

ZETLAND'S AUDIO-DRIVEN MODEL

How it came to be, how it works, and what the future looks like

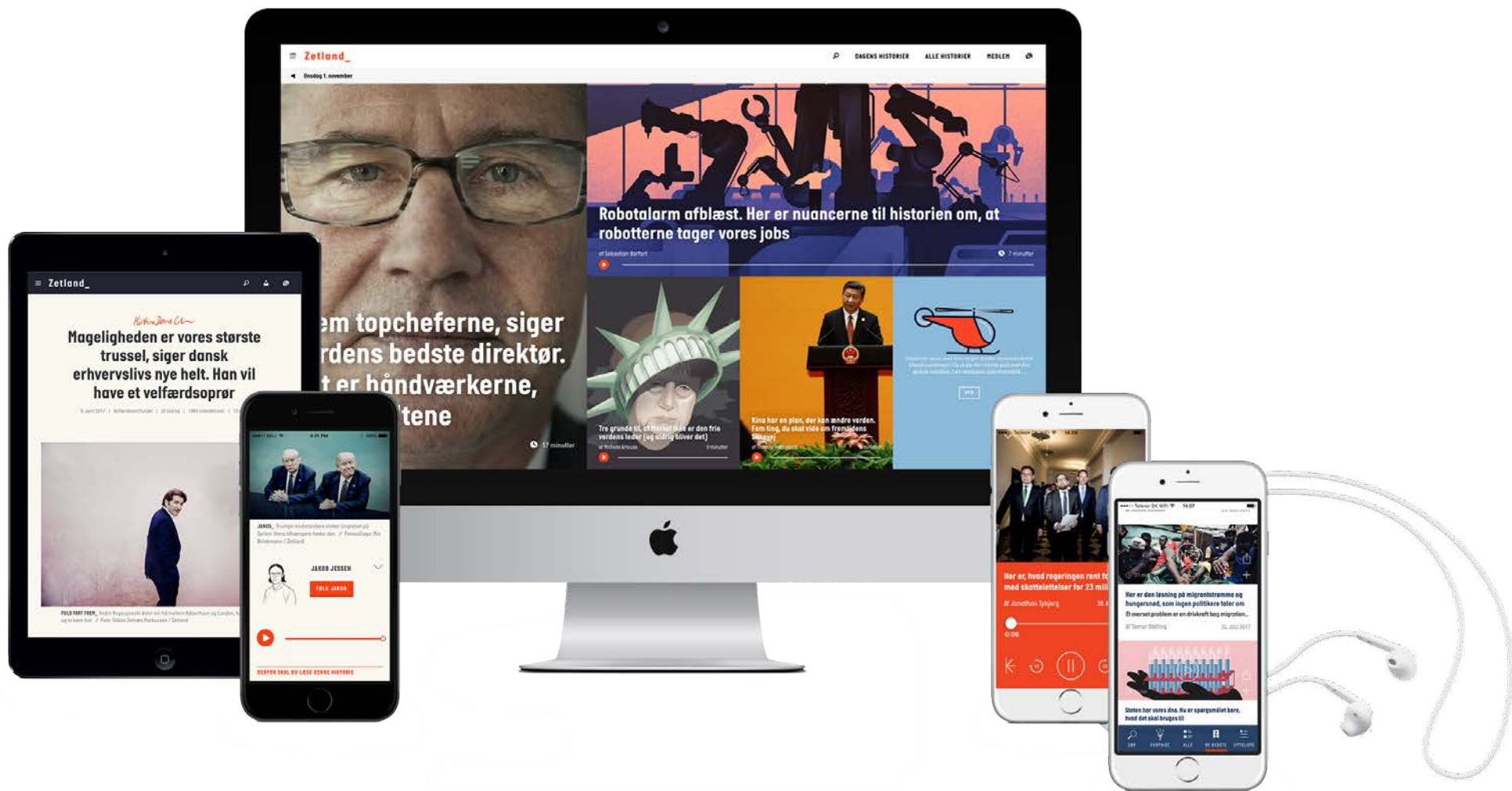


Tavklitgaard

CEO
@tavklitgaard







Robotalarm afblæst. Her er nuancerne til historien om, at robotterne tager vores jobs



Zetland_ Mageligheden er vores største trussel, siger dansk erhvervslivs nye helt. Han vil have et velfærdsoprør

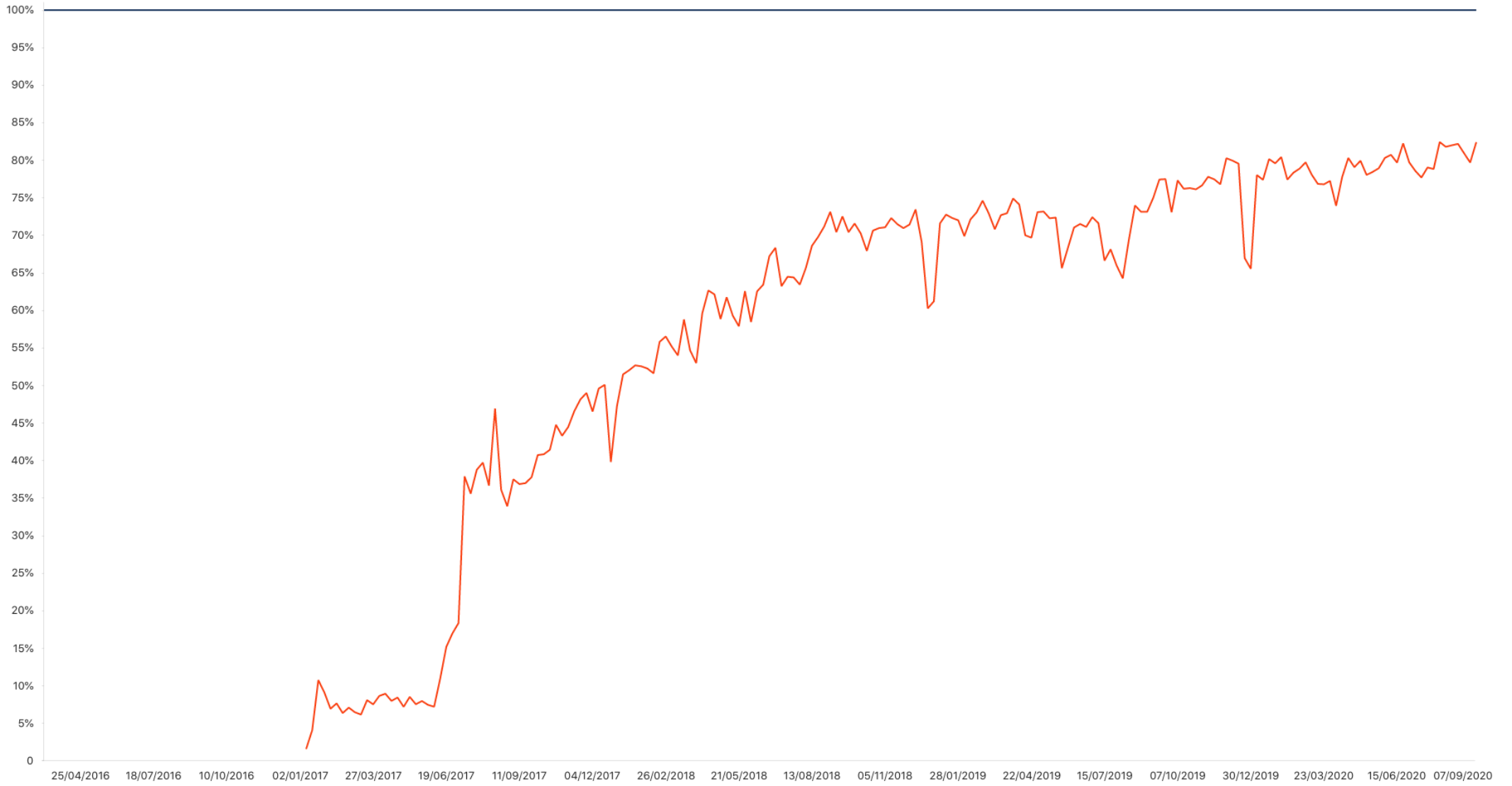
JAKOB JESSEN FALD JAKOB

Her er, hvad regeringen rent faktisk har med skattelettelser for 23 milliarder kroner

Her er den løsning på migrærestreame og budgettskæb, som ingen politikere har set om

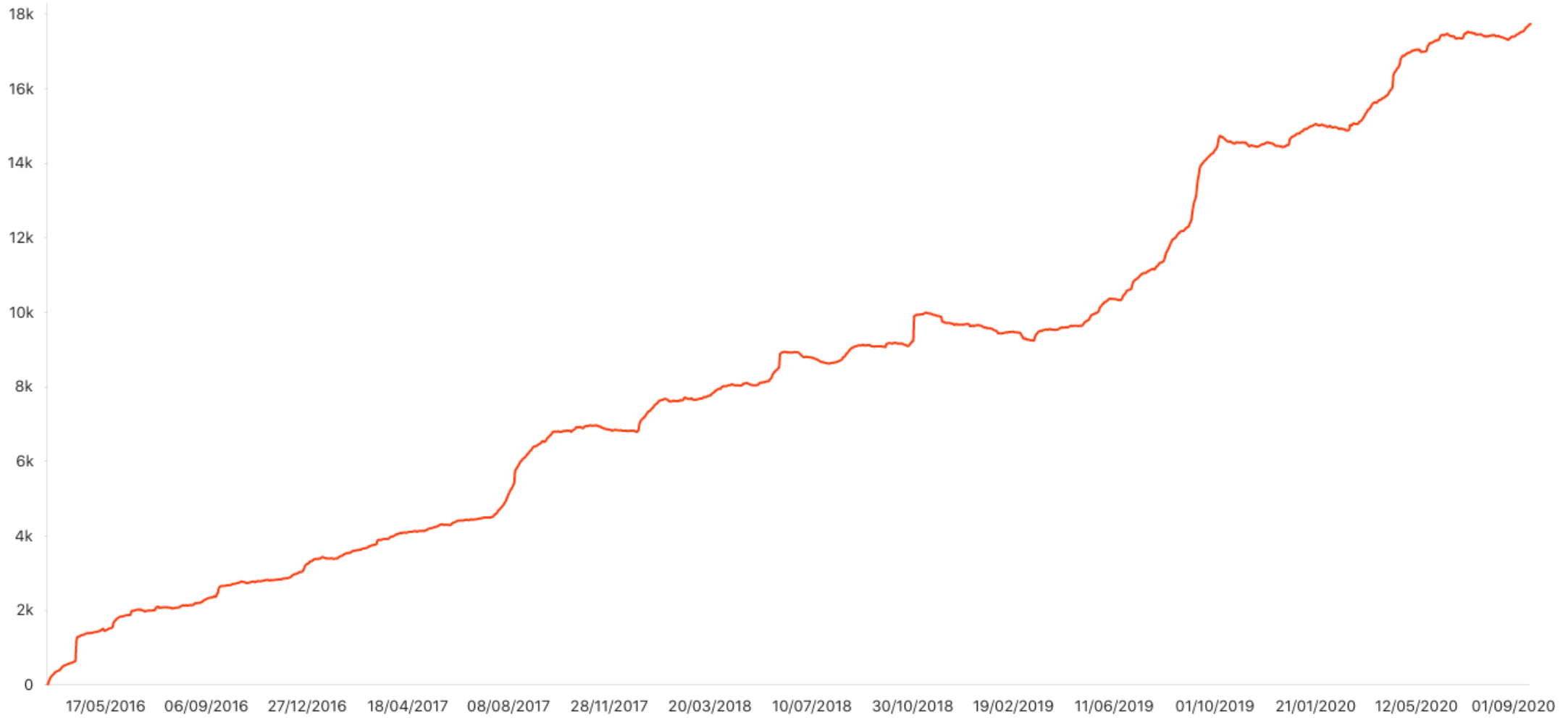


Ratio of articles consumed via audio by paying members



Audio has been key for Zetland's growth

Paying members



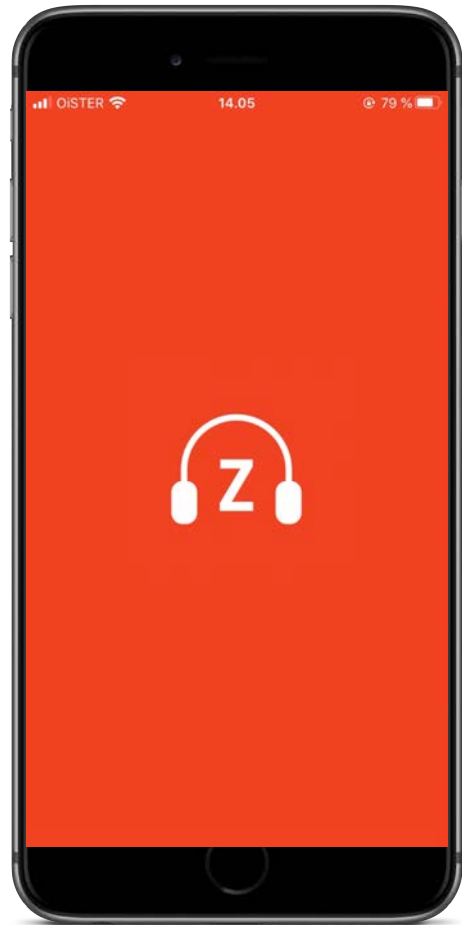
Today 20,000 paying members

\$20/month

**30 % of our paying members
are under 30 years old.**

... and 77 % are under 45.

The audio meets text experience



The image shows a screenshot of a podcast player interface with several annotations. The player has a blue background and contains the following text and elements:

- HELIKOPTER**: Title of the podcast, located at the top left.
- Play button**: A white play icon inside a circle, located in the center.
- Text**: "Velfærdsstaten er måske på vej ind i en ny epoke. Hvorfor taler politikerne ikke om det?" followed by "Det er tid til en forventningsafstemning. Her er dagens Helikopter."
- Length**: "17 min" with a headphones icon, located at the bottom left.
- Read as text**: An icon of glasses and the word "LÆS", located at the bottom right.
- More options**: A three-dot menu icon, located at the top right.

Annotations with arrows point to these elements:

- Play as audio**: A red arrow points to the play button.
- Length**: A blue arrow points to the "17 min" duration.
- Save for later**: A blue arrow points to the three-dot menu icon.
- Read as text**: A red arrow points to the "LÆS" button.

Work flow and tone-of-voice



So, it's okay to start with "So, okay ..."

Bonus: Loyalty, trust, relationship

Questions?

tav@zetland.dk

[@tavklitgaard](#)