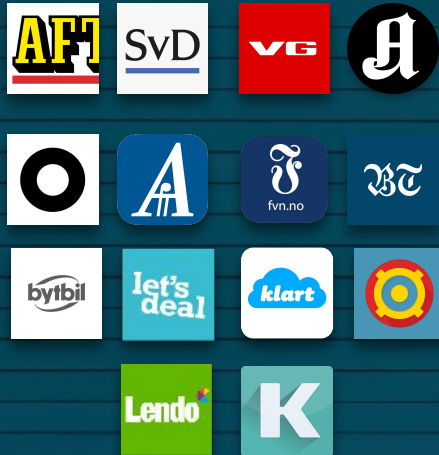


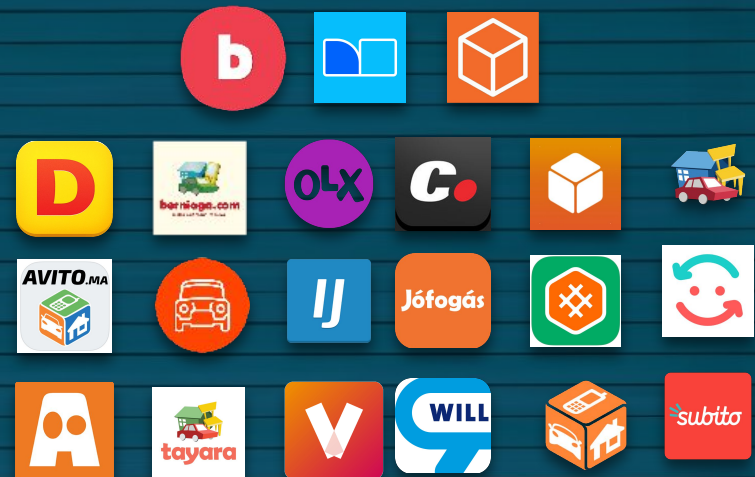


Consumer Business in Schibsted

Schibsted consists of two divisions: Media and Marketplaces.



**WORLD CLASS DIGITAL
MEDIA & SERVICES**



**GLOBAL LEADER IN
MARKETPLACES**

Focus on building digital winners with strong local focus

The re-org established Consumer Business as a new function in Schibsted Media



Responsible for the commercial relationships with our consumers, including **all user revenues**



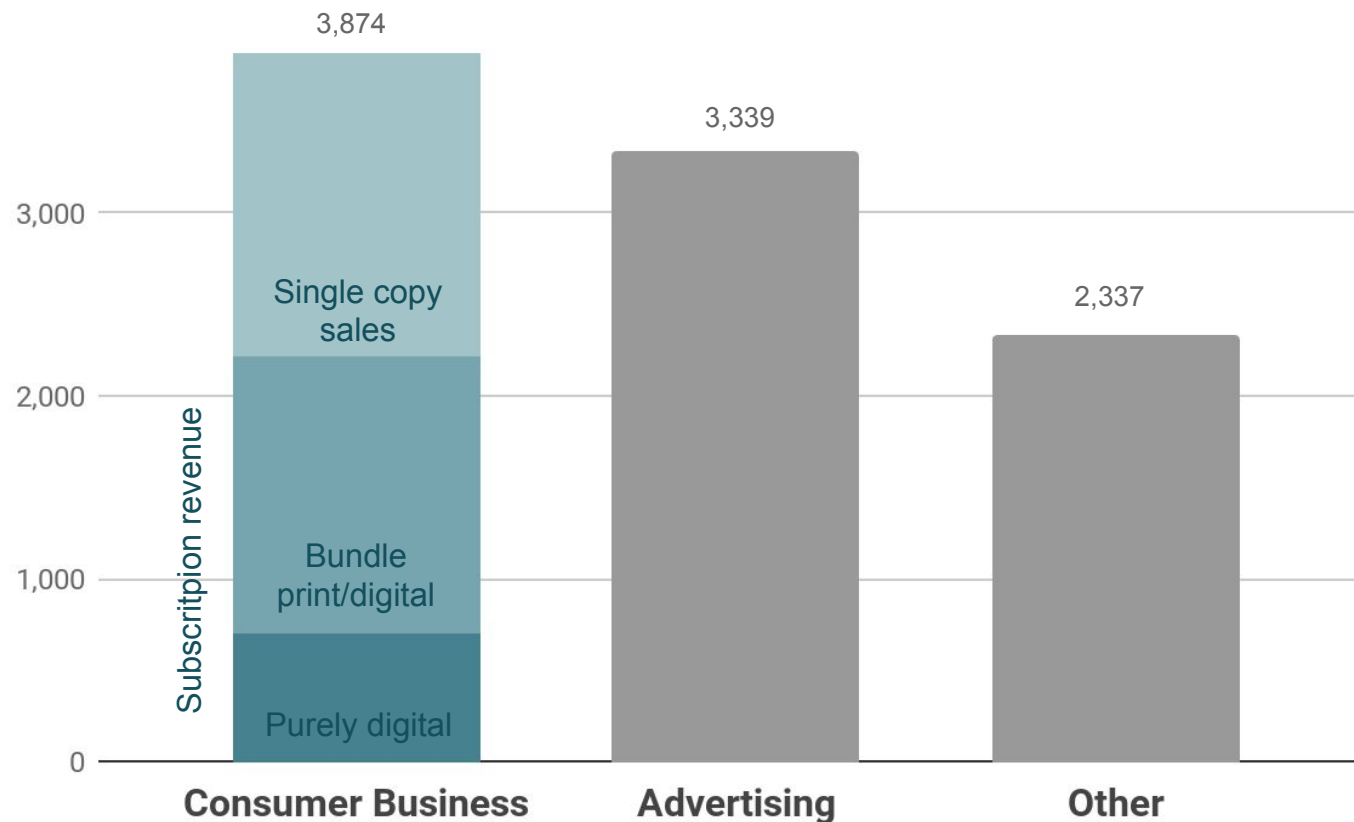
More than 1 million customer relations, whereof **more than 600.000 are purely digital**

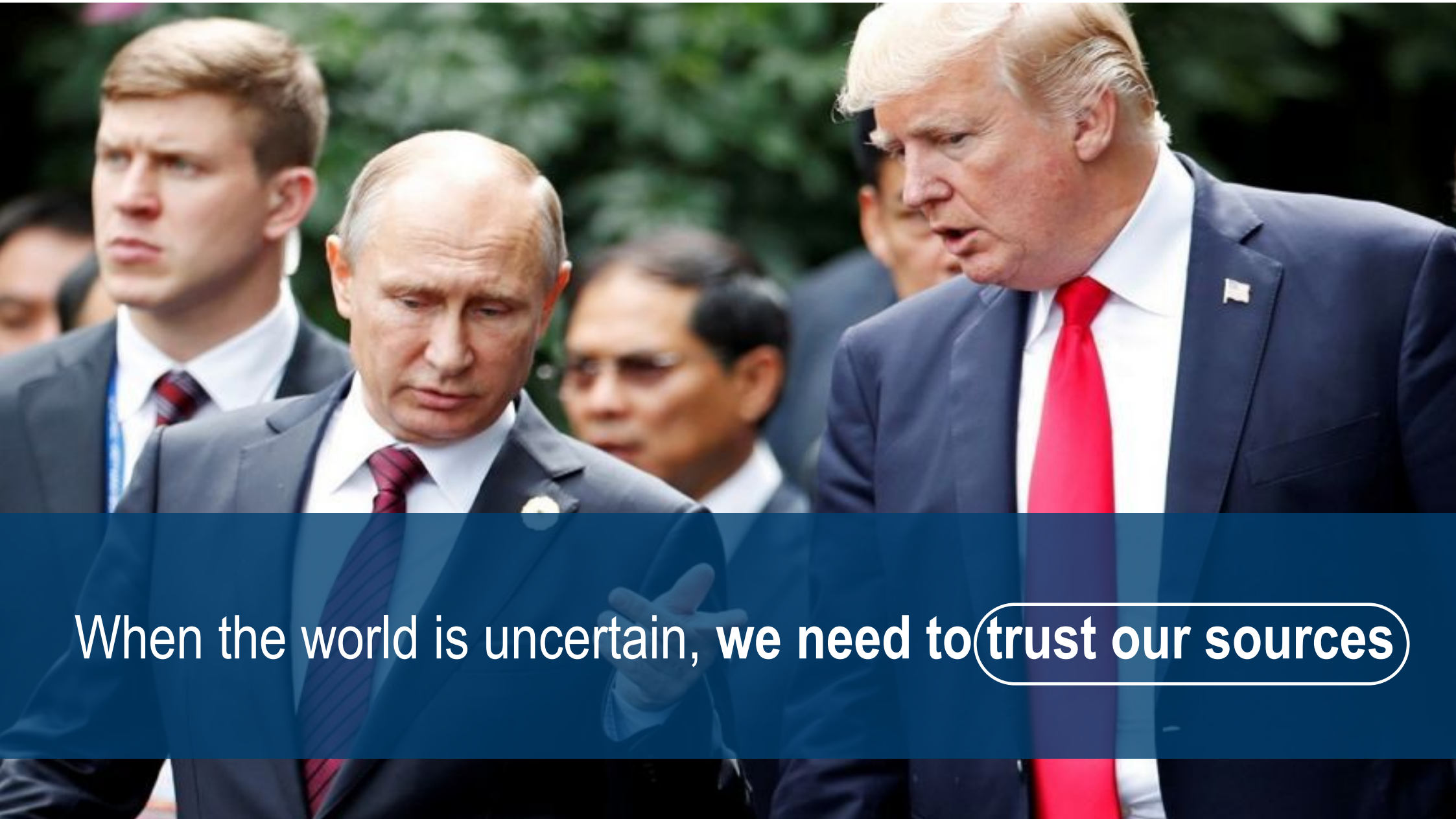


Represents more than **40% of Schibsted Media's total revenues**

Challenge: Consumer Business is the biggest revenue stream in Schibsted Media, but heavily depending on print and single copy sales

Schibsted Media revenue split (2017)





When the world is uncertain, we need to trust our sources

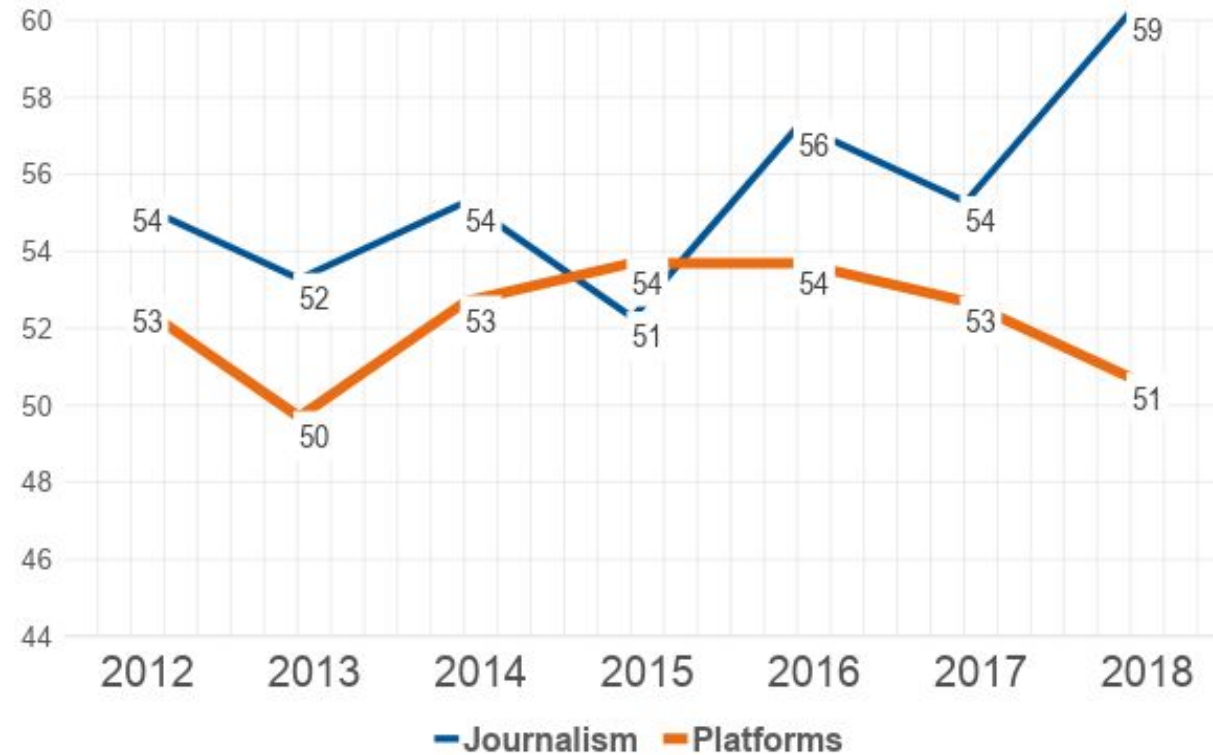


And what is **close to us** becomes more important

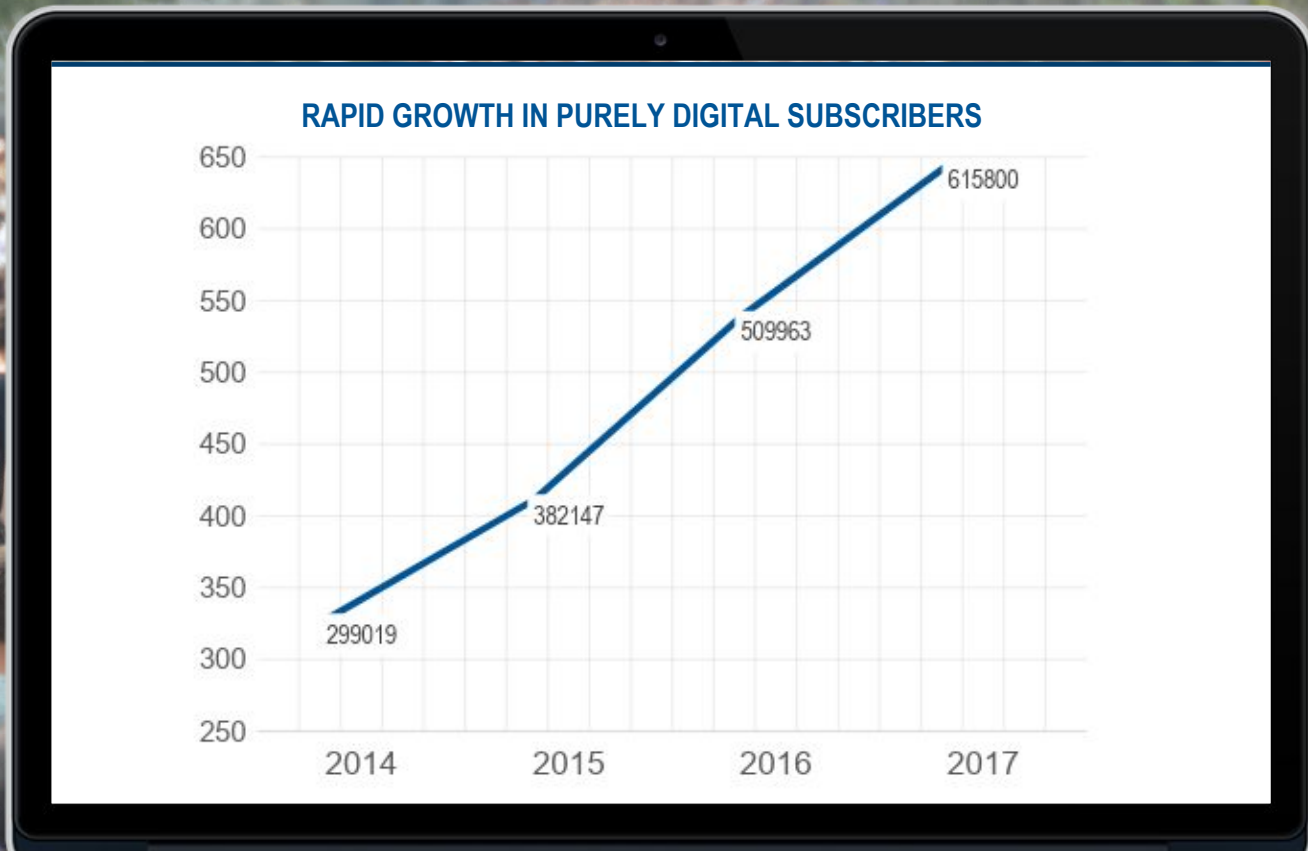


Consumers Trust Journalism over Platforms for News

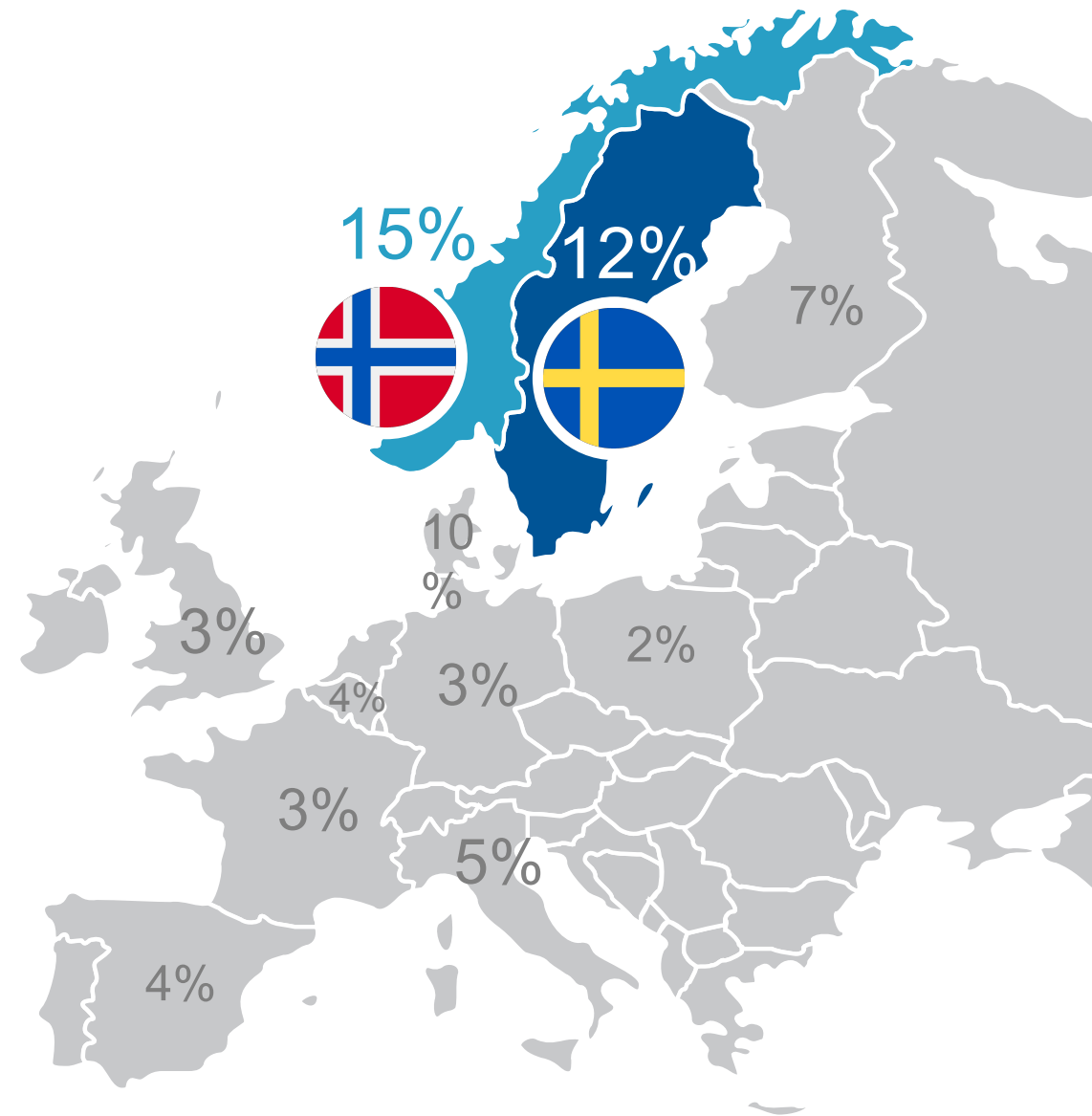
Percent trust in each source for general news and information



We are experiencing a **RAPID GROWTH** in digital subscribers

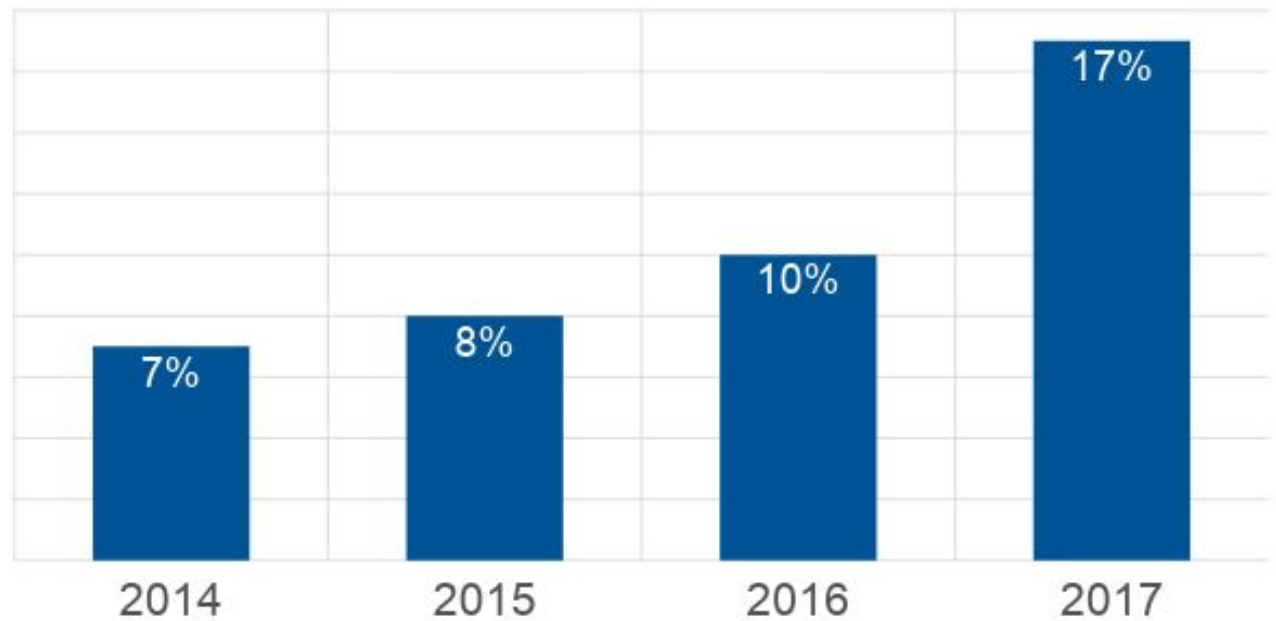


Norway and Sweden are **very attractive markets** in terms of people having a ongoing online news subscription





The market is **growing rapidly**, more and more people say they are willing to pay for online news



Source: Deloitte Medietrender 2017

SUBSCRIPTION:

The worlds most attractive business model?

NETFLIX

 **ADAMS
MATKASSE**

 **Spotify®**

Linked in™

 **telenor**

 **Suite**

That our brands has a long history and are trusted,
makes it possible for us to charge high online prices

Aftenposten

199,-

Bergens Tidende

199,-

SvD

99,- / 185,-

VG+

75,-

MEDIEHUSET
Stavanger Aftenblad

199,-

AFTONBLADET

59,- / 99,-

Fædrelandsvennen

199,-



Digital sales also make our customer base **younger**

A trusted brand is
an enabler, but

content is the
main selling
point



Anklagelserna mot Anders Borg

Här samlar vi alla artiklar om **Anklagelserna mot Anders Borg**.

Why is it important?

A milestone towards a sustainable business model for online journalism



HOW DO WE GET THERE?



GROWTH



VALUE
PROPOSITION



ENGAGEMENT
AND STICKINESS



COLLABORATION



GROWTH



VALUE PROPOSITION



ENGAGEMENT
AND STICKINESS



COLLABORATION