



***CORRIERE DELLA SERA***



La libertà delle idee



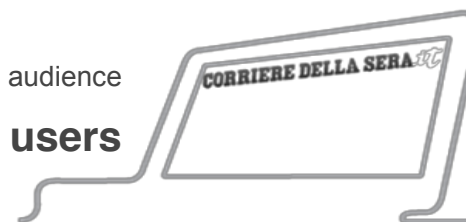
Newspaper audience

- **2,093,000 readers**
- **The first newspaper in Italy**

# Total daily net audience 3,076,500 readers

Digital audience

**1,149,000 «Audiweb» unique users**



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## Social audience

3.8 M. Facebook

2.6 M. Twitter

100k Instagram



# January 27th, 2016 we launched a paywall strategy



A complete change in  
newsroom  
organization and  
processes



Refreshed  
website design,  
launched a m-site  
version



New KPI models  
and new analytics  
tools



Journalists  
involvement in the  
communication  
strategy; (not just a  
marketing task!)

# Integrated newsroom

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- ✓ **1 central desk** for digital & paper
- ✓ More than **20 vertical newsrooms** that produce content to all the platforms
- ✓ **1 digital desk** that manages both desktop and mobile home page (24/7)
- ✓ **3 briefing meeting** (the morning one is dedicated to digital)
- ✓ **SEO editor, social editor, visual designer** in the same working space close to the central desk

# Corriere della Sera digital premium content B2C offering



Website version with **more than 20 thematic channels**,  
1 video platform  
(Corriere TV)



**e-Replica App Edition**  
combined with  
other digital  
features such as  
international  
Press Review  
and special  
reports



A **newsletter** for  
subscribers  
**delivered at 7  
a.m.**  
focused on the  
most important  
topics of the  
upcoming day



CUP is a **smartphone  
App** that offers the  
highlights of the Press  
Review of the day,  
**personalization  
technology** and video  
360.

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# A clear content hierarchy – premium content first



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giovedì 28 gennaio 2016 - Aggiornato alle 01:24

IL VOTO IN AULA AL SENATO

## Renzi e le banche, bocciata la sfiducia Il premier: Merkel non favorisca Hollande



di **Dino Martirano**  
Il premier in Aula: «Basta fango, Boschi senza conflitti di interessi». Respinte le mozioni di M5S e Fi- Lega [Video](#)  
Il premier a Quagliariello: «Lei non è tipo cui piace vincere facile, non le piace vincere proprio»  
■ Renzi alla Faz: «Berlino sbaglia a privilegiare l'asse con Hollande»  
■ Riflettori su Verdini [di F. Roncone](#)

Matteo Renzi e il ministro Boschi (Ansa)

EDITORIALI & COMMENTI

**Francesco Giavazzi**  
Renzi e Merkel: l'alleanza che Berlino vorrebbe

**Emma Bonino**  
Non uccidiamo la speranza del popolo siriano

**Daniele Manca**  
Le Generali e le domande sull'addio di Greco

**Marco Imarisio**  
Il movimento 5 Stelle e Milano orfani del capo

**Florenza Sarzanini**  
Morte di un uomo come tanti che serviva lo Stato

VIALE MAZZINI

### Capodanno anticipato, la Rai licenzia il capostruttura

di **Giovanna Cavalli**  
Risolto il rapporto di lavoro con Antonio Azzalini. Lo ha comunicato ufficialmente l'azienda di Viale Mazzini. «Ha lesa l'immagine del servizio pubblico», ha dichiarato la presidente Monica Maggioni

COPPA ITALIA, SEMIFINALE DI ANDATA

### La Juve fa 13 e travolge anche l'Inter, 3-0 La finale è a un passo



di **Paolo Tomaselli**  
Doppietta del redivivo Morata e gol di Dybala. Nella ripresa poi i nerazzurri restano in dieci e non c'è più storia: il ritorno del

CALCIOMERCATO





## Digital edition - a *live* experience for readers

Interactive features inside the e-replica (gallery, videos, sharing tools)

Special Reports

Press Review

Breaking News Push Notifications



Nasce **C+**

**Scopri** tutto quello  
che potrai avere in +

Luciano Fontana  
Direttore del Corriere della Sera



Paywall strategy launch - Luciano Fontana, Executive Editor of Corriere della Sera

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**“YOU ARE ALWAYS  
WELCOME”**

**The most effective  
advertising  
campaign launching  
Corriere paywall**


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**DA NOI SEI SEMPRE  
IL BENVENUTO**



**ABBONATI A CORRIERE DELLA SERA  
E VISITA LA SEDE STORICA DI VIA SOLFERINO**

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## To be (digital) or not to be?

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To publish or not to publish a scoop on digital platforms?

How many contents to publish first on digital asset and then on the next day's newspaper?

Fast news or accurate news on digital platforms?

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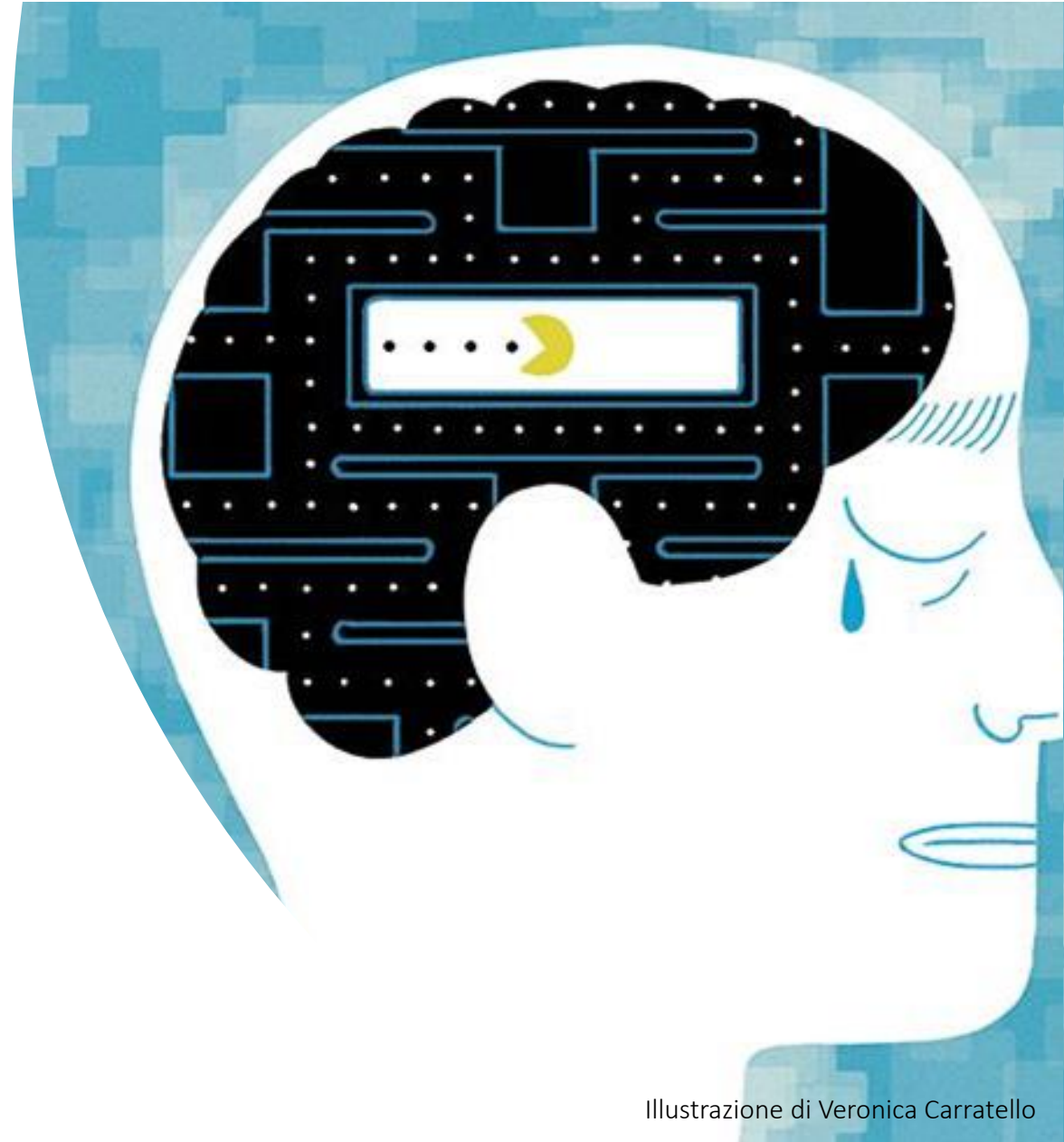


Illustrazione di Veronica Carratello



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# DATA ROOM

di Milena Gabanelli

**Data Journalism  
against  
fake news**



**2014-2018**



**-25,3%**

## Corriere della Sera's Archive

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- ✓ More than 150 years of Italian history, available on a digital access to all subscribers
- ✓ Unlimited searches in DB
- ✓ Private area for saving searches and articles
- ✓ Sharing on social networks (with watermark on original file)

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# L'Economia - PRO

- ✓ Economic B2B service to bankers, assurances, professionals.
- ✓ A business macroeconomic outlook of daily topics.
- ✓ Daily access to e-replica of Economic News
- ✓ 2 newsletters per day: at 7 a.m; at 12 a.m. and a Friday sum up
- ✓ Key Factors: selection, anticipation, analysis

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# Election day, 70 years later

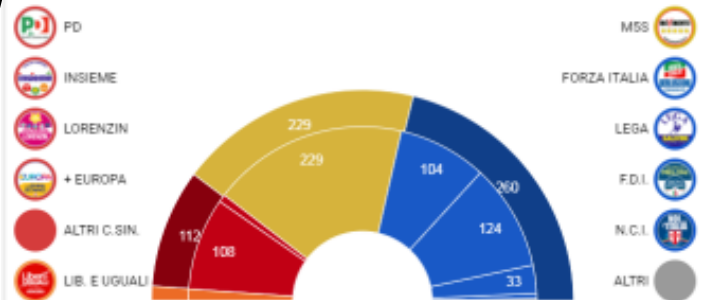
## 5th March 2018 – 48 hours coverage live news

- Political Programs Analysis
- Voters guide to the new electoral system
- Video interviews to candidates and supporters
- Exit polls and predictions
- Visual data section
- An in-depth results section



### Camera: il nuovo Parlamento

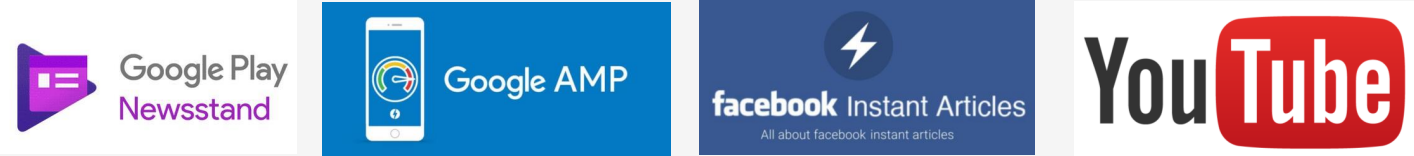

I seggi a Montecitorio. La maggioranza assoluta è a 315 seggi.



COSÌ NEL 2013



# Content distribution strategy

<p><b>News publishing channels</b></p>	
<p><b>Social Networks</b></p>	
<p><b>Syndication</b></p>	<p>Some contents (articles and videos) are distributed on partner's channels through syndication agreements (e.g. MSN)</p>



# B2C pricing strategy

## Naviga +



**1€** ~~9,99€~~/mese  
per 6 mesi

SCEGLI

9,99€/monthly  
Website + CUP

## Digital Edition



**2€** ~~19,99€~~/mese  
per 6 mesi

SCEGLI

19,99€/monthly  
Digital edition  
(e-replica)

## Tutto +



**3€** ~~24,99€~~/mese  
per 6 mesi

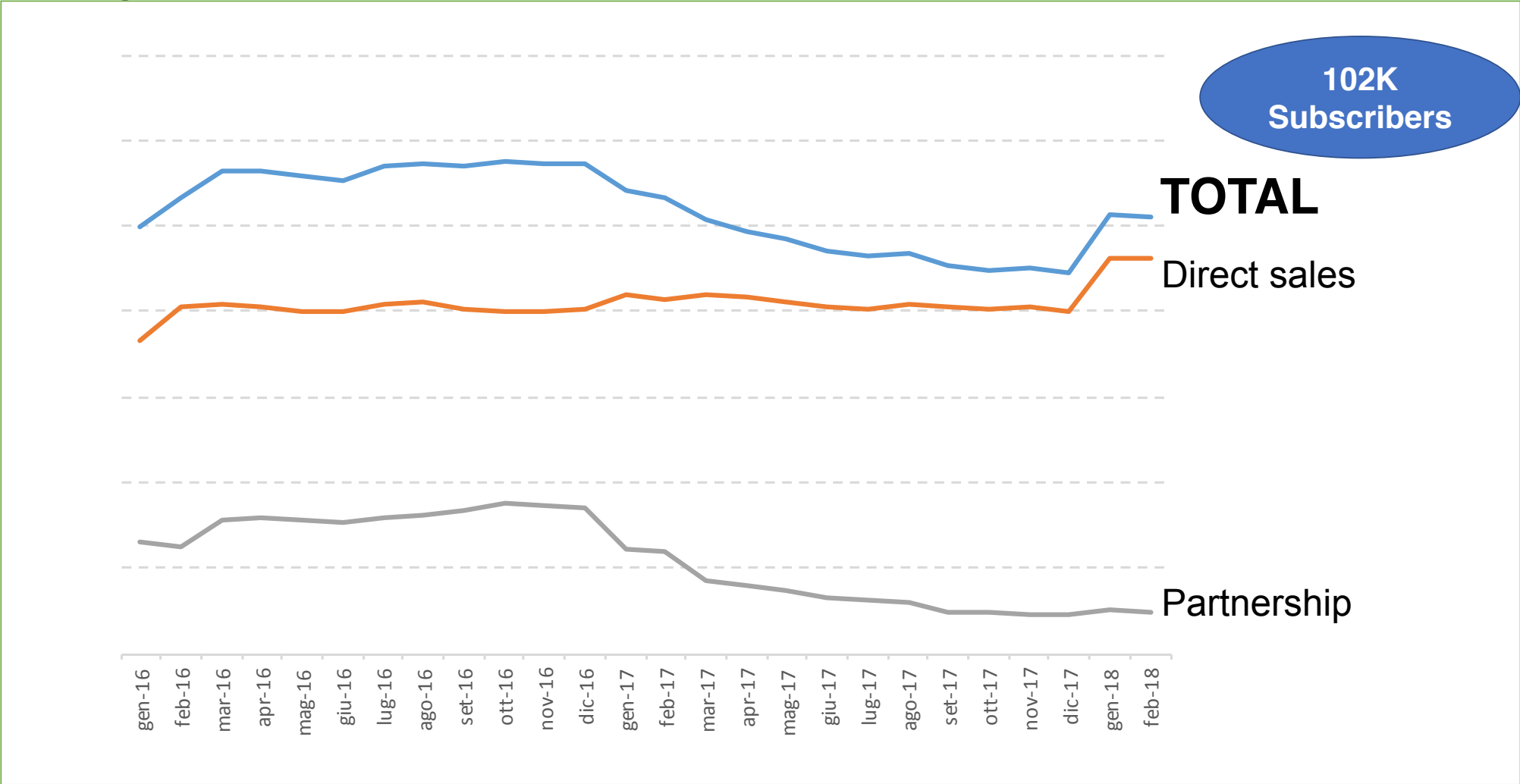
SCEGLI

24,99€/monthly  
E-replica + website + CUP

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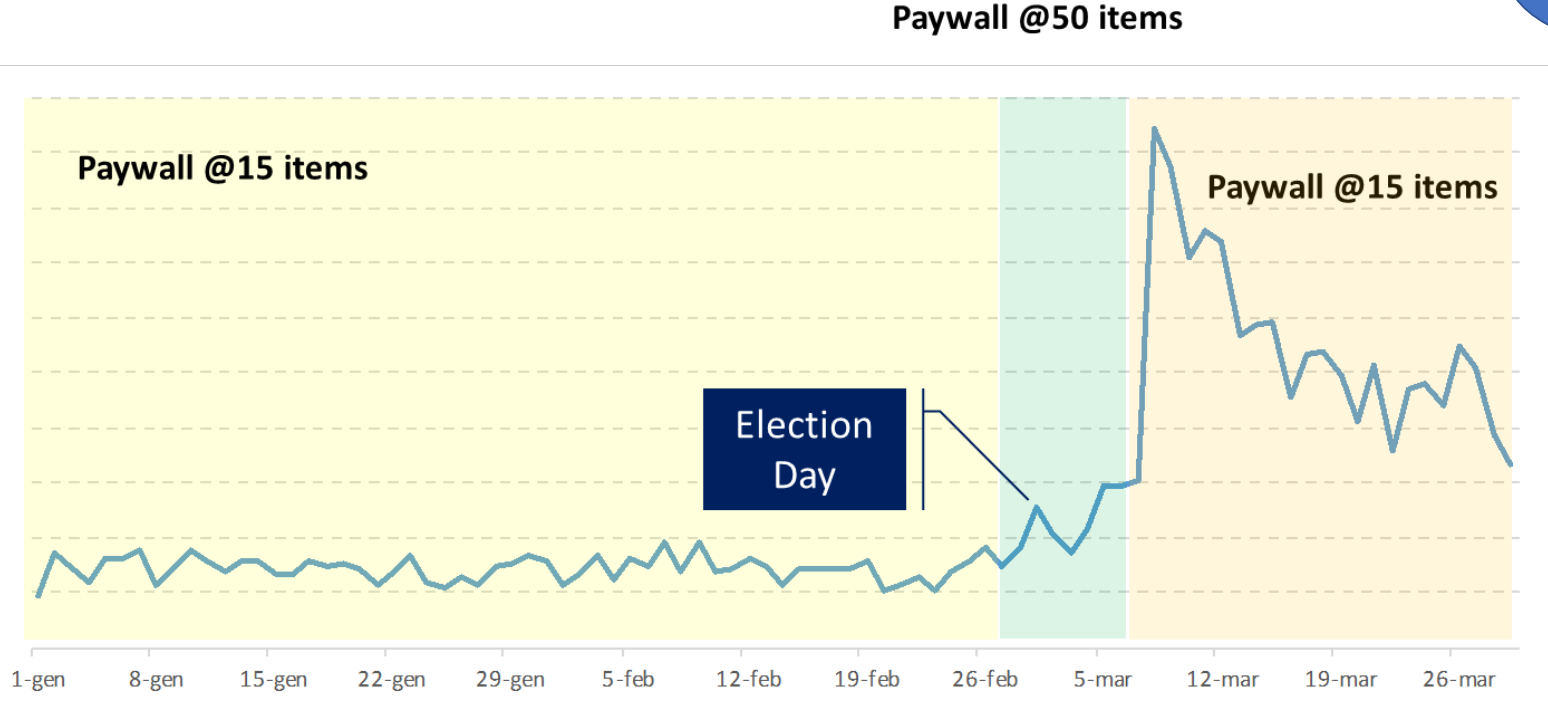
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# Digital subscriptions



# Italian election BUMP in march

+230% avg daily subs




# Paywall loyalty program

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La Scala di Milano  
Movie premiere  
Art exhibitions  
Cultural events  
Concerts  
eBook



The image is a composite of two scenes. The left side shows a man in a light-colored shirt and tie sitting in a train, reading a newspaper. The newspaper has the headline "La Juve si consola" and other sports-related text. The right side shows a family of five sitting together on a couch, all looking at digital devices like tablets and smartphones. The overall image has a dark, semi-transparent overlay.

**From a solitary reading of the newspaper  
to a family consumption**

## Focus on contemporary women

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A digital platform focused on women information needs

NOT (only) lifestyle but real life

Parenting, rights, abuse, job, diversity, relationships, health

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il **TEMPO**  
delle  
**DONNE**

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# Special contents and initiatives for kids

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Online coding courses for kids

Weekend live events focused on technologies dedicated to families

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# ANDIAMO A PROGRAMMARE!

Corriere Tecnologia, in collaborazione con Lenovo, invita bambini (dagli 8 agli 11 anni) e genitori a una merenda digitale per costruire insieme un videogioco e imparare le basi della programmazione.

# 17·03·18



dalle 9.30 alle 13.00  
Sala Buzzati  
Via Balzan, 3  
Milano



Per partecipare scrivere a:

Main Partner



Technical Partner



# For foodiests and good food lovers

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- ✓ Food thematic channel on Corriere website
- ✓ Reportages written by the most famous international food editors
- ✓ Web series
- ✓ Recipes by starred chefs
- ✓ Masterclasses, food talks, food kids labs and live events

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**NAPOLI**  
**REFETTORIO DI SAN DOMENICO**  
Piazza San Domenico Maggiore





# What about young audience?

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A digital news subscriber bought and/or read a daily print newspaper at least once in his lifetime

Generation Z never read any newspaper at all and most of their parents don't buy newspapers anymore.

But...

Generation Z wants to keep abreast of current events

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Illustrazione di Benedetta Viali

## Contents for teens

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Young journalists' reports about politics, economics, technology or lifestyle packed into short videos

*Snack News* is distributed on Corriere della Sera, YouTube and Instagram

Supported by Bocconi University

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# Vocal Bot

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A platform-agnostic engine for a digital assistant managed by Artificial Intelligence, able to understand humans and read news

An «**interactive news radio**» helping people to enjoy news and navigating sections by voice without touching their smartphone.

Addressed to **hearing impaired, driving or simply walking** people who want to be up-to-date.



## A fine balance between pay strategy and adv issues

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Focus on quality content vs maintenance of traffic volume goals

The best digital information to retain core audience vs the challenge to attract new targets

A wide coverage of the most important tragic events vs advertiser's brand safety policy

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Illustrazione di Chiara Morra

## Lessons learned about paywall strategy

- Be authoritative
- Be relevant
- Be focused
- Be innovative
- Be agile
- Be unique
- Be close to the audience
- Be where your readers are

# Thank you

Back up

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# Different audiences from different doors

