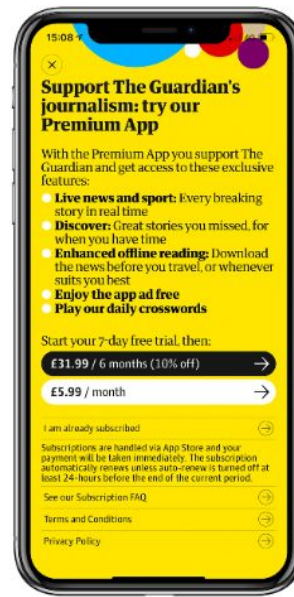
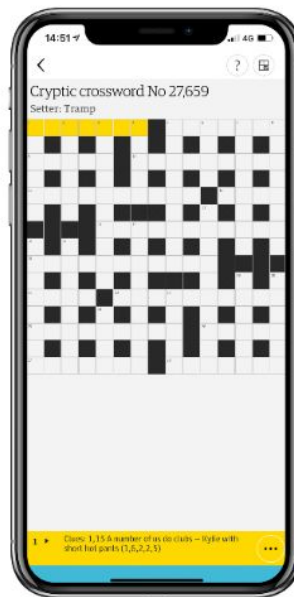
Une équipe transverse pour un maximum de rapidité et de créativité

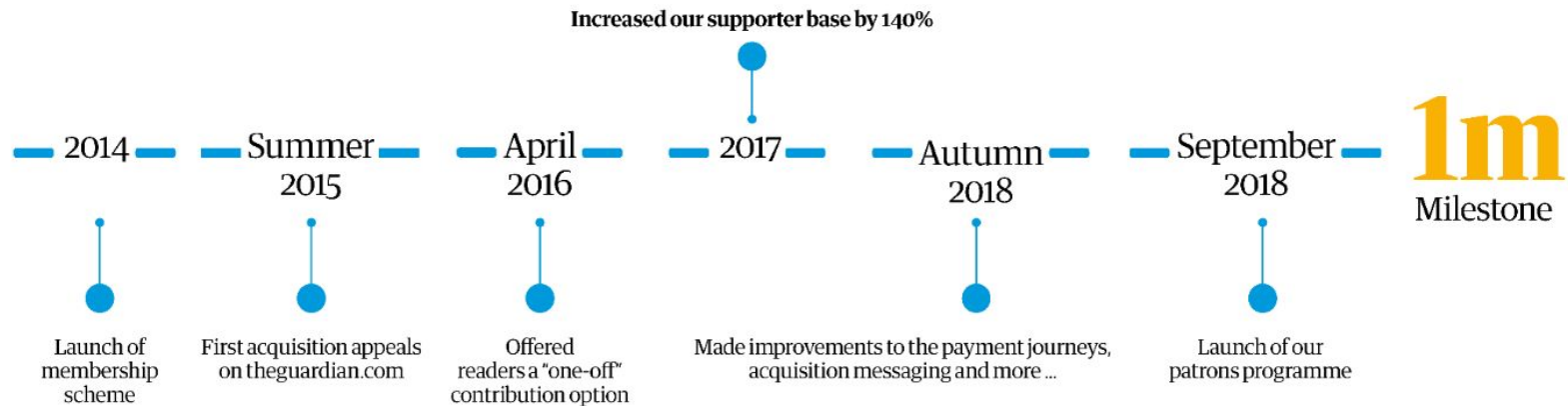


## Pilier stratégique 3

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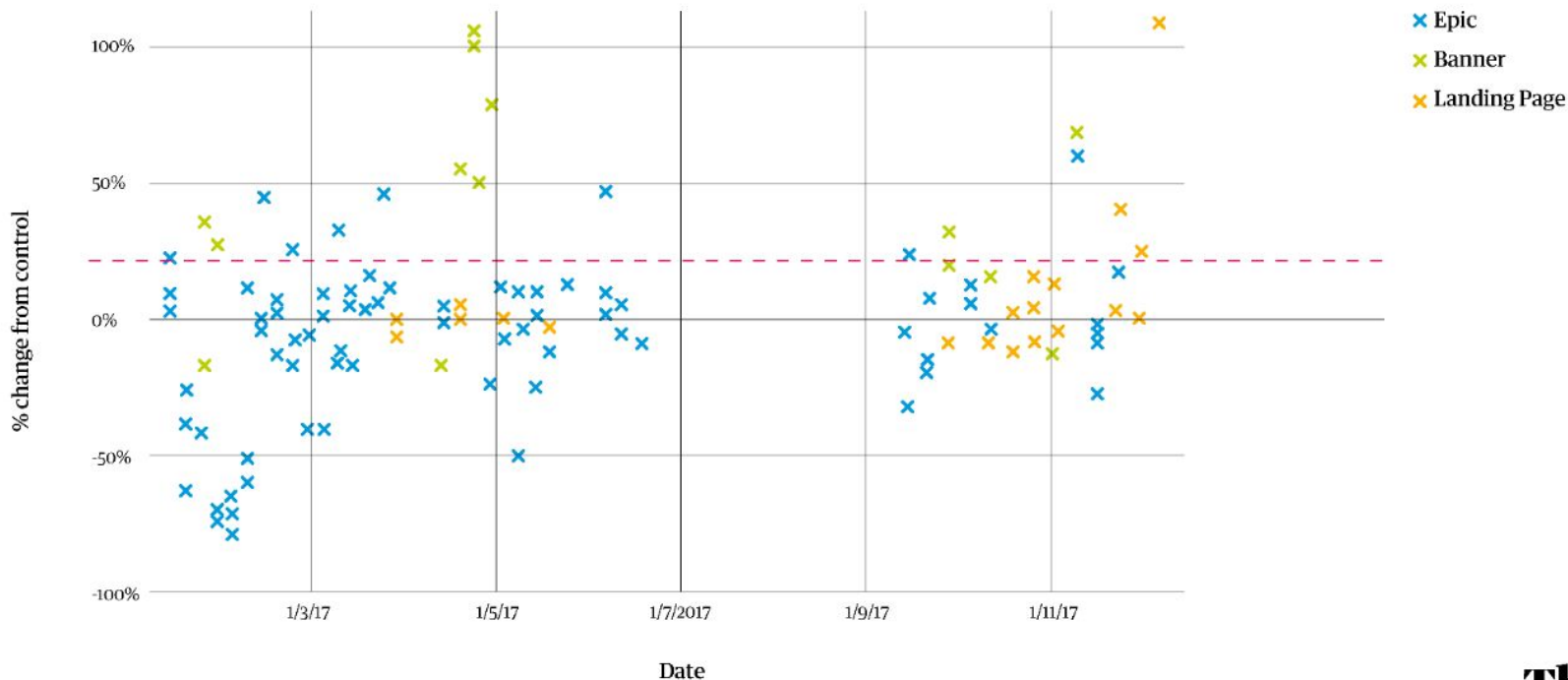
Des contenus accessibles gratuitement à tous, couplés des expériences premium





$$\text{1m Milestone} = 600\text{k single contributions} + 230\text{k print and digital subscribers} + 340\text{k member and recurring contributors}$$

## Des supporters qui savent ce qu'ils veulent (et surtout ce qu'ils ne veulent pas)



**The  
Guardian**