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CASE STUDY

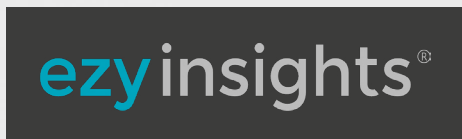
HOW TV2 NEWS INTEGRATED DATA INTO EDITORIAL WORKFLOW

CASE TV 2 NORWAY



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+57%

GROWTH IN
ENGAGEMENT OVER
3 MONTHS



5TH

FROM 12TH TO 5TH
BIGGEST NORWEGIAN
NEWS PAGE *



+50k

NEW PAGE LIKES IN
2017

* within 12 months



“EzyInsights outperforms CrowdTangle by far. That’s why we have EzyInsights running in TV Mode in our newsroom.

EzyInsights changed the way our newsroom works. Without EzyInsights we would be blind. ”

OLAV HAUGAN
LEAD EDITOR

TV 2 NORWAY

company

BACKGROUND

TV 2 News overhauled their newsroom to embrace a data-informed way of working. The TV 2 News team were able to understand the behaviour of their own audience and the performance of news across all publishers.

This resulted in the ability to reach faster during the daily news cycle. Engagement rose immediately and they outperformed competitors.



INDUSTRY:
Magazines



LOCATION:
Hamburg,
Germany



COMPANY SIZE:
50-200 People



**EZYINSIGHTS
USERS:**
80 People

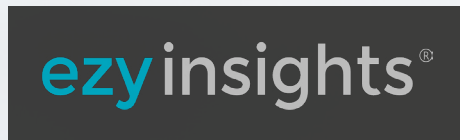


challenge

INCORPORATING DIGITAL AUDIENCE BEHAVIOUR INTO THE EDITORIAL WORKFLOW

As a traditional news broadcaster, TV 2 News had challenges that are similar to others as news consumers shift online and onto social platforms. They aimed to stay ahead of other news outlets, to reach new audiences online, increase engagement and reach to stay relevant with younger generations who don't watch broadcast TV.





Facebook engagement continued to rise in 2017

TV 2 Newsroom achieved immediate engagement gains after starting with EzyInsights. Multiple screens were introduced into the newsroom to provide up to the minute data to the editorial team.

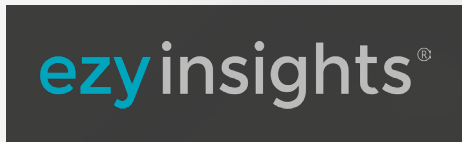
As the news team became more data informed, they were able to maintain and exceed the high levels of engagement achieved over 2017.

FACEBOOK PAGE GROWTH TREND JULY 2017 - OCTOBER 2017



Despite excellent growth during TV 2 News' first year with EzyInsights in 2016, they were able to improve further in 2017 in a more competitive environment.

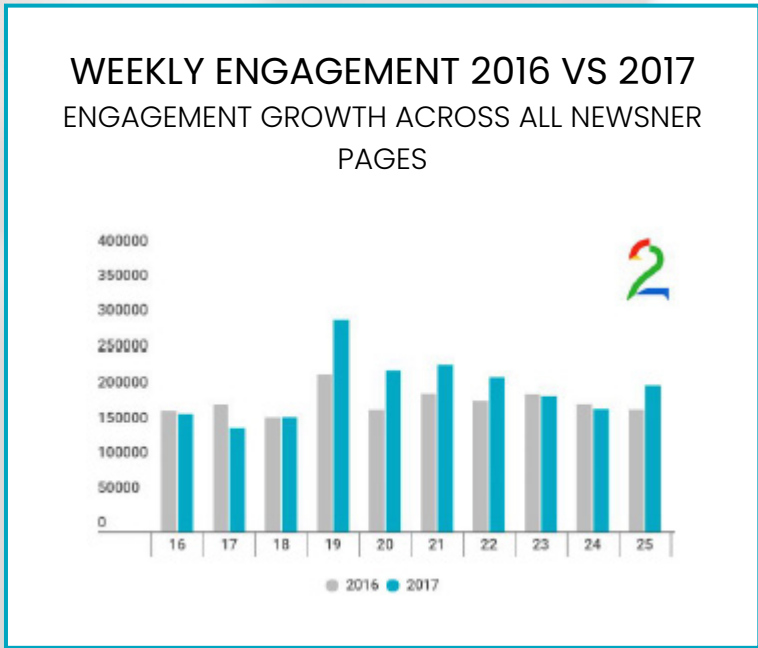
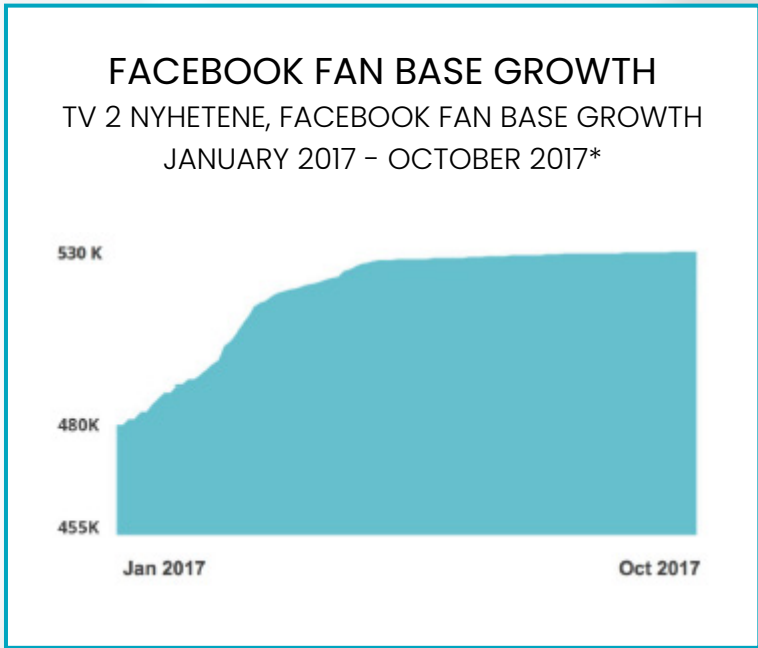
By increasing engagement on Facebook, TV 2 News were able to increase their reach and expand their fanbase by over 50,000 during 2017.



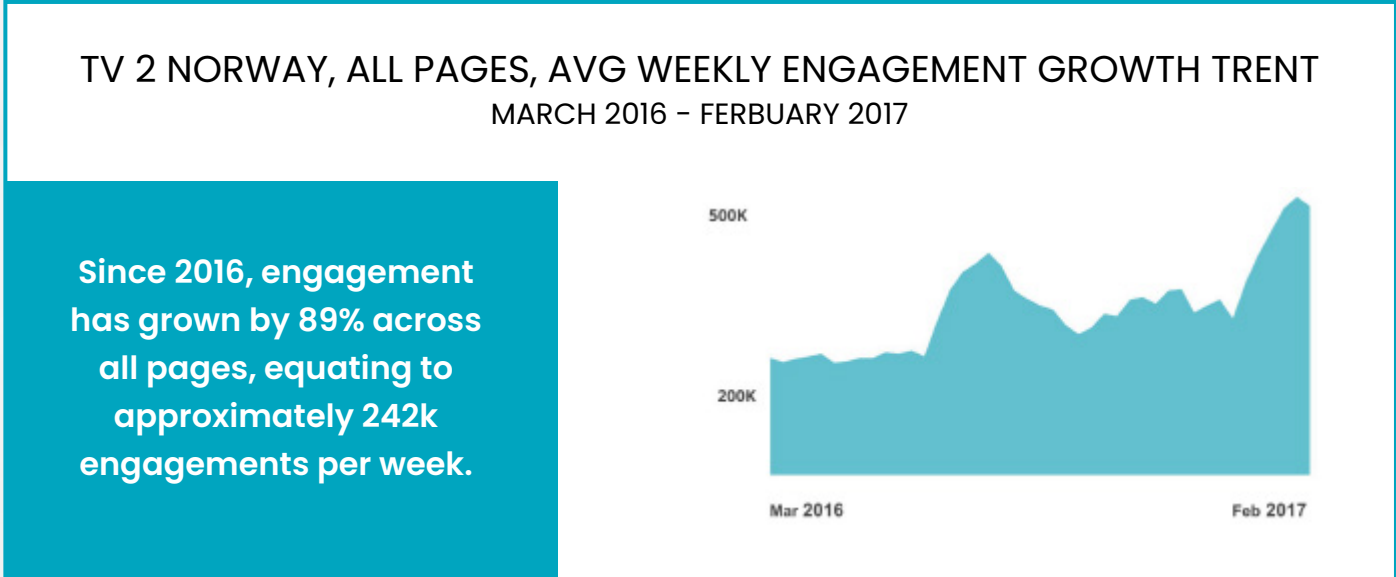
Contributing to network success

TV 2 Newsroom achieved immediate engagement gains after starting with EzyInsights. Multiple screens were introduced into the newsroom to provide up to the minute data to the editorial team.

As the news team became more data informed, they were able to maintain and exceed the high levels of engagement achieved over 2017.



* Vertical axis (y-axis) is truncated in order to show the growth between lowest and highest values during the period



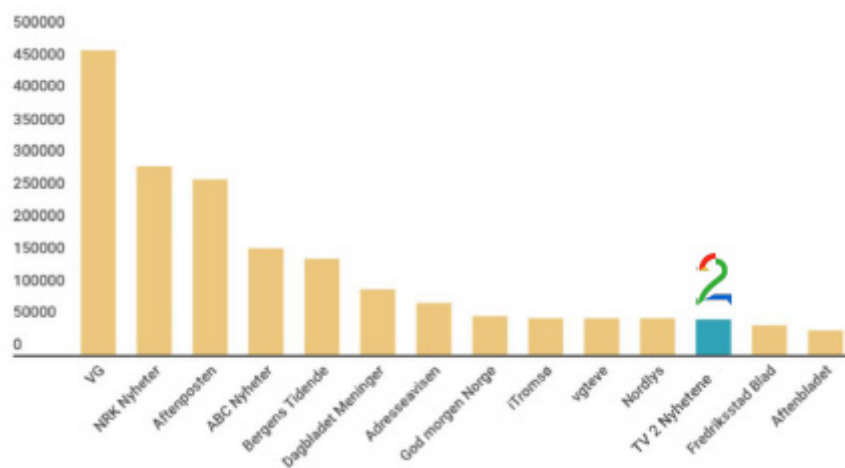
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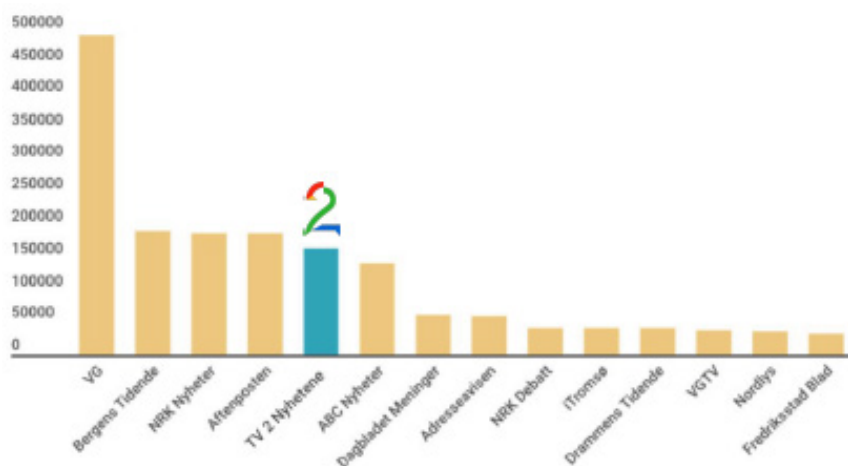
Climbing the ladder

Within 12 months, TV 2 News rose from 12th position amongst news providers in Norway to 5th.

OCTOBER 2016



SEPTEMBER 2016



ABOUT THIS CASE STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW

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