



DN Dagens  
Næringsliv

# Placing the reader front and centre



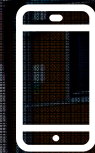
DN is Norway's most important source for news and content about business, finance and society.  
By 2021 we'll be prepared for a paperless future and have won tomorrow's customers



**WORKPLACE**  
OF THE FUTURE



**ENGAGEMENT**  
QUALITY JOURNALISM THAT  
GIVES US MORE ENGAGED  
READERS WILLING TO PAY FOR  
DIGITAL ACCESS



**MOBILE**  
HIGHEST MOBILE GROWTH  
AMONG NORWEGIAN  
PUBLISHERS



**INNOVATION**  
NEW PRODUCTS AND SERVICES THE  
USERS LOVE AND BUSINESSES ARE  
HAPPY TO PAY FOR



**YOUNG**  
WE WILL WIN  
TOMORROW'S READERS







**Our reader**

# Our traditional way of serving him

Content and publishing



Analytics and data

Relationship building and communication



Content and publishing

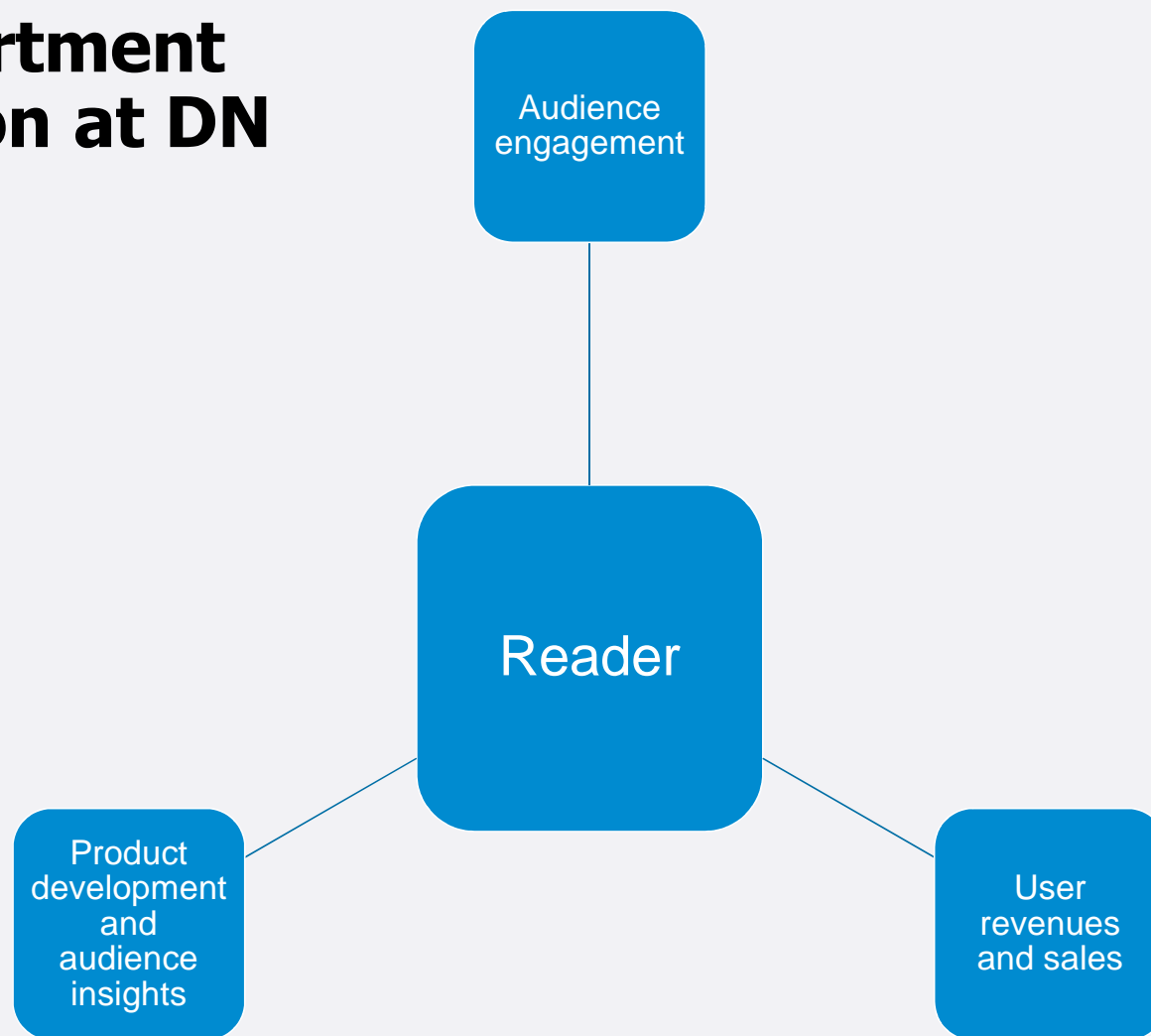
Analytics and data

Relationship building  
and communication

# A reader-centered view of the customer journey



# Cross-department collaboration at DN





# Journalism needs to dig in other professions' **toolboxes**



# Goal for audience engagement department

## Create satisfied, engaged DN readers

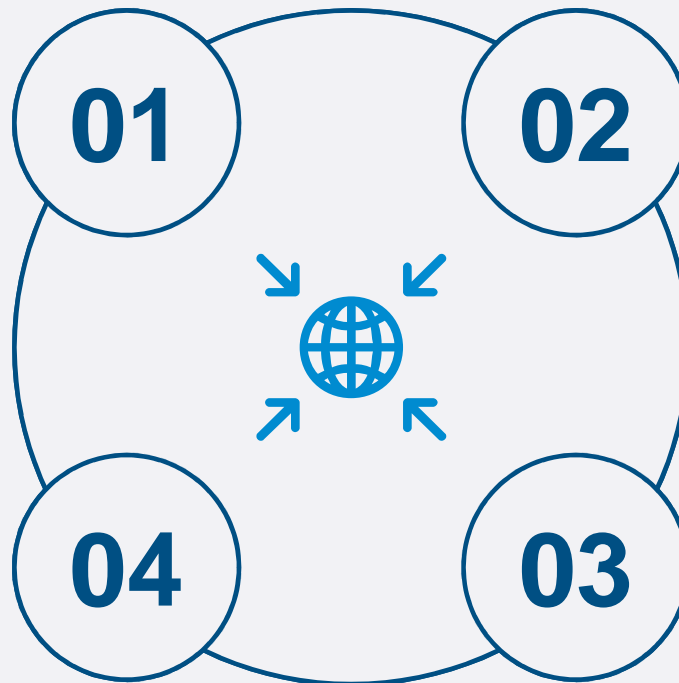
Contribute to reader growth and loyalty and be the readers' advocate in the newsroom.  
Facilitate insight-based innovation in journalistic method, content and distribution.



# Team responsibilities

Newsroom analytics and insights

Innovation in the newsroom



Digital content and publishing strategy

Customer journey, distribution of content and reader interaction



# Team roles



Director of audience engagement



Newsroom insights specialist



Team  
newsroom **innovation**

Develop new journalistic capabilities in research, storytelling, presentation and publishing.



Team  
**content development and publishing**

Ensure that DN produces content that engages readers, and publishing that content to the right user in the right channel. All third-party platform publishing.



Team  
**reader engagement and interaction**

Understanding readers' and subscribers' needs, and implement the best possible customer journey. Two-way dialogue all the way.

# Mixing professions and backgrounds

Director of audience engagement



Ingeborg, editor, innovation, strategy

Newsroom insights specialist



Guro, journalist



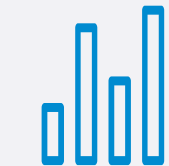
Team newsroom innovation



Team content development and publishing



Team reader engagement and interaction



?, digital investigative specialist

?, data journalist

Adrian, developer

Astrid, designer

Espen, content strategy/journalist

Heidi, social media/journalist

Rune, distribution specialist/marketer

Karoline, marketer

Kirsti, marketer



Getting the right **content** to the right **reader**  
at the right **time** on the right **device** in the right **way**



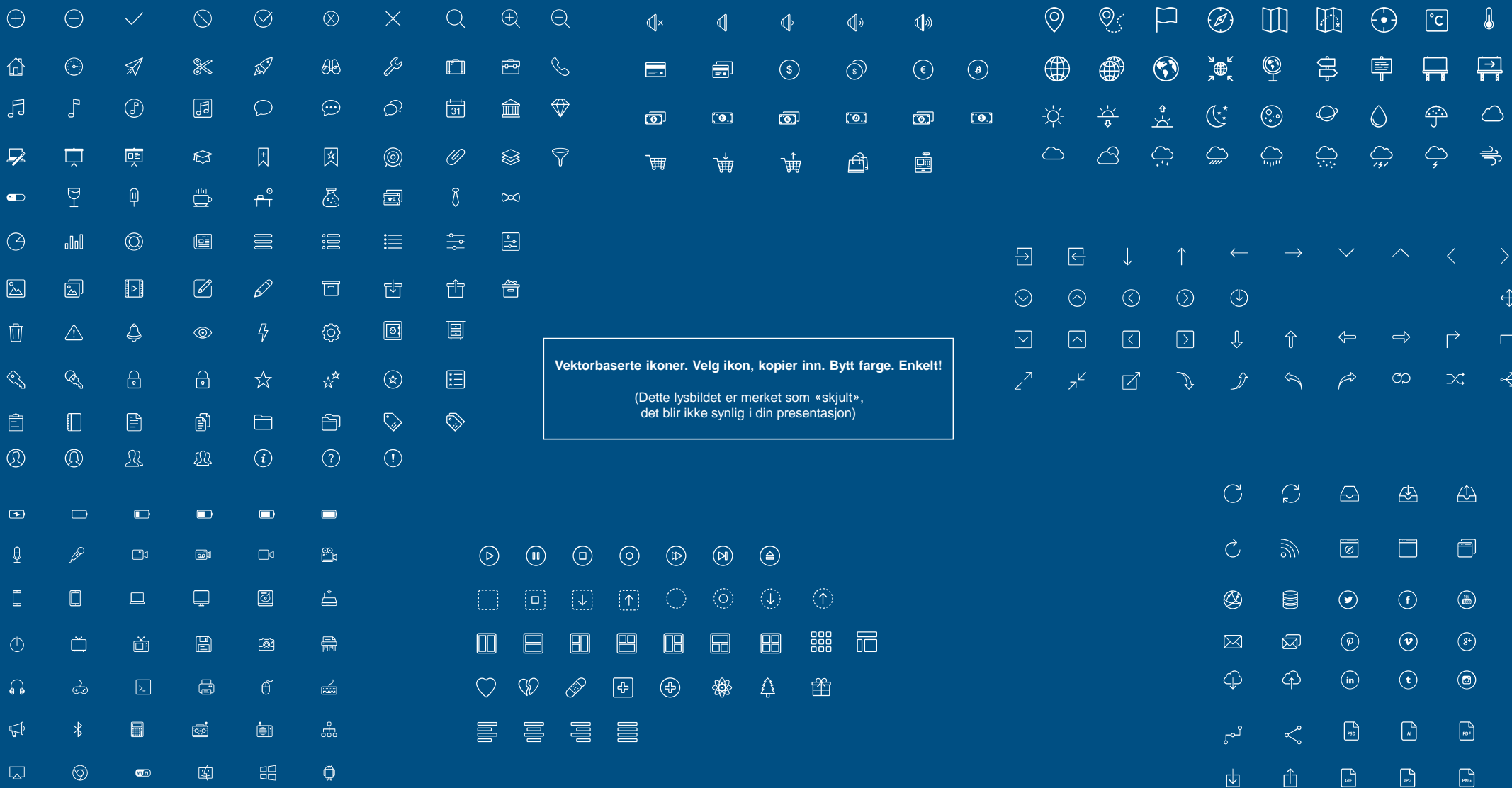






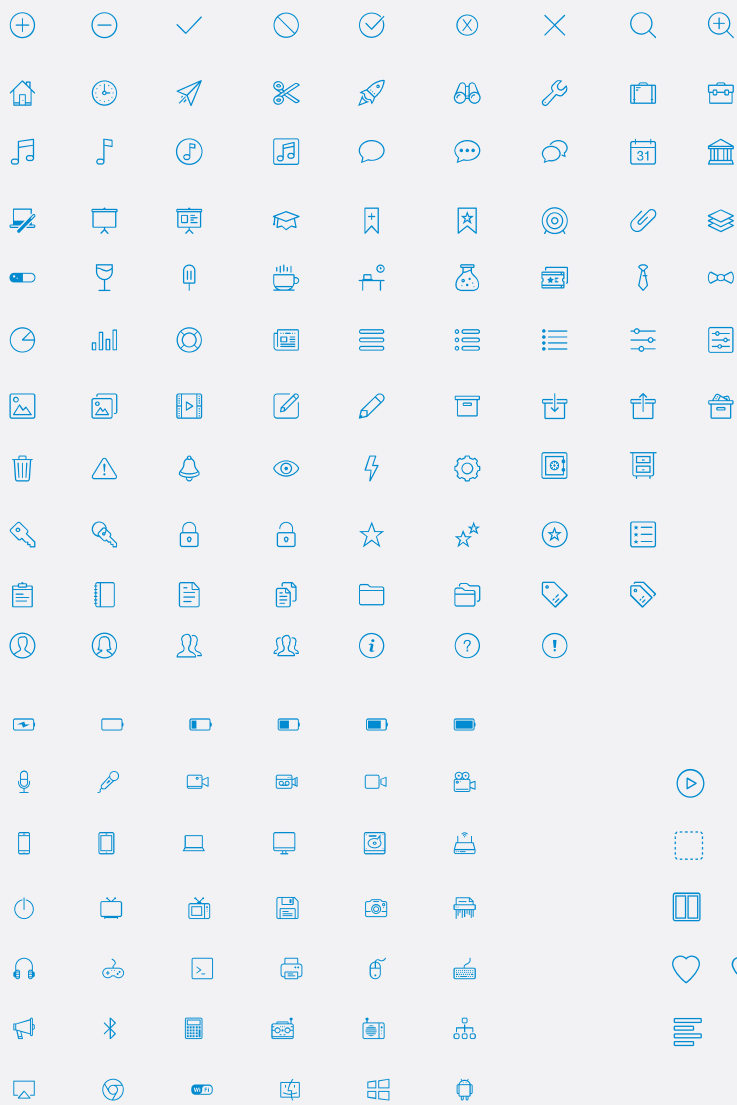
# DN Dagens Næringsliv

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Vektorbaserte ikoner. Velg ikon, kopier inn. Bytt farge. Enkelt!  
(Dette lysbildet er merket som «skjult»,  
det blir ikke synlig i din presentasjon)





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