

A NEW BUSINESS MODEL FOR THE DAILY NEWS INDUSTRY

# STOPPING THE PRESSES.

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DMA ASIA 2016 | CHRISTOPHER PRINOS - 11-09-2016

LA  
PRESSE



**LA  
PRESSE**

## 131 Years in Montreal

Iconic brand

Trusted news source for French Canadians

Investigative journalism & soft news

Amazing storytelling

Traditional Broadsheet

6 days / week

# The La Presse Ecosystem

# 2013



2,000,000  
unique visitors/month



425,000  
users/month



200,000  
average weekly  
circulation



# 250

Newsroom  
Journalists & Staff

# A Highly Competitive Market

- Population of greater Montreal ~3 million
- 4 paid newspapers, 2 free
- 30 television broadcasters
- 31 radio stations
- Social network penetration and usage mirror most global markets

# 2010: DISTURBING TRENDS

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# The Trends: 10 Years Prior

**-63%**

Drop in Ad revenue

NAA - North America

**-54%**

Decrease in  
readership age  
25-34

CNA - Canadian Market;  
Propensity to Read a Newspaper

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# STEP 1 - DECIDE.

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# The Mandate: A New Platform

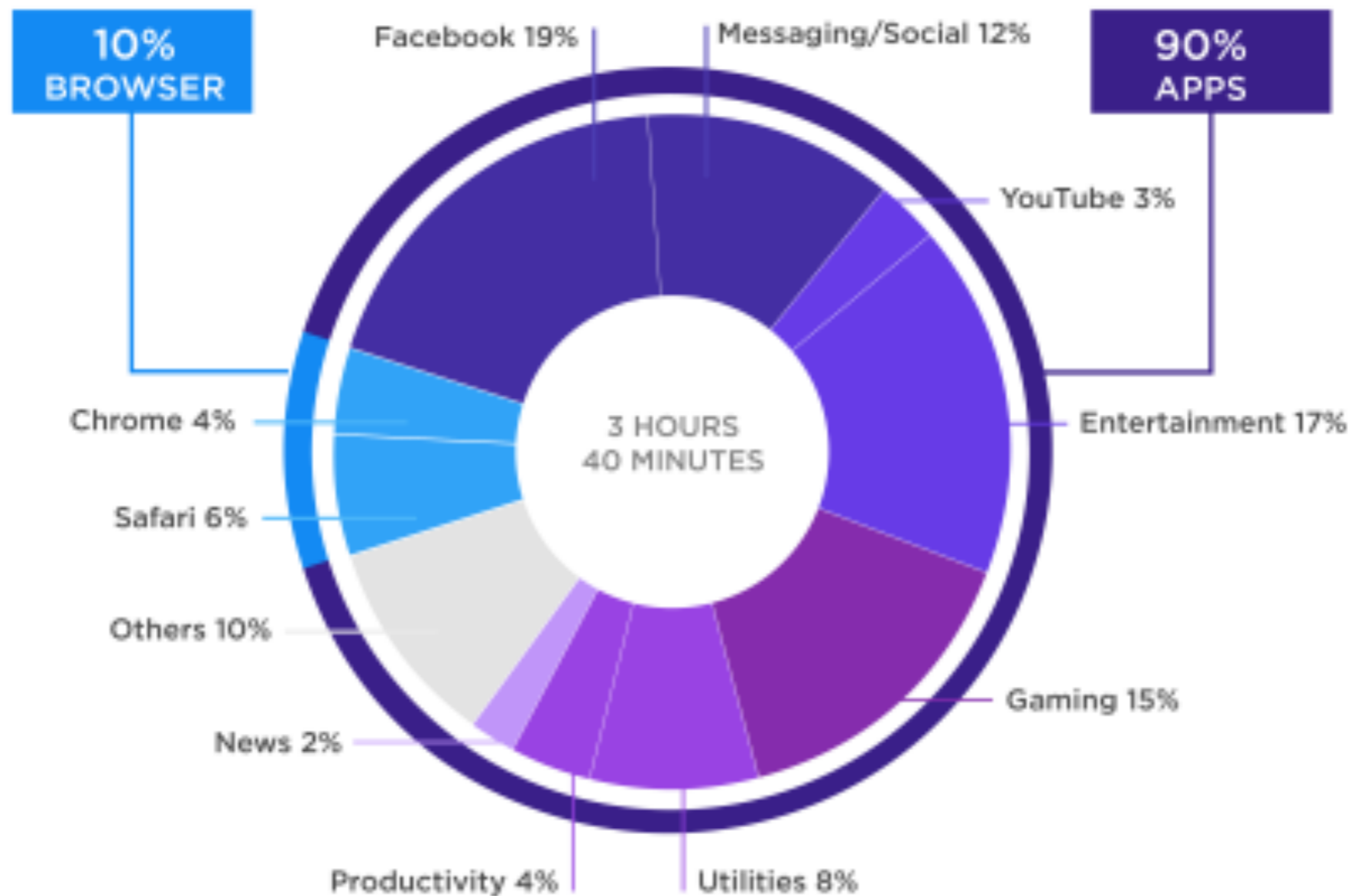
- **Reduce** high industrial cost base
- **Transfer** as much revenue as possible immediately
- **Retain and gain** new high value audience
- **Preserve and transform** for future growth



# WHY THE TABLET PLATFORM?

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## 90% of Time on Mobile is Spent in Apps



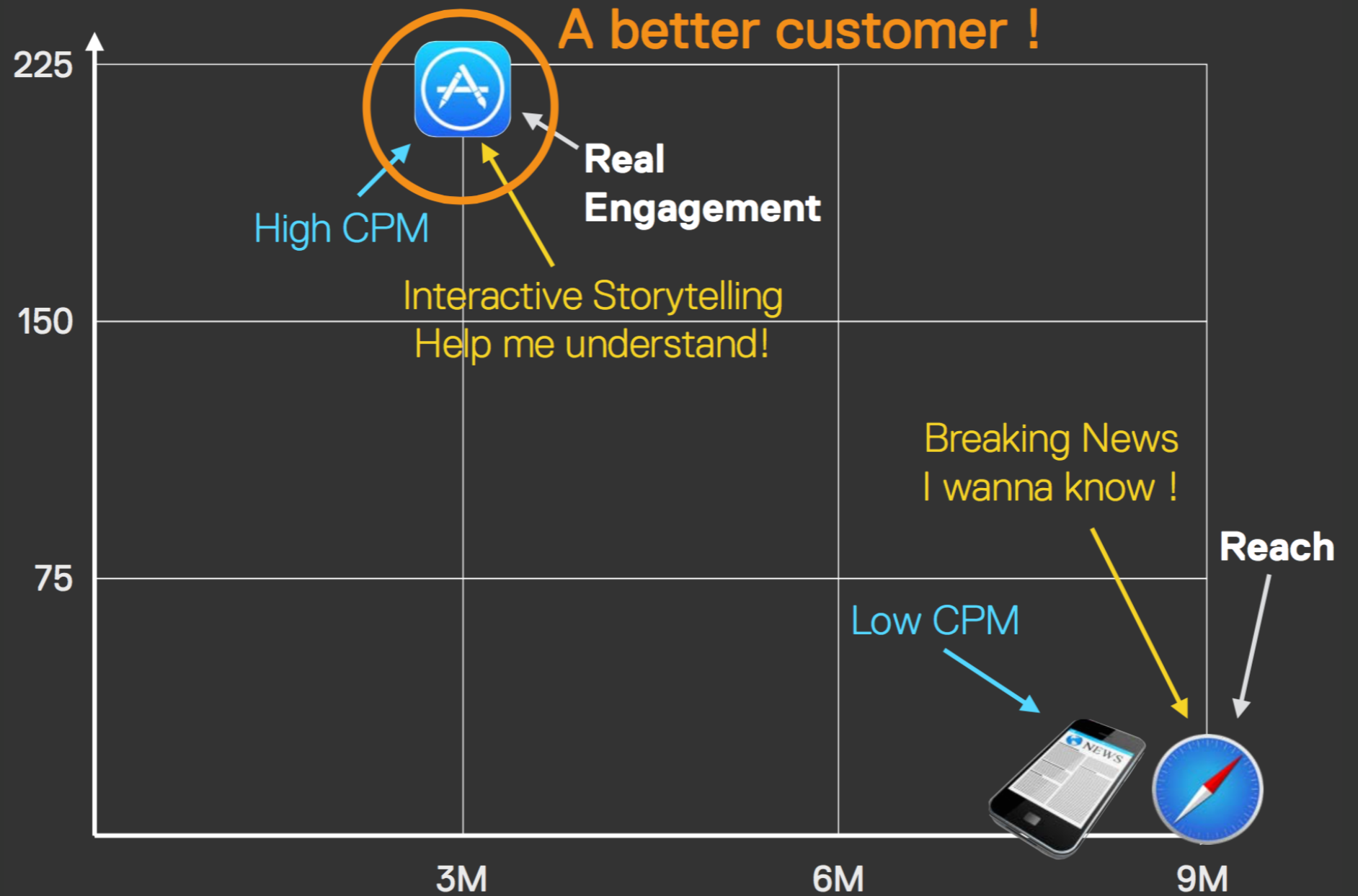
**« If we really care about owning the relationship with the reader and providing the best experience the place to do that at moment is in the app »**

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**- Tom Grinsted Guardian's group project manager for mobile and devices at the Leaders Innovation conference (15 January 2016)**

# TOP 1000 APPS VS TOP 1000 WEB MOBILE

Average monthly minutes per visitor



Monthly unique visitors (MM)

# Goals: La Presse+ Platform

- **Expand readership** footprint by reaching a large audience
- Develop **unparalleled engagement** with mass audience
- Attract a **valuable audience**; younger and digitally oriented
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- **Preserve existing revenue** streams as fast as possible
- More **data** on audience and advertising

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# STEP 2 - BUILD.

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*something exceptional!!*



**3 Years of Research and Development**  
**\$40 million invested**  
**80% spent on backend tools**  
**Focus on user experience & storytelling**

# LA PRESSE+

INSPIRATION

SPORTS CLASSIQUE HIVERNALE

## VIEILLE RIVALITÉ, NOUVEAU CHAPITRE



# P.K. SUBBAN

## PERSONNALITÉ DE L'ANNÉE 2015

Joueur de hockey hors normes, P.K. Subban est aussi un homme de cœur. Il en a fait la preuve de façon éclatante en annonçant un don de 10 millions sur sept ans à la Fondation de l'Hôpital de Montréal pour enfants. *La Presse* en fait sa Personnalité de l'année 2015.

PHOTO BERNARD BRAULT, LA PRESSE

ARTS QUIZ-RÉTROSPECTIVE

PAUSE DES FÊTES

# 2015 DE A À Z

## PRÊTS POUR LE QUIZ DU JOUR DE L'AN ?

Quelles sont les coutumes associées au 31 décembre ? Testez vos connaissances.



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# STEP 3 - EXECUTE.

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EXPERIENCE

ER+



FESTIVAL INTERNATIONAL DE JAZZ DE MONTREAL

Rio Tinto Alcan



ATTRAPEZ-LES!

VENEZ ESSAYER PRESSE + GRATUIT

# Focus on 5 Marketing Pillars

 ADVERTISING  
CAMPAIGN

 PROMOTIONAL  
WEBSITE

 EXPERIENTIAL  
MARKETING

 RELATIONSHIP  
MARKETING

 CONTENT  
PROMOTION

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# RESULTS

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# Goals: La Presse+ Platform

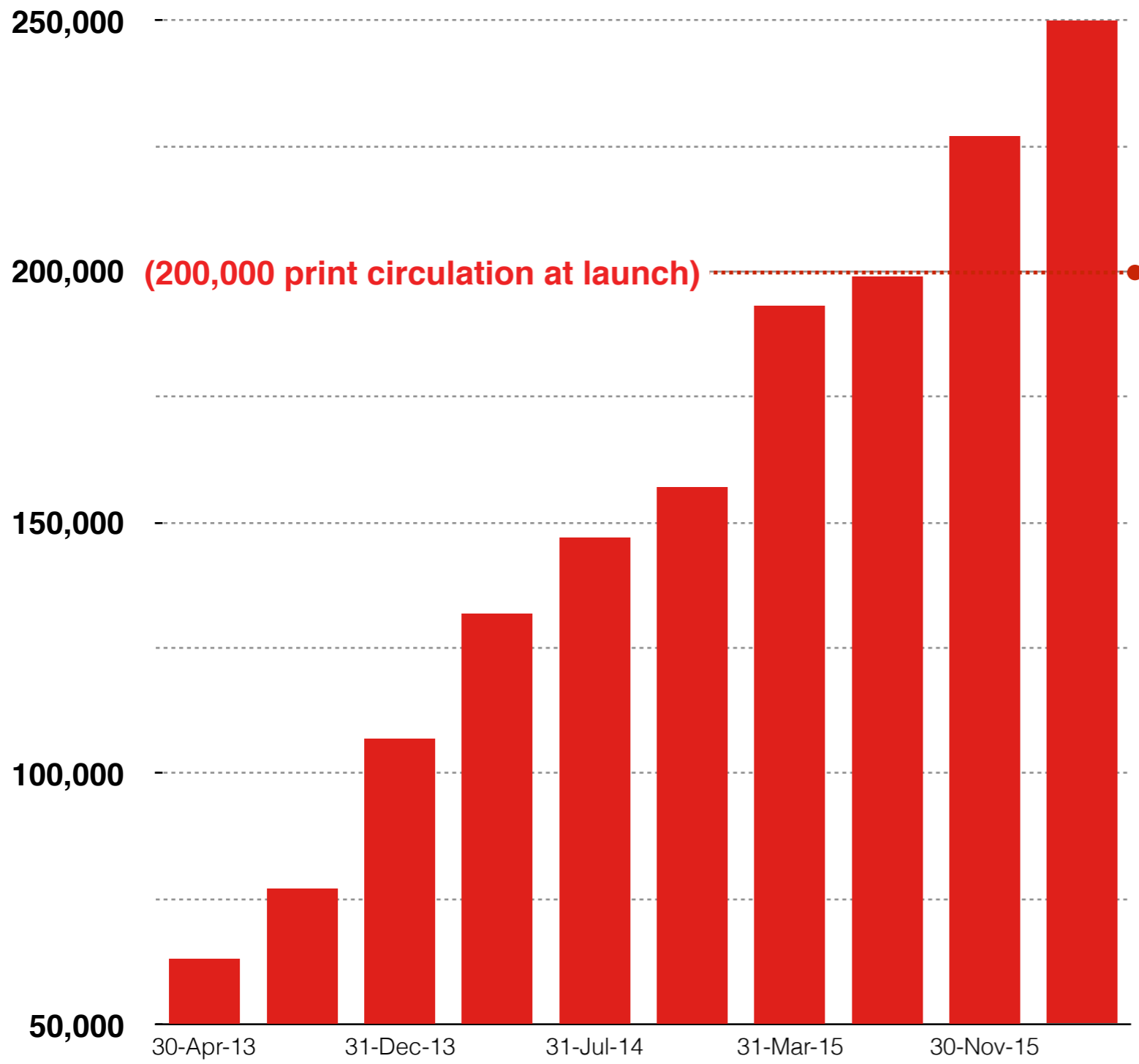
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# Expand Readership

260 000 000

The number of unique tablets that open  
La Presse+ every day and  
**600 000 weekly**

# Expand Readership



# 14%

**La Presse+ readers  
did not consume  
*any* La Presse product**

27% didn't read the  
newspaper

# Expand Readership

60 000

The number of new tablets to adopt La Presse+ since the end of the weekly paper was announced, **a 32% increase**

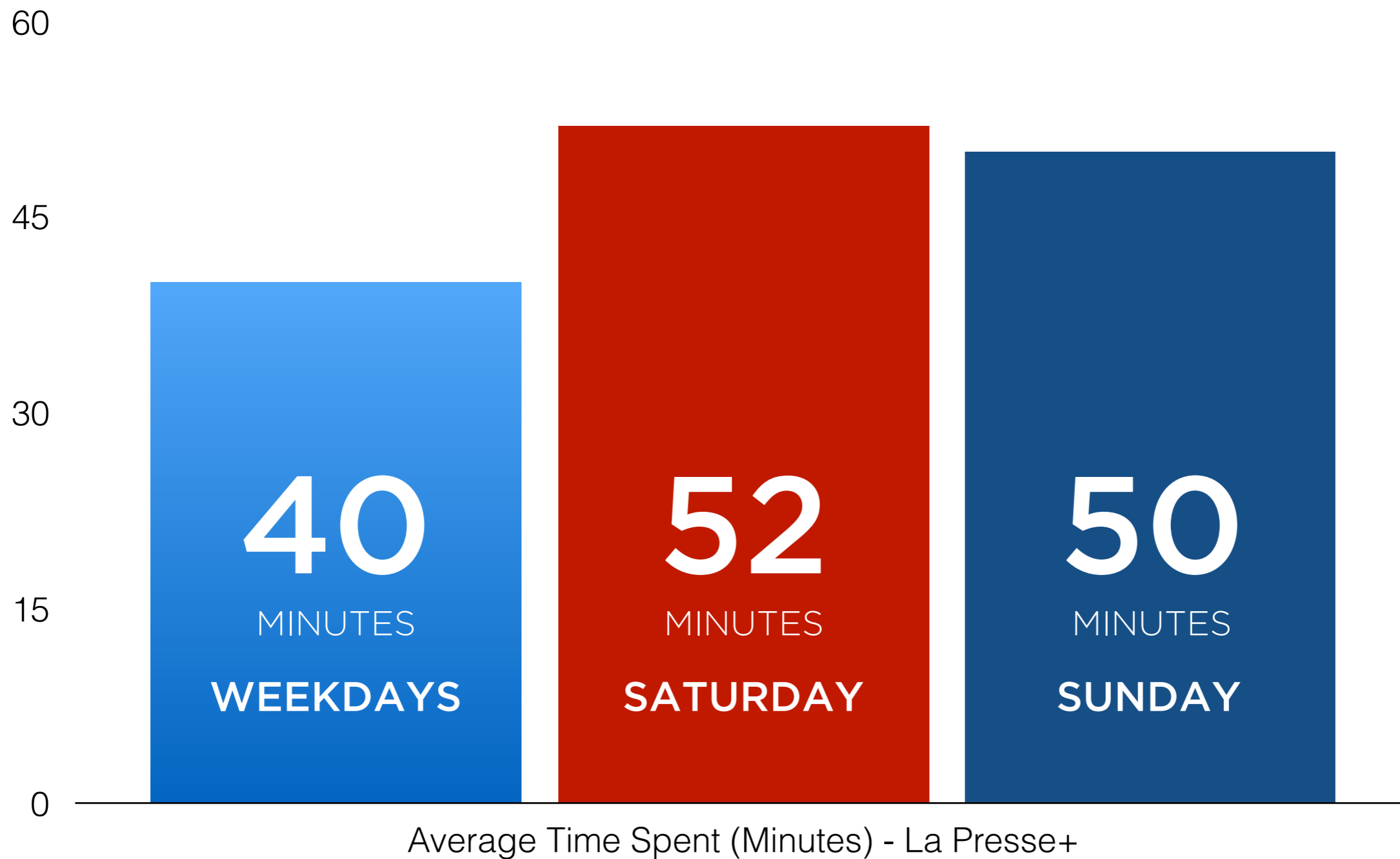
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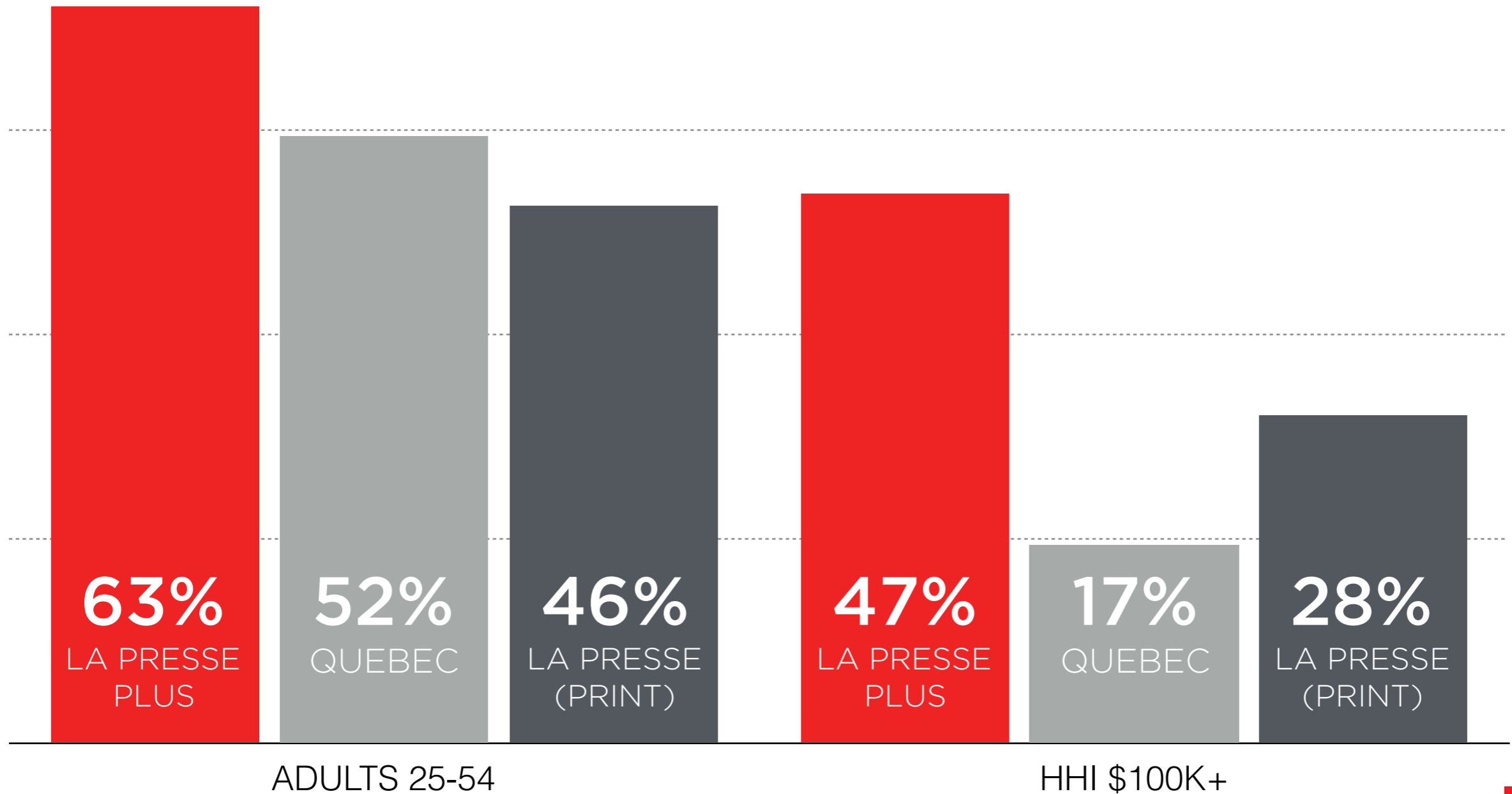
# Unparalleled Engagement



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# Valuable Audience



# Valuable Audience

# 16th

La Presse is the 16th most  
**influential brand with Millennials,**  
moving up 16 spots since 2014

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# Large Digital Revenue Pool

**82%**

Current digital revenues  
compared to 15% at  
launch (April 2013)

**70% from La Presse+**

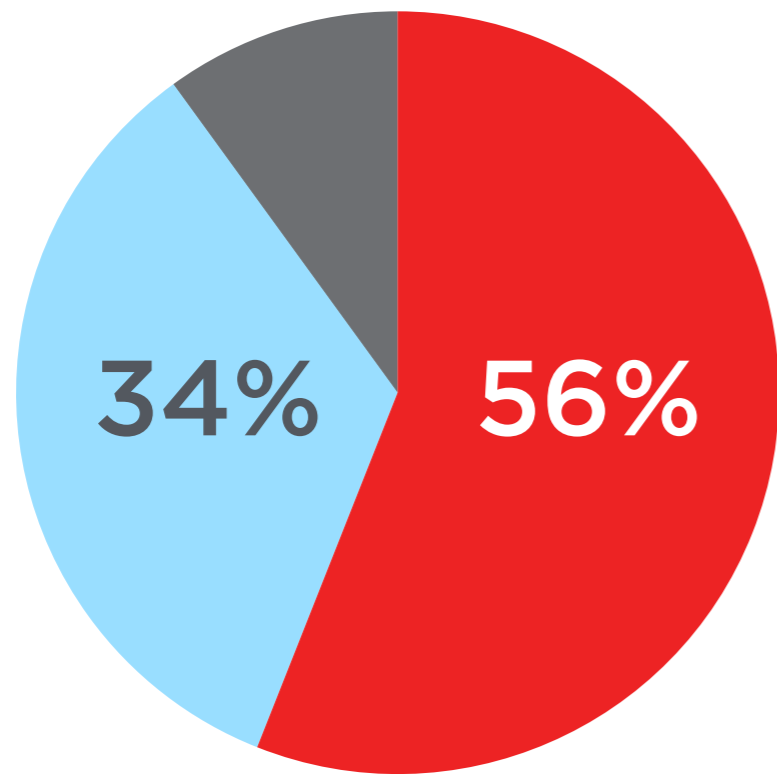
# Large Digital Revenue Pool

88%

% of top 200 existing  
accounts that successfully  
transitioned to the  
tablet-only product



# Ad Acceptance

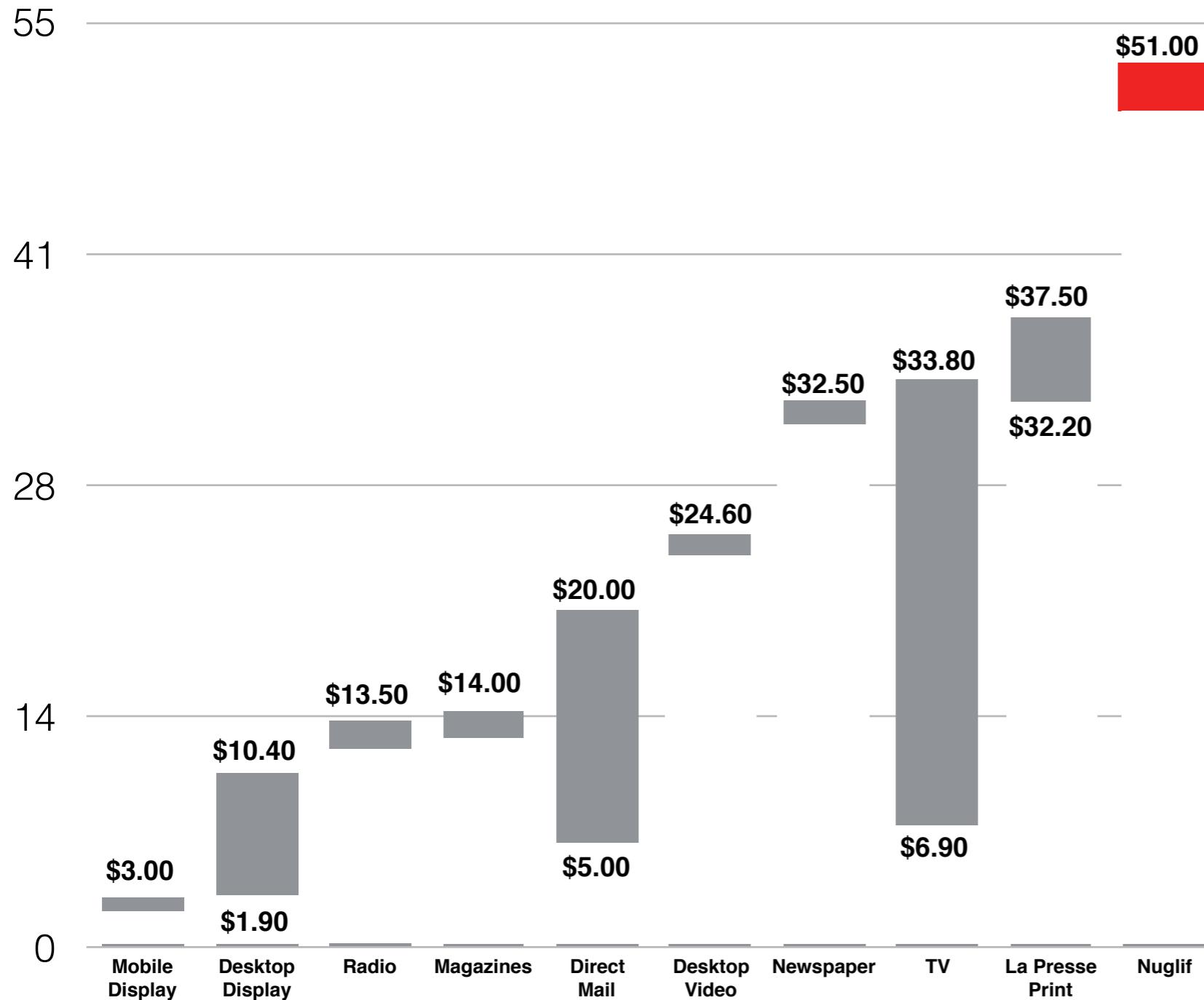


- Liked or Really Liked
- Somewhat
- Not at all

90%

of readers have a favorable response to advertising as part of the experience.

# CPM in the Marketplace



**\$51**  
**AVG CPM FOR**  
**1/2 SCREEN**

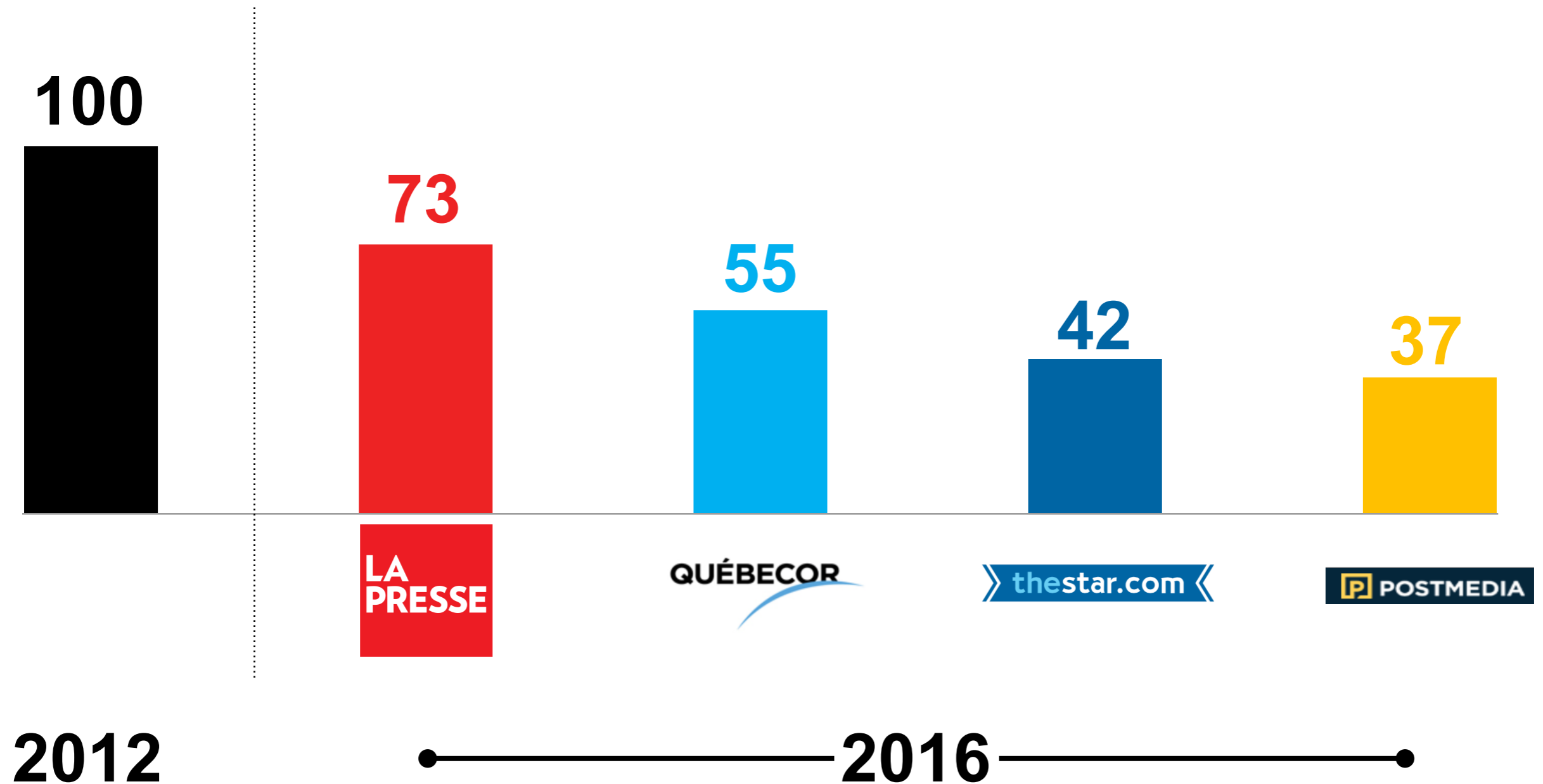
High quality profile,  
with high impact and  
visibility

Ad appreciation, ad  
recall, and guaranteed  
impressions

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# Preserve Existing Revenue



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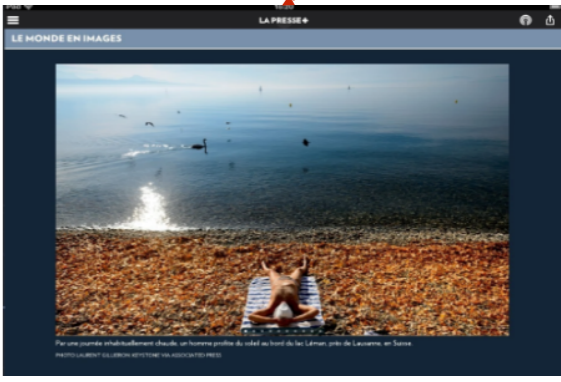
# Daily Performance Reports

## DAILY PERFORMANCE REPORT 9:00, WED NOV 11 2015

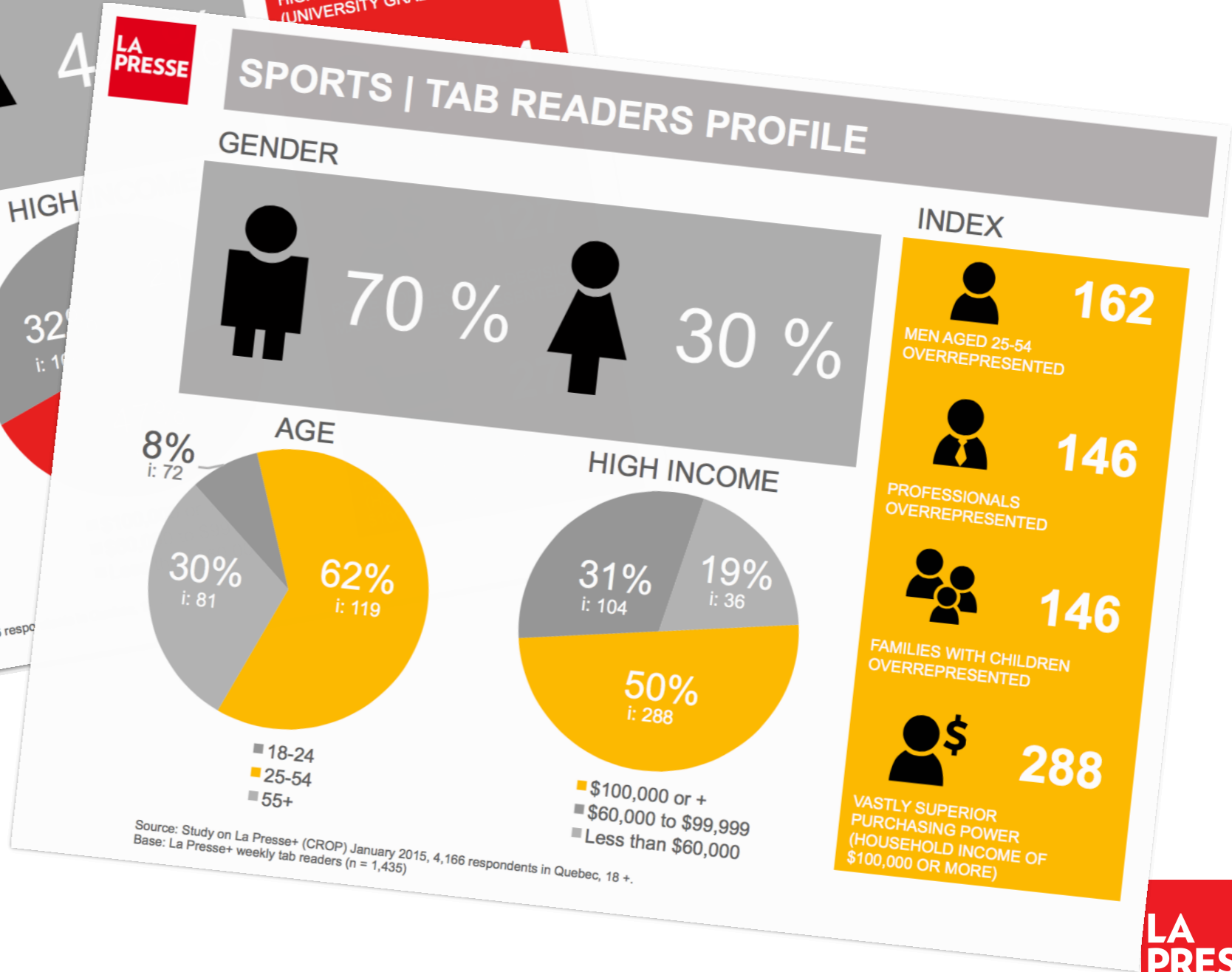
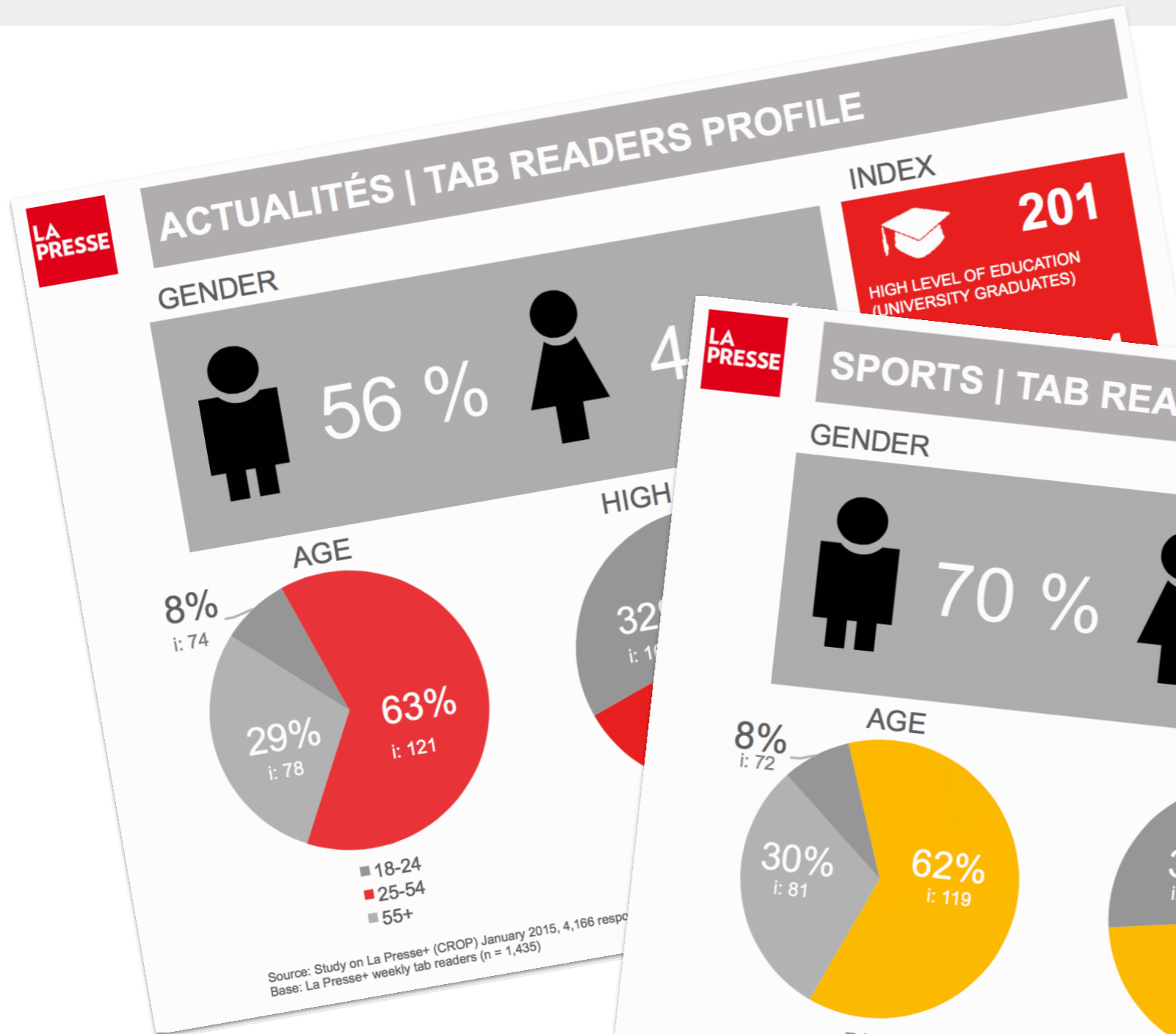
Édition du : mercredi 2015-11-11 (Édition régulière) Extraction préliminaire : 8h45 le jour de publication

Section : ACTUALITÉS

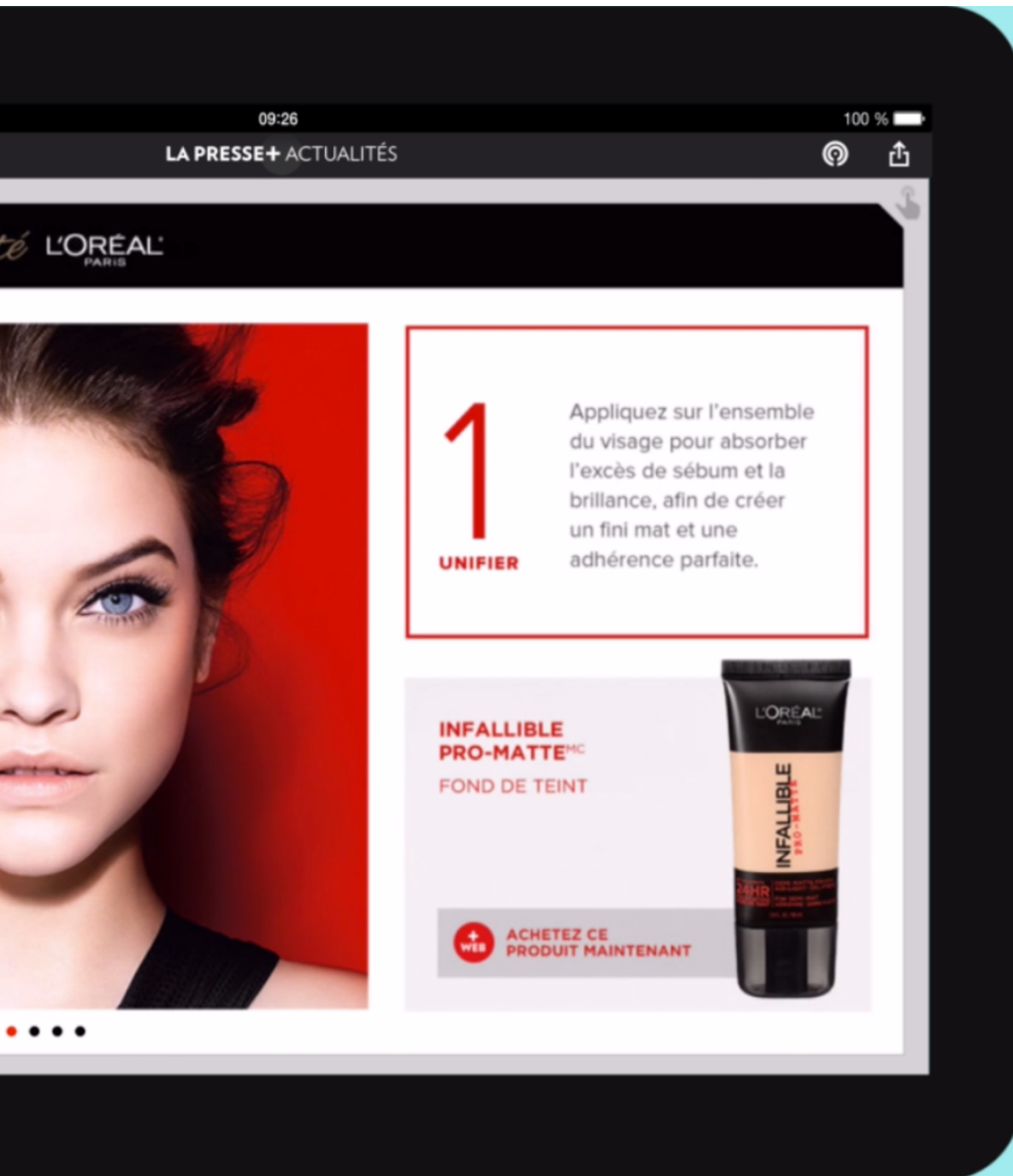
Taux de lecture moyen :	70%																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Ecran vu	116 136	92 325	84 399	84 796	83 687	80 770	80 666	78 523	76 590	77 108	75 588	74 161	72 980	73 504	70 886	69 840	69 131	67 661	67 182	66 085	65 534	61 677
Variation		-23 811	-7 926	397	-1 109	-2 917	-104	-2 143	-1 933	518	-1 520	-1 427	-1 181	524	-2 618	-1 046	-709	-1 470	-479	-1 097	-551	-3 857
Ecran consulté	104 245	75 218		60 409	61 452		56 267	62 110		50 060	46 665	50 413		59 332	29 746	31 000	48 984	29 580	53 460		57 398	47 010
Consultation (%)	90%	81%		71%	73%		70%	79%		65%	62%	68%		81%	42%	44%	71%	44%	80%		88%	76%
Surtitre écran	À LA UNE	FLEUVE SAINT-LAURENT	PUBLICITÉ	FRANÇOIS CARDINAL	ZOOM	PUBLICITÉ	ENQUÊTE SUR UNE FUITE	PROCÈS SHARQC	PUBLICITÉ	YVES BOISVERT	PROGRAMME DE GARDERIE	PARTI CONSERVATEUR	PUBLICITÉ	ACTUALITÉS	JUSTICE	IMMIGRATION AUX ÉTATS-UNIS	ITALIE	UNION EUROPÉENNE	LE MONDE EN BREF	PUBLICITÉ	LE MONDE EN IMAGES	ENCORE + DANS CE NUMÉRO



# Audience Profiles



# Time Spent Reporting



L'ORÉAL

105,558

TOTAL TABLET REACH

AVG TIME SPENT  
24 SECONDS

47,967 TABLETS SPENT  
MORE THAN 5 SECONDS

AVG TIME SPENT  
48 SECONDS



# **LA PRESSE+ DELIVERED ON ALL GOALS.**

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**EXPAND READERSHIP**

**UNPARALLELED ENGAGEMENT**

**VALUABLE AUDIENCE**

**LARGE DIGITAL REVENUE POOL**

**PRESERVE EXISTING REVENUE**

**DATA DRIVEN**

# THANK YOU.

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*(your homework: download La Presse+)*

