



**KLEINE
ZEITUNG**

Mission Local

The big changes in the newsroom at the heart of a new digital subscription strategy

Kleine Zeitung – constant presence in the world of media for over 110 years



Independence

The Kleine Zeitung first appeared on the 22nd of November 1904 as a party-independent newspaper for all people.

Conceived in a small format

and with a circulation of 30.000 copies, it reported the events of everyday life with rich and interesting content.

Democratization of reading

A newspaper affordable by all.

The dialectic principle

Breadth and depth, mass and claim, nationality and internationality.

The Kleine Zeitung circulation overview



The Kleine Zeitung is the clear number 1 in its main distribution area of Styria and Carinthia.



National



Styria



Carinthia

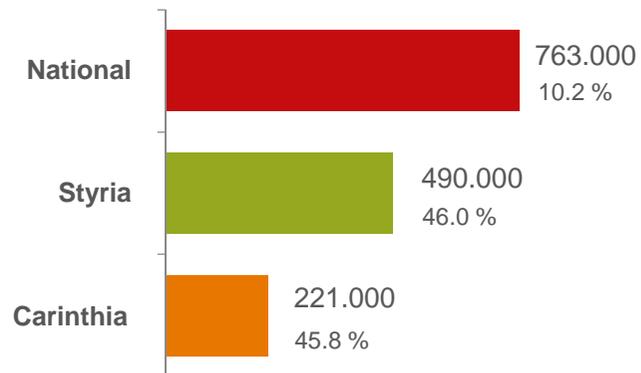


95.6 %
subscriber-
share

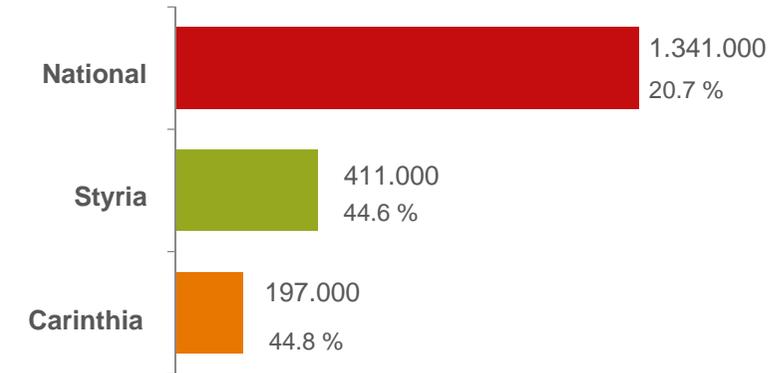
■ Print circulation
■ Sold circulation
■ Subscriber circulation

Reach in the print and digital segments

 **Kleine Zeitung – daily readers¹**



 **kleinezeitung.at – unique user²**

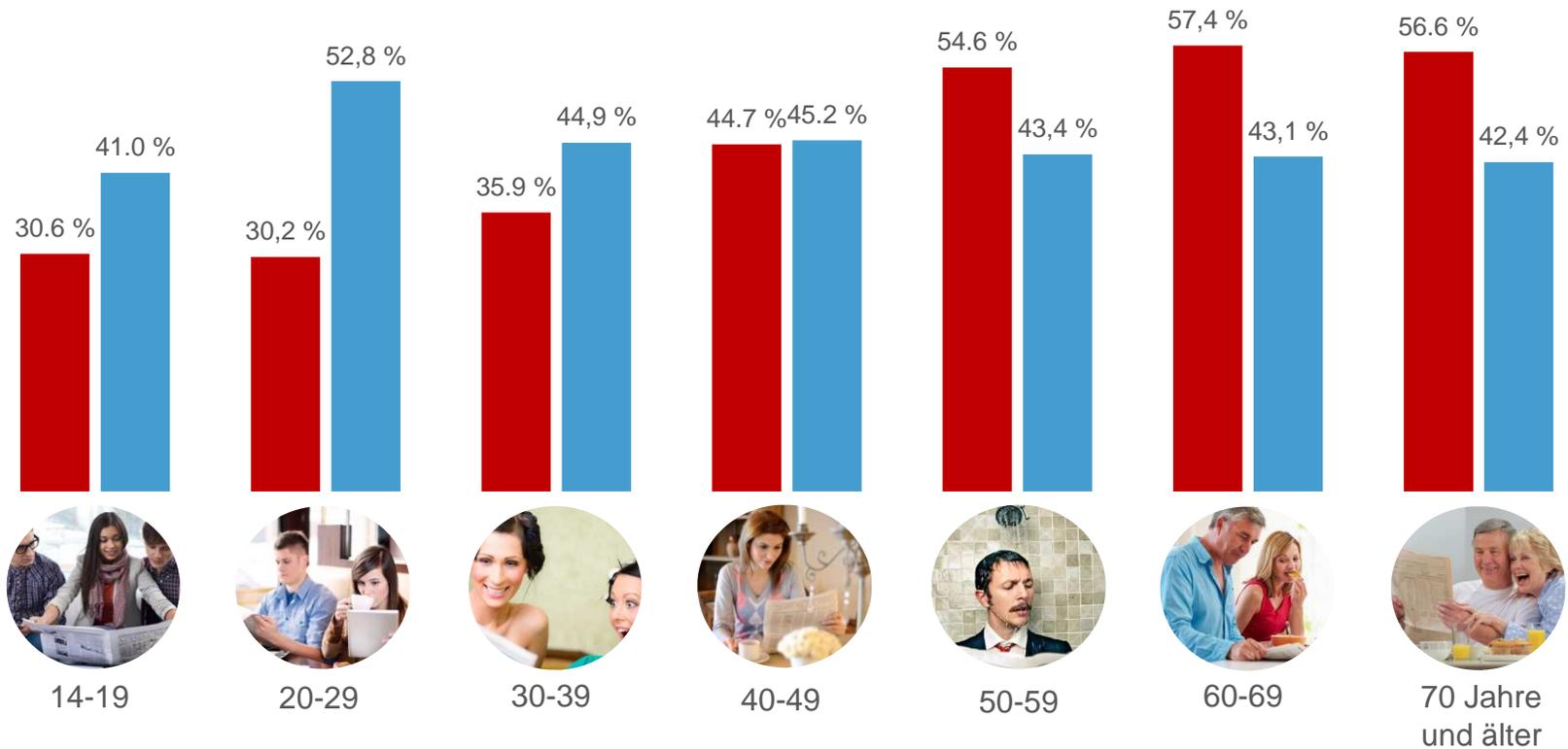


¹ MA 2017/2018, data collection period: July 2018 – June 2018, values underlying statistical variation: <http://media-analyse.at/Signifikanz>

² ÖWA Plus 2017-IV, EA per month, population: internet-user

Represented in all age groups

Readers and users of Kleine Zeitung



Kleine Zeitung¹
daily readers



kleinezeitung.at²
unique user

¹ MA 2017/2018, data collection period: July 2018 – June 2018
values underlying statistical variation: <http://media-analyse.at/Signifikanz>

² ÖWA Plus 2017-IV, based on Styria and Carinthia, EA per month, population: internet-user

The Kleine Zeitung multimedia network



Newspaper

763.000 readers¹



kleinezeitung.at

2.665.912 unique clients²



Kleine Zeitung Apps

66.877 unique clients²



Facebook

405.000 fans³



kleinezeitung.at visits from facebook daily: 108.000⁴



willhaben.at

7.430.549 unique clients²

Around 5,1 million offers online!⁵



wogibtswas.at

1.197.766 unique clients²

More than 850.000 app downloads!⁶

gut gemacht.at

suchen. finden. empfehlen.

gutgemacht.at

123.682 unique clients⁷

Over 40.000 ratings!⁸

¹ MA 2017/2018, national

² ÖWA Basic, march. 2018

³ Social Media Radar, march. 2018

⁴ Social Media Radar, march. 2018

⁵ willhaben.at, 25.04.2018

⁶ App-Figures, all time

⁷ internal analysis, Google Analytics, march 2018

⁸ internal analysis, gutgemacht.at, march 2018

Media data digital

Overview

ÖWA Basic ¹	total	desktop	app smartphone	mobile site via browser
unique Clients*	2.665.912	984.275	39.949	1.641.688
visits**	10.743.440	4.079.841	869.162	5.794.437
page Impressions***	66.561.184	40.467.065	9.175.718	16.918.401

Ø Usetime
03:37
minutes

ÖWA Plus ²	unique user****	reach
Austria	1.341.000	20.7 %
Styria	411.000	44.6 %
Carinthia	197.000	44.8 %

29.595
digital
subscribers³

- * The amount of devices/browser accessing a website.
- ** Defines a visit of a website (also „session“).
- *** A request to load a single web page of an internet site.
- **** The amount of actual people accessing a website.

¹ ÖWA Basic , Dec. 2017, values without tablet app

² ÖWA Plus 2017-III, population: internet-user

³ internal analysis 24.01.2018, sum of all digital subscribers (digital and app subscription)

2014

Merging print and digital editors



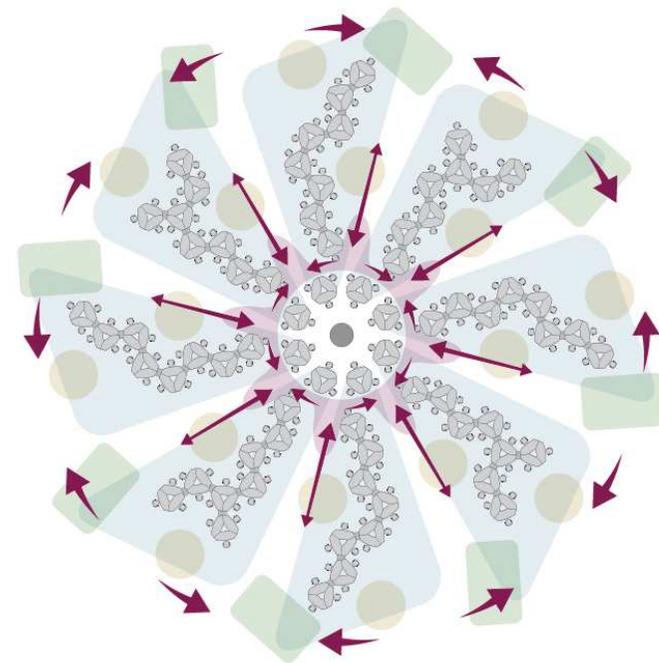
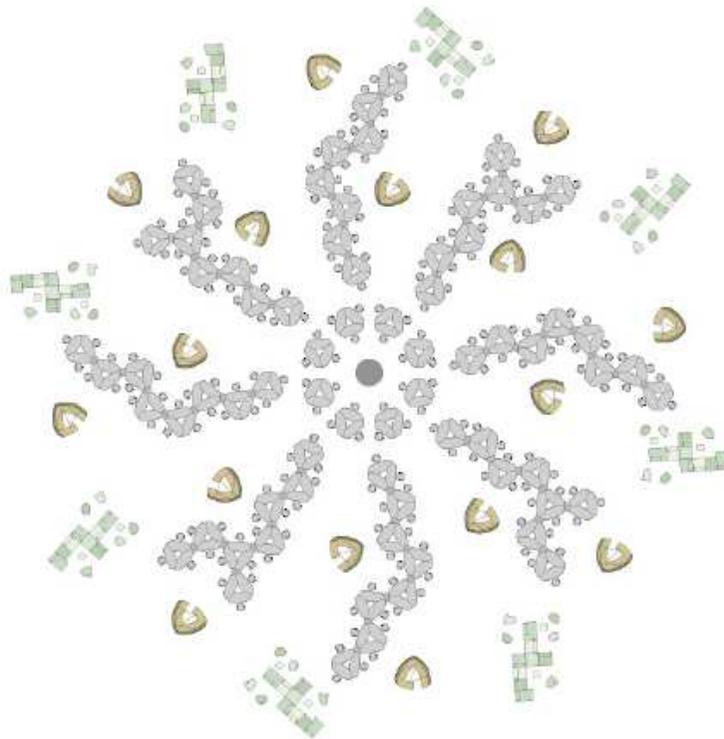
174 editors "print"

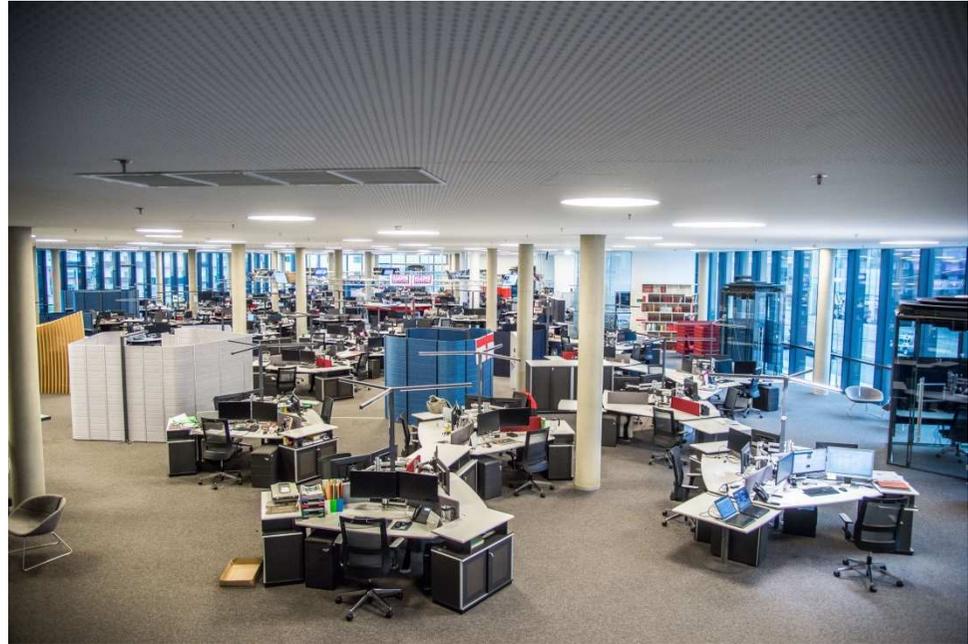
40 editors "digital"

**Integrated editorial office
214 editors**



Newshub



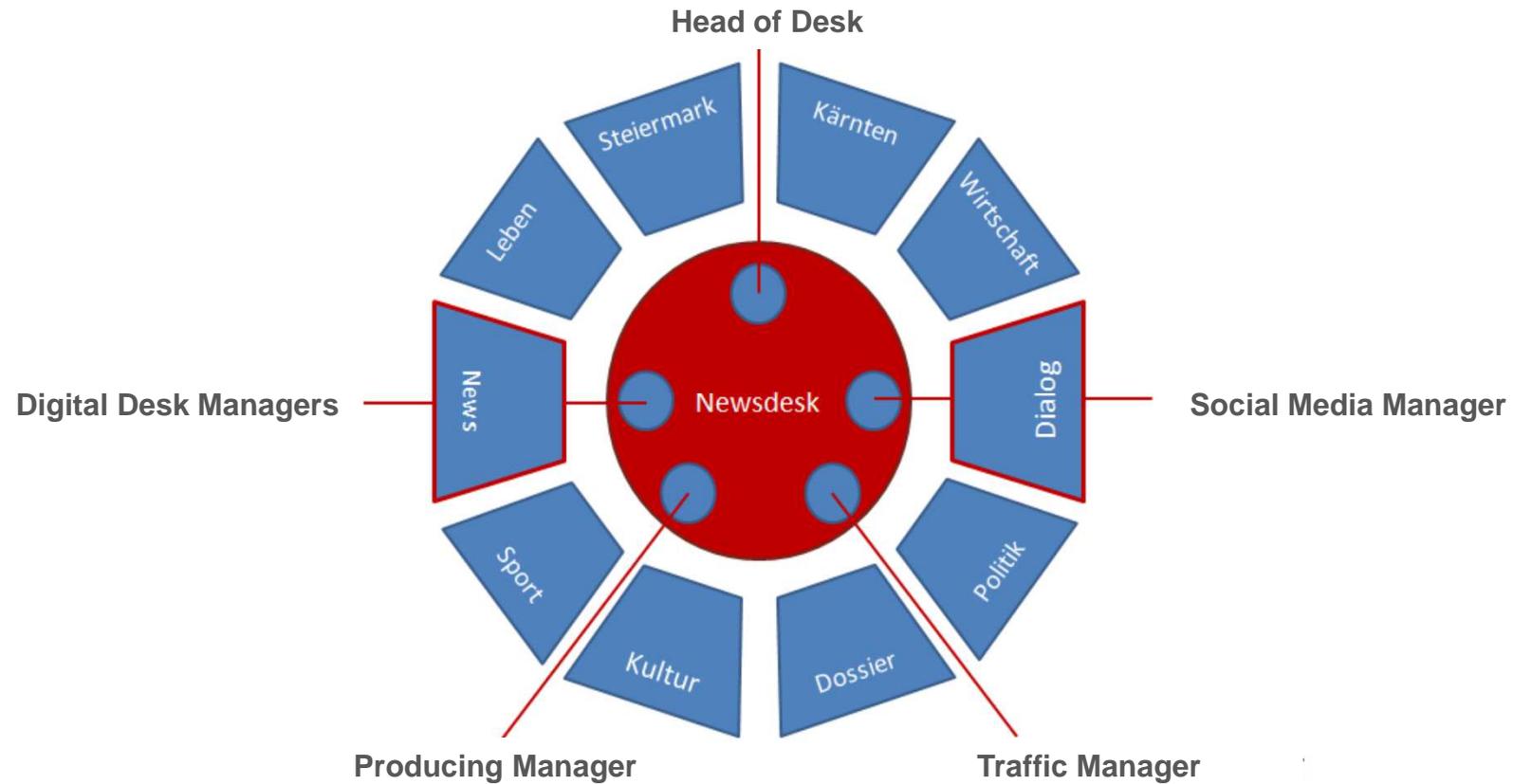


Newsroom-Summit Oslo 2018 / Michael Sabath



Newsroom-Summit Oslo 2018 / Michael Sabath

Integrated editorial office

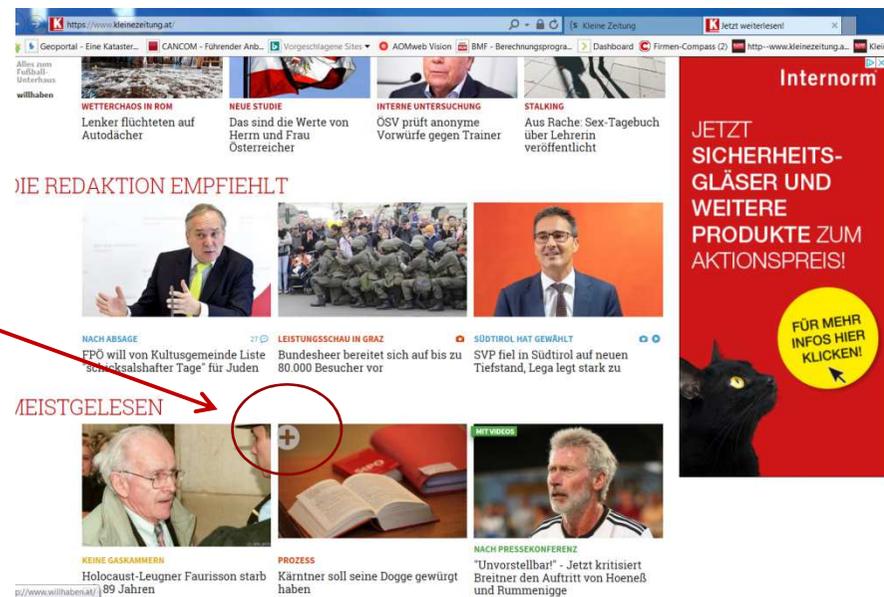


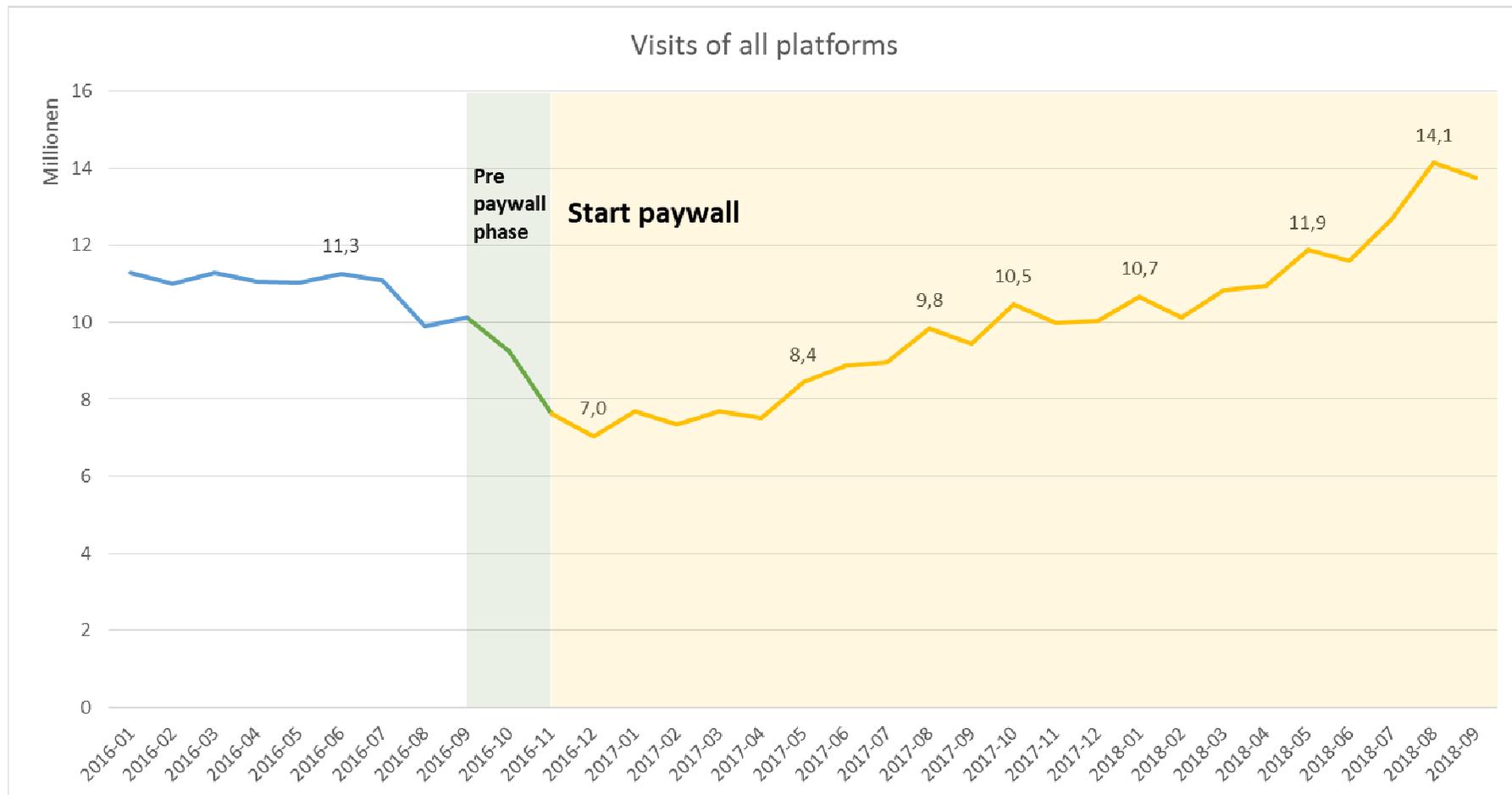
2016

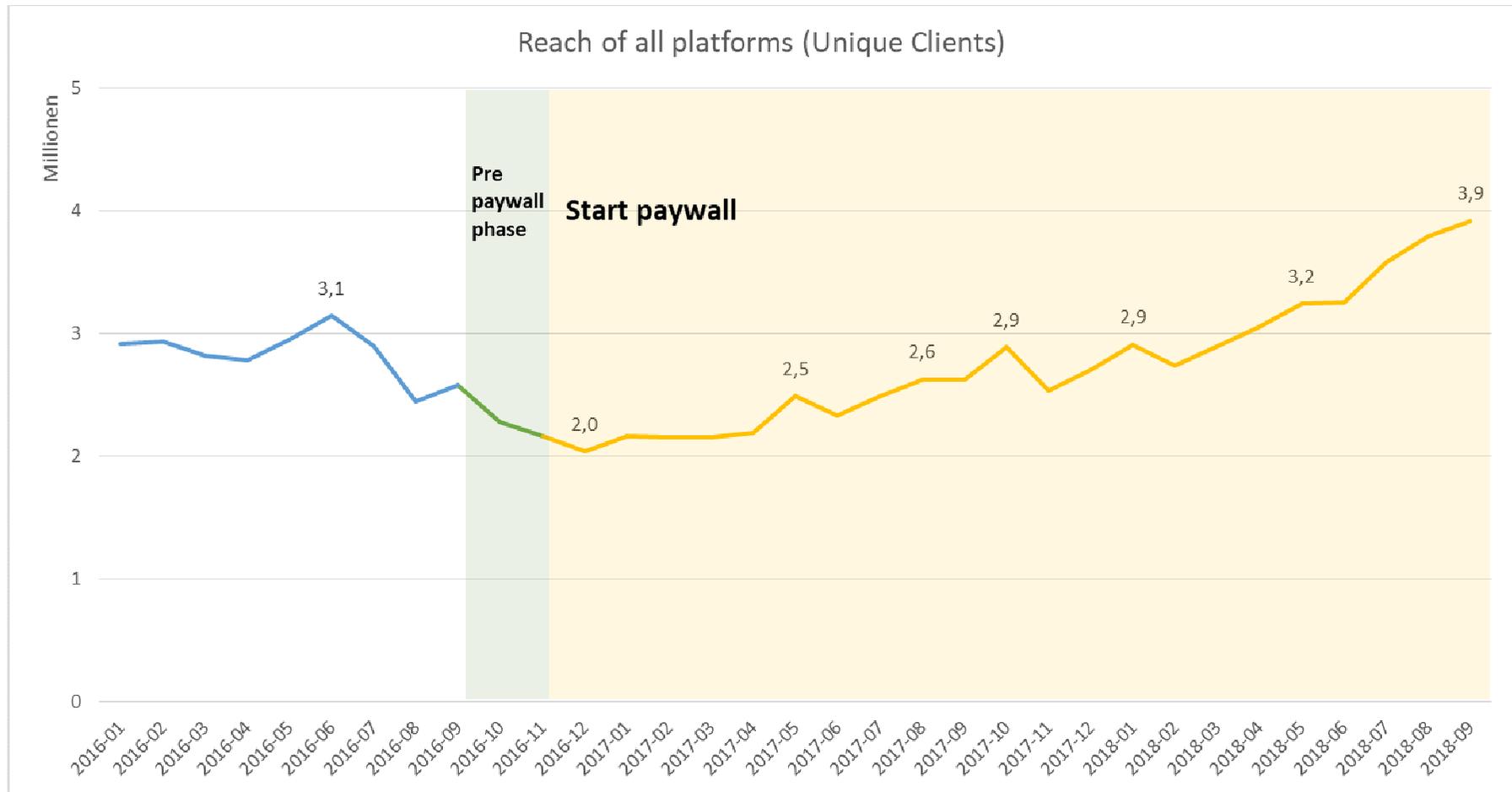
Introduction of the paywall

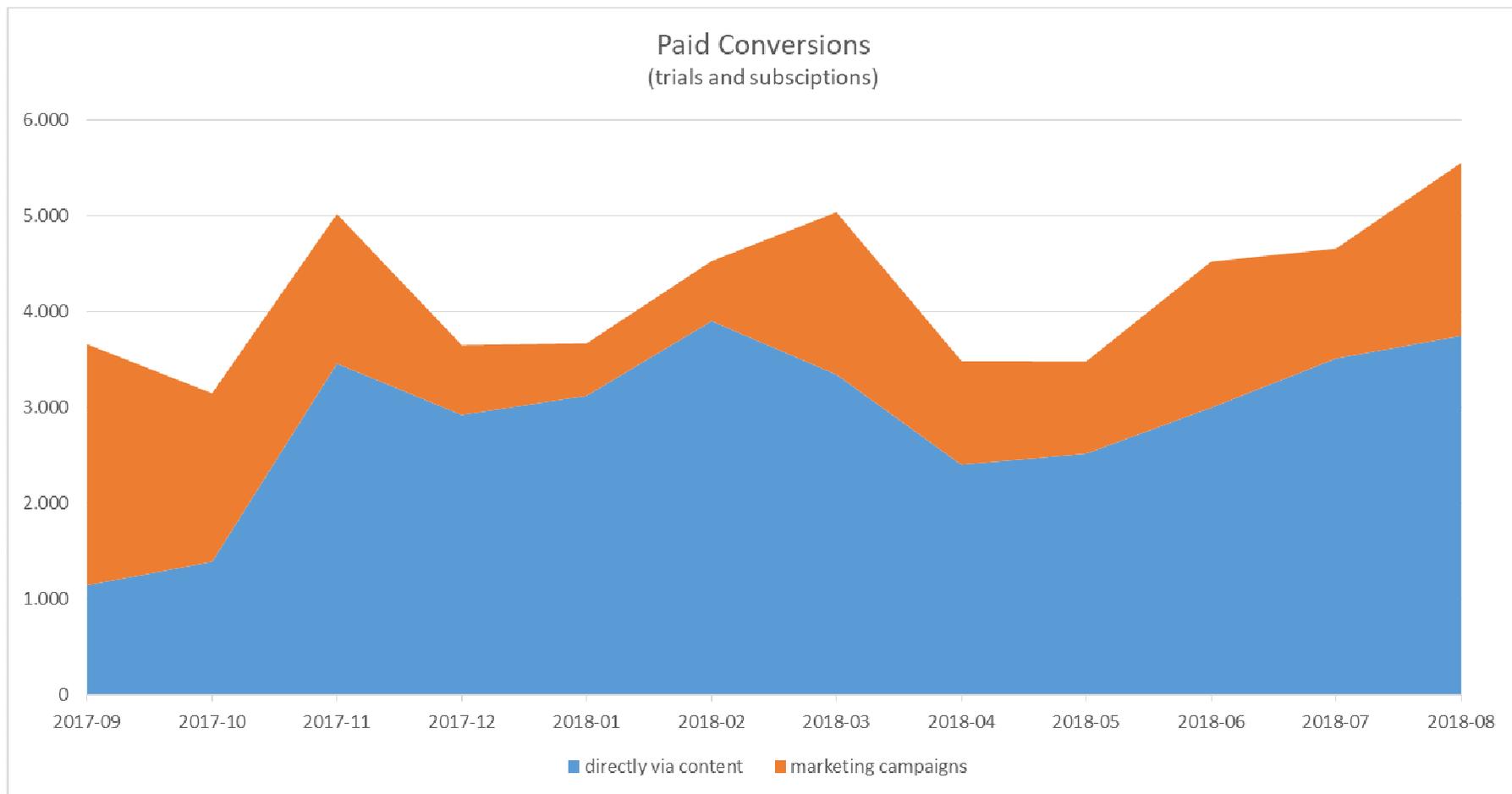
In October 2016 the Kleine Zeitung became the first daily newspaper in Austria to charge for digital content by subscription.

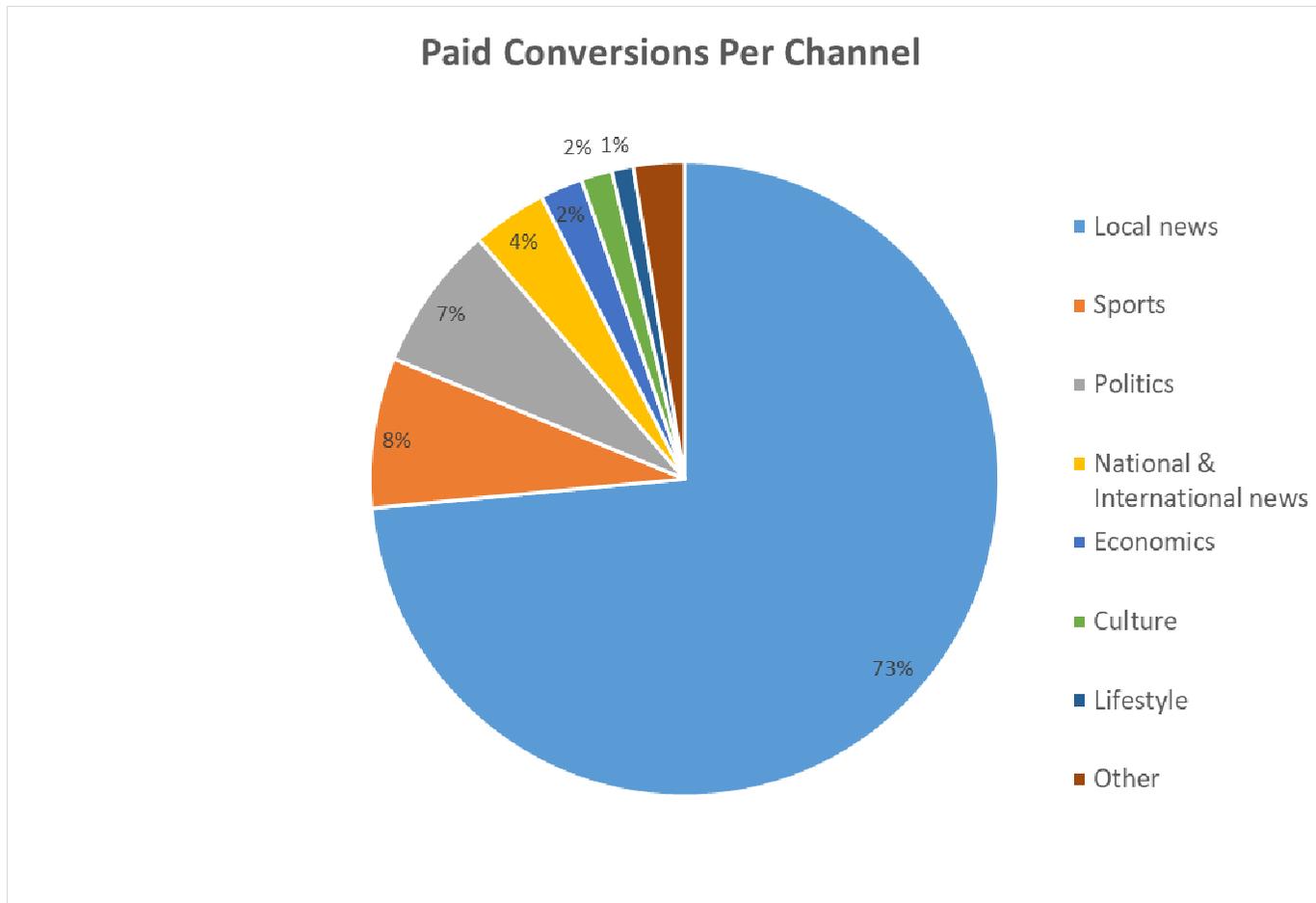
The paid content is provided with a **+** and can only be read on the current day against payment.

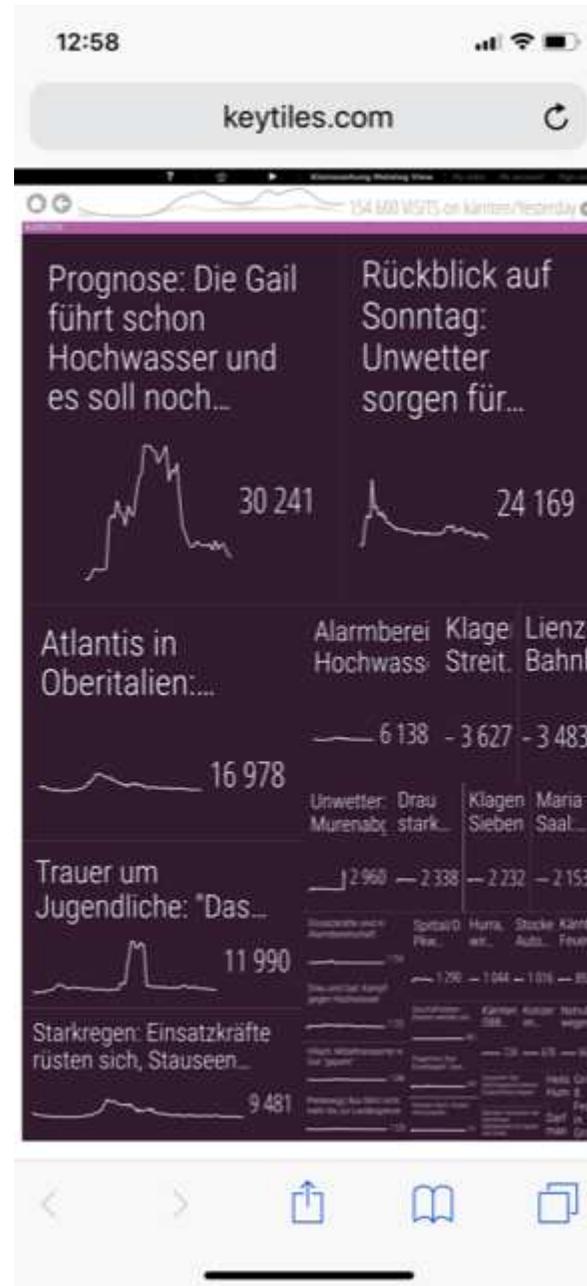












Key learnings

- Paywall is an instrument to push the brand more than monetizing the content
- You get more feedback and response about who is interesting in which kind of articles
- Focus on local and exclusive content for all platforms
- Local and exclusive content is the key to get reach and subscribers
- You need perfect traffic management inhouse with detailed daily analysis
- You need completely new business models for advertising and user market print and
online

Key learnings

- Integrated editorial offices require permanent change of organization
- It`s continuous work in progress, changing editorial organization und personal staff in the newsroom
- It`s continuous work in changing mindset
- Trial and error is the only way to be successful
- Do what you can best and link to the rest

Thank
You!



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