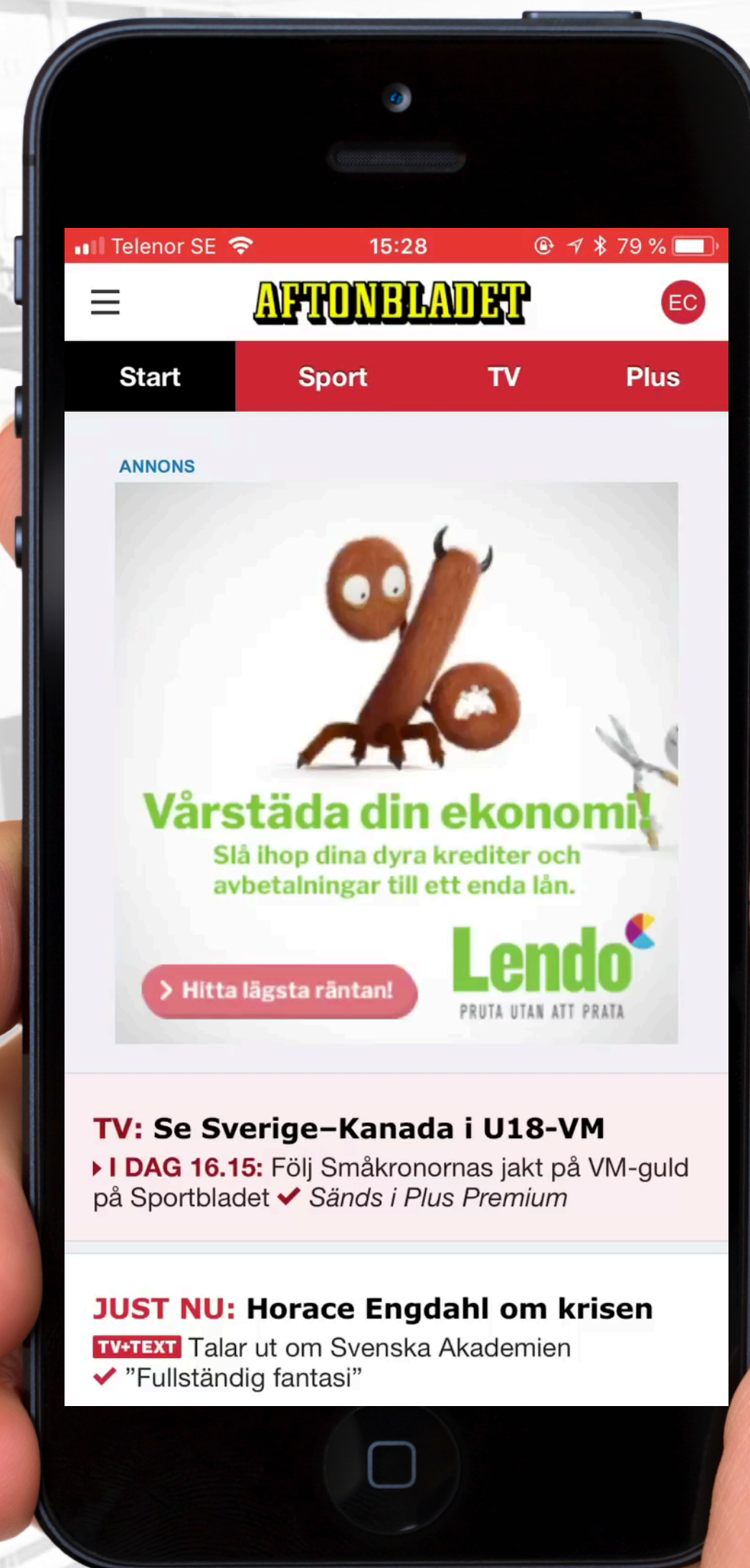




82 % 10 % 8 %

3,5 m
users
every day



250 000
digital
subscribers



Population:
10 million

AFTONBLADET

AFTONBLADET AND THE DIGITAL JOURNEY



Launched
aftonbladet.se

1994

Launched
our paywall
AFTONBLADET PLUS

2003

Digital revenue
surpasses print revenue
for the first time





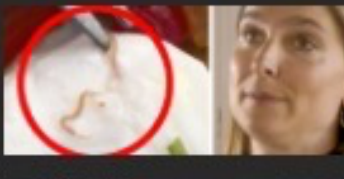



2016

New goal from our
publisher: Now it's time
to truly become a digital company

2017

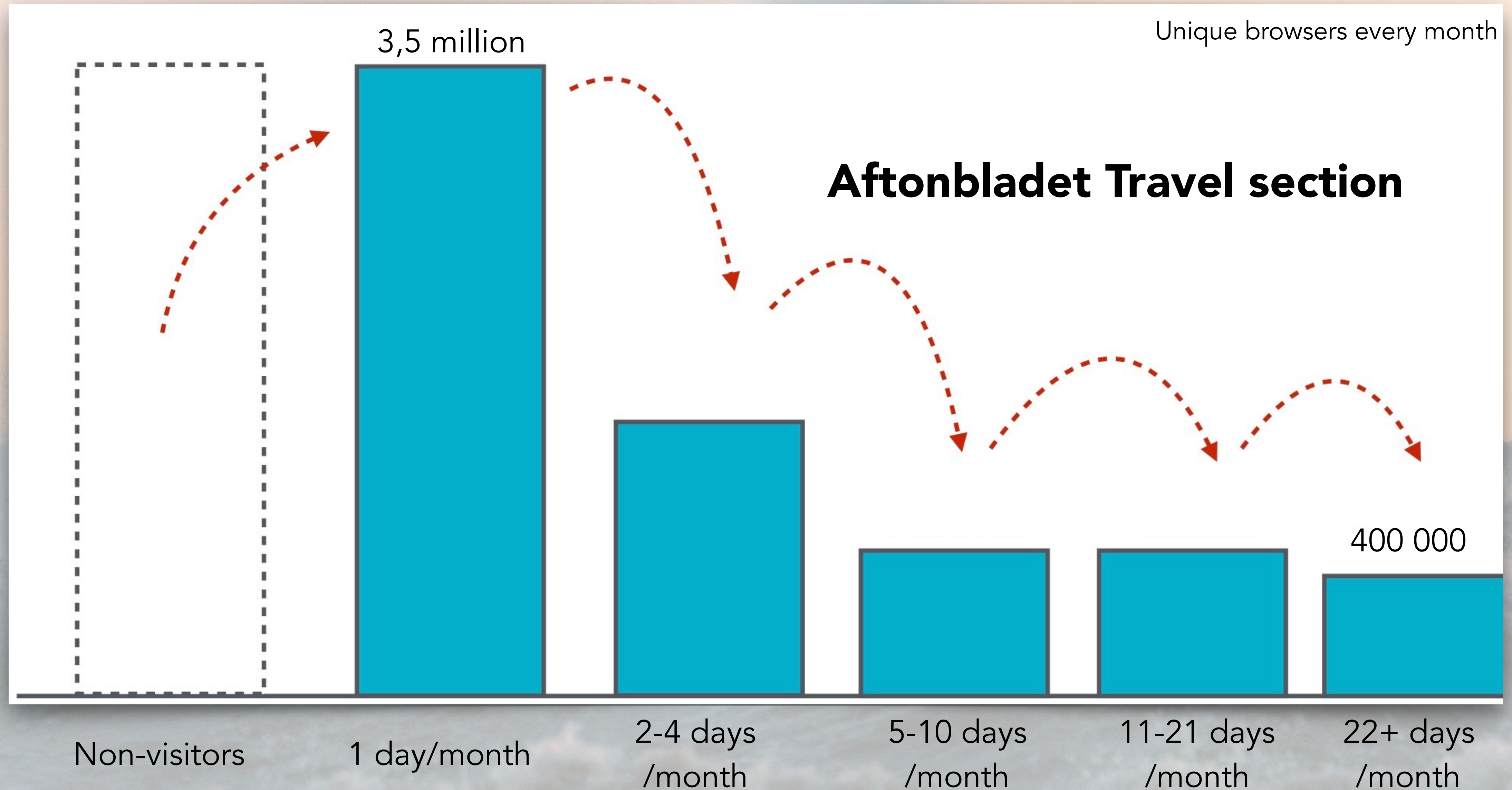
AFTONBLADET

FIRST THING WE DID: THE 🚩🚩🚩🚩🚩 SYSTEM

Editorial Dashboard								Sign Out	Klipfolio
Sektion: Aftonbladet totalt		Dashboard senast uppdaterad: 2018-04-25 09:25:02							
Titel		Sidvisningar senaste 60 min	SEO	SMO	Tags	Video	Links	Score	
	Krockade efter polisjakt – en död och flera skadade	70 686	✓	✓	✓	✓	✓	🚩🚩🚩🚩🚩	
	Bianca Ingresso om Avicii: "Han var min brors bästa vän"	41 658	✗	✓	✓	✓	✓	🚩🚩🚩🚩	
	Polisen i Oman om Avicilis död: "Finns inga misstankar om brott"	32 533	✓	✓	✓	✓	✓	🚩🚩🚩🚩🚩	
	Granqvists krav på Zlatan i VM-frågan	27 874	✓	✓	✓	✓	✓	🚩🚩🚩🚩🚩	
	De skulle laga fisk – hittade krälande maskar i torsken	24 950	✓	✓	✓	✓	✓	🚩🚩🚩🚩🚩	
	Leif GW Persson: Ubåten var en gillrad fälla för Kim Wall	15 806	✗	✓	✓	✓	✓	🚩🚩🚩🚩	
✗	Olofsson skriver kontrakt med Buffalo	15 045	✓	✗	✓	✓	✓	🚩🚩🚩🚩	
	Zlatans nya reklamfilm – en passning till Janne Andersson	10 688	✗	✓	✓	✓	✓	🚩🚩🚩🚩	
	Piken mot Zlatan: "Tror du är den ende..."	10 152	✗	✓	✓	✓	✓	🚩🚩🚩🚩	

SECOND THING: IMPLEMENT THE STAIR IN THE ENTIRE ORGANISATION

The stair



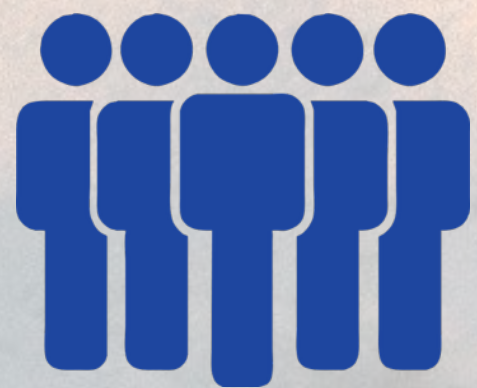
ACTIONS BASED ON THE STAIR

The stair

Insight:



Large group of
young football readers



5-10 days
/month

Goal:



Make them
Aftonbladet junkies

22+ days
/month

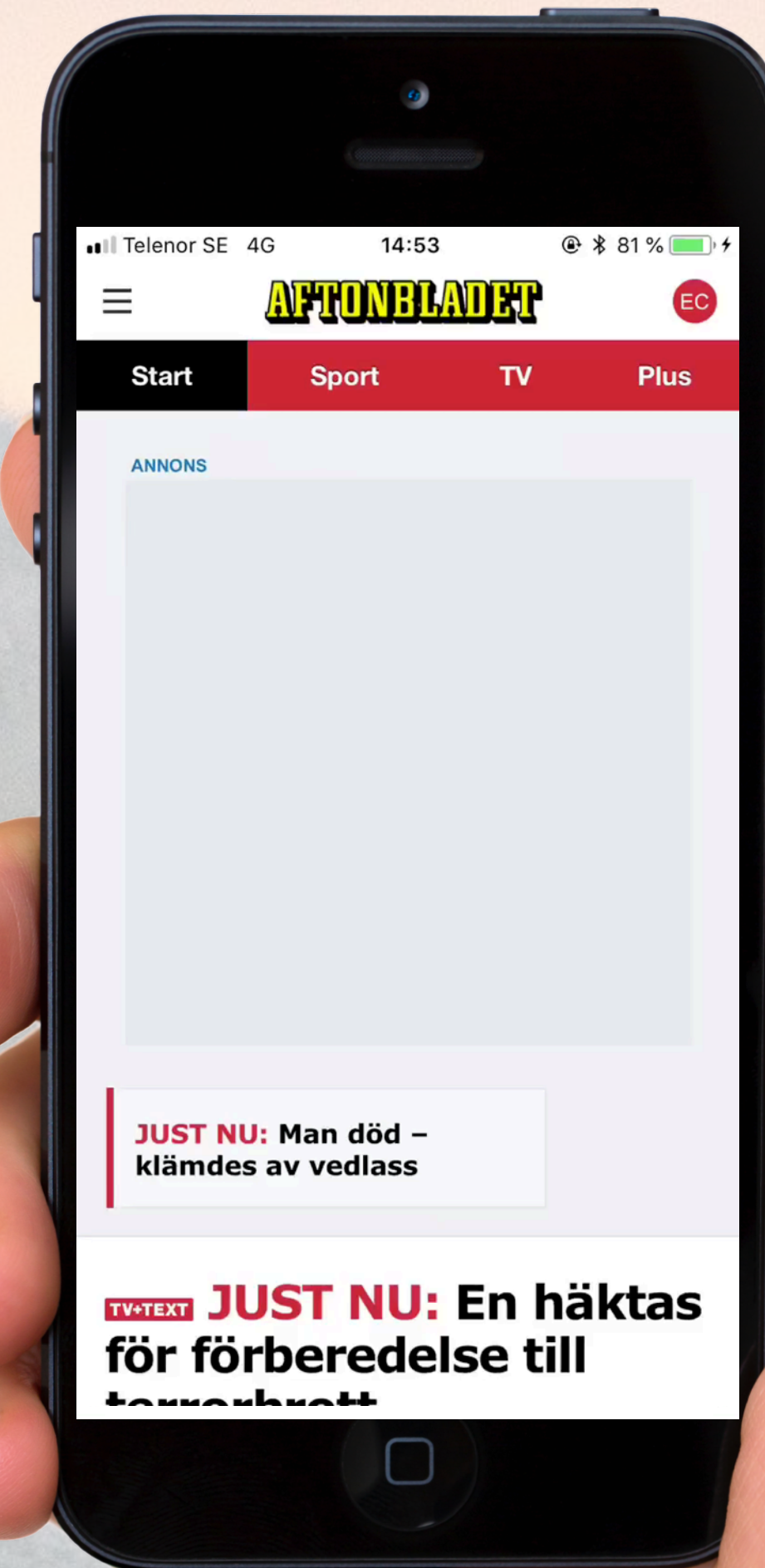
Method:

Facebook
Messenger bot

Result:



Over 30 000 subscriptions
and 31 % CTR



THIRD THING: CREATE A SOCIAL ECOSYSTEM AROUND EVERYTHING WE DO



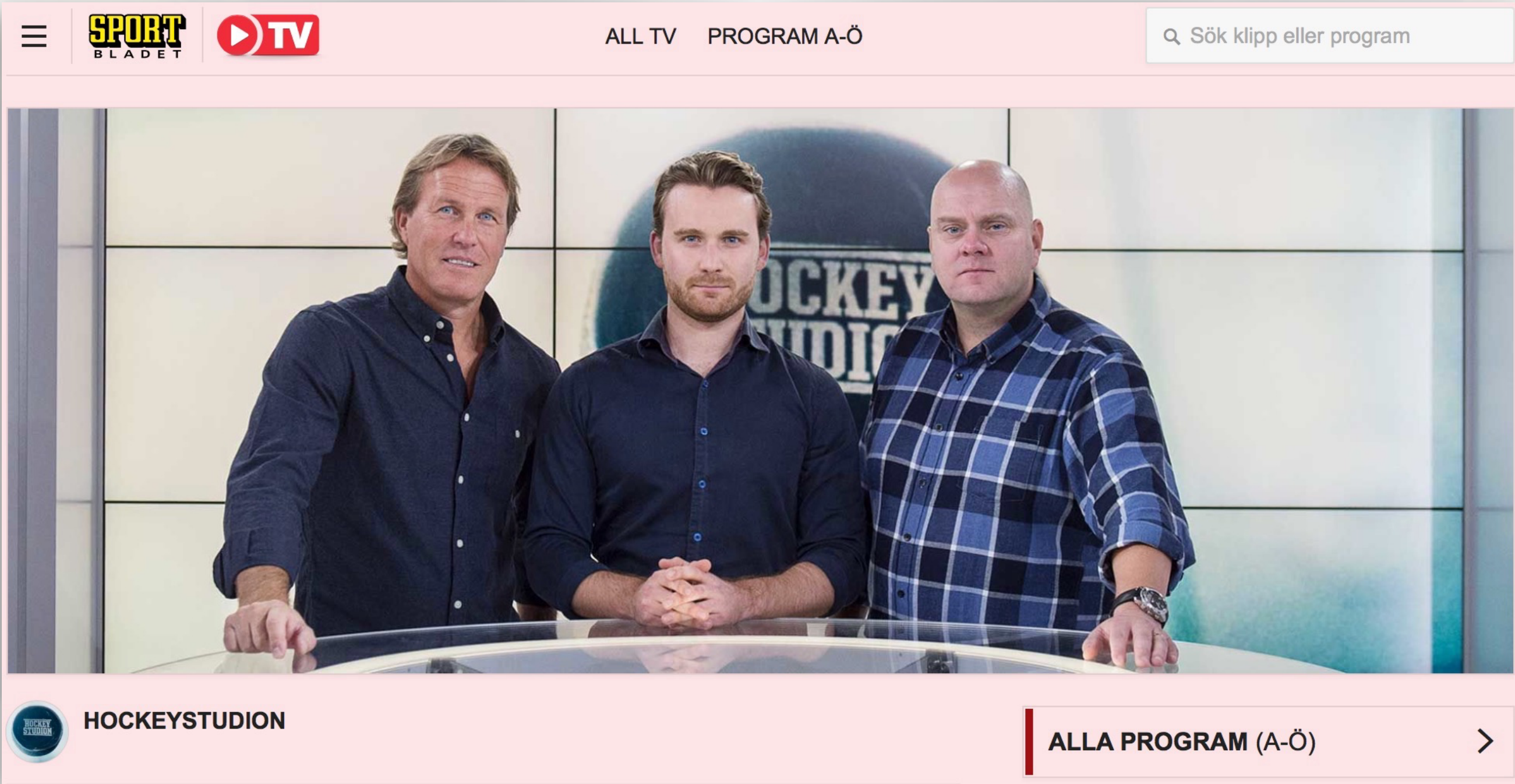
1 stories show



1 viral video

The Hockey Studio

25 min long web-tv show



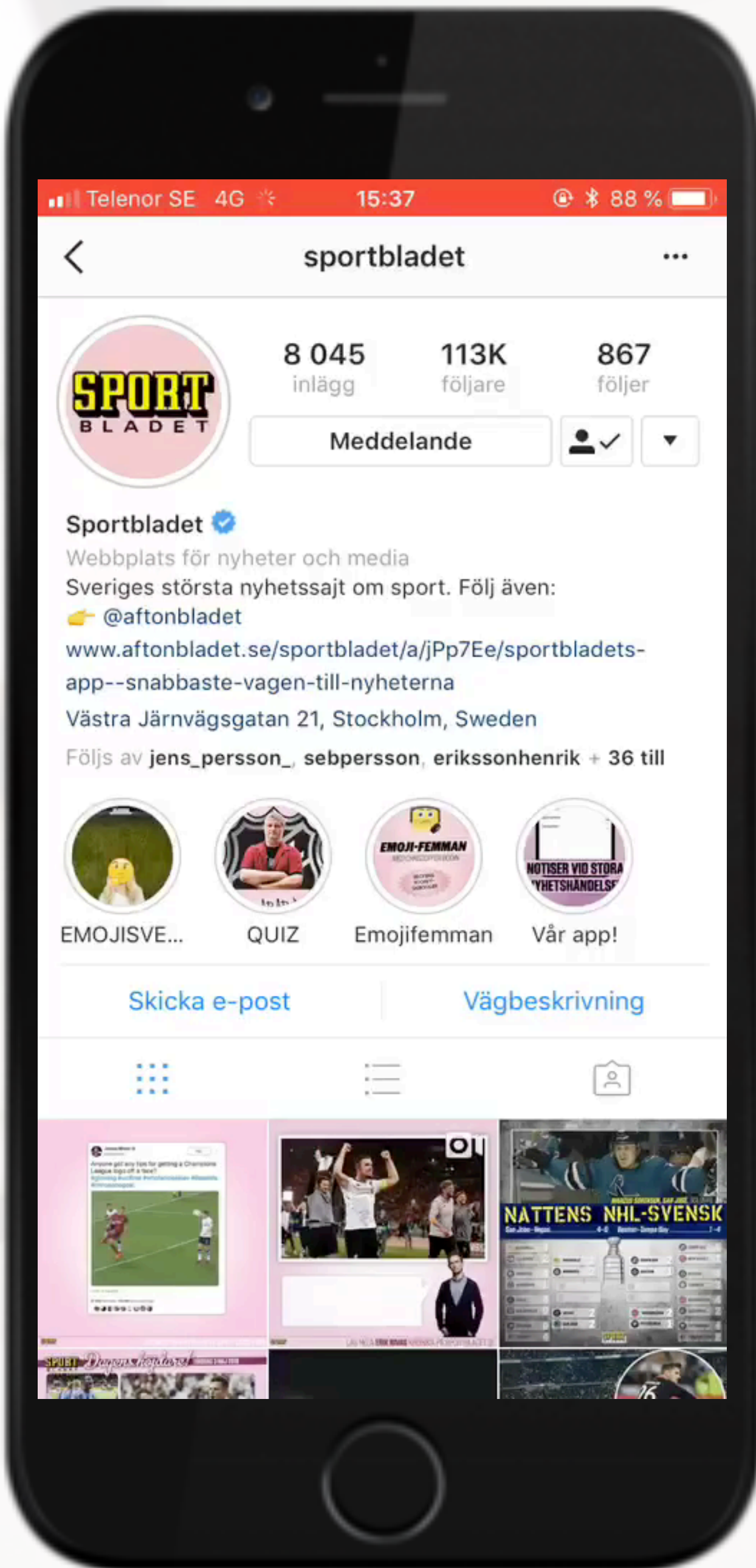
Free to watch
Funded by banner advertising

1 premium tv-show

AFTONBLADET

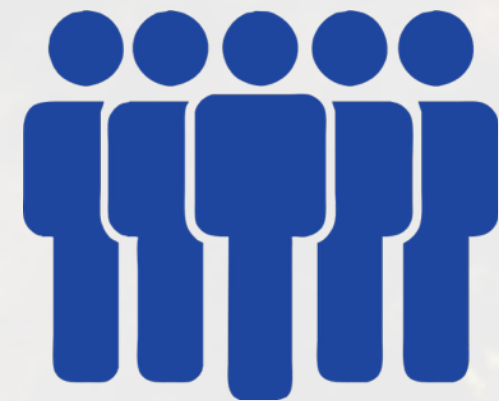
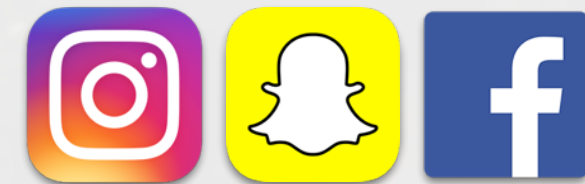
Stair goals

AFTONBLADET

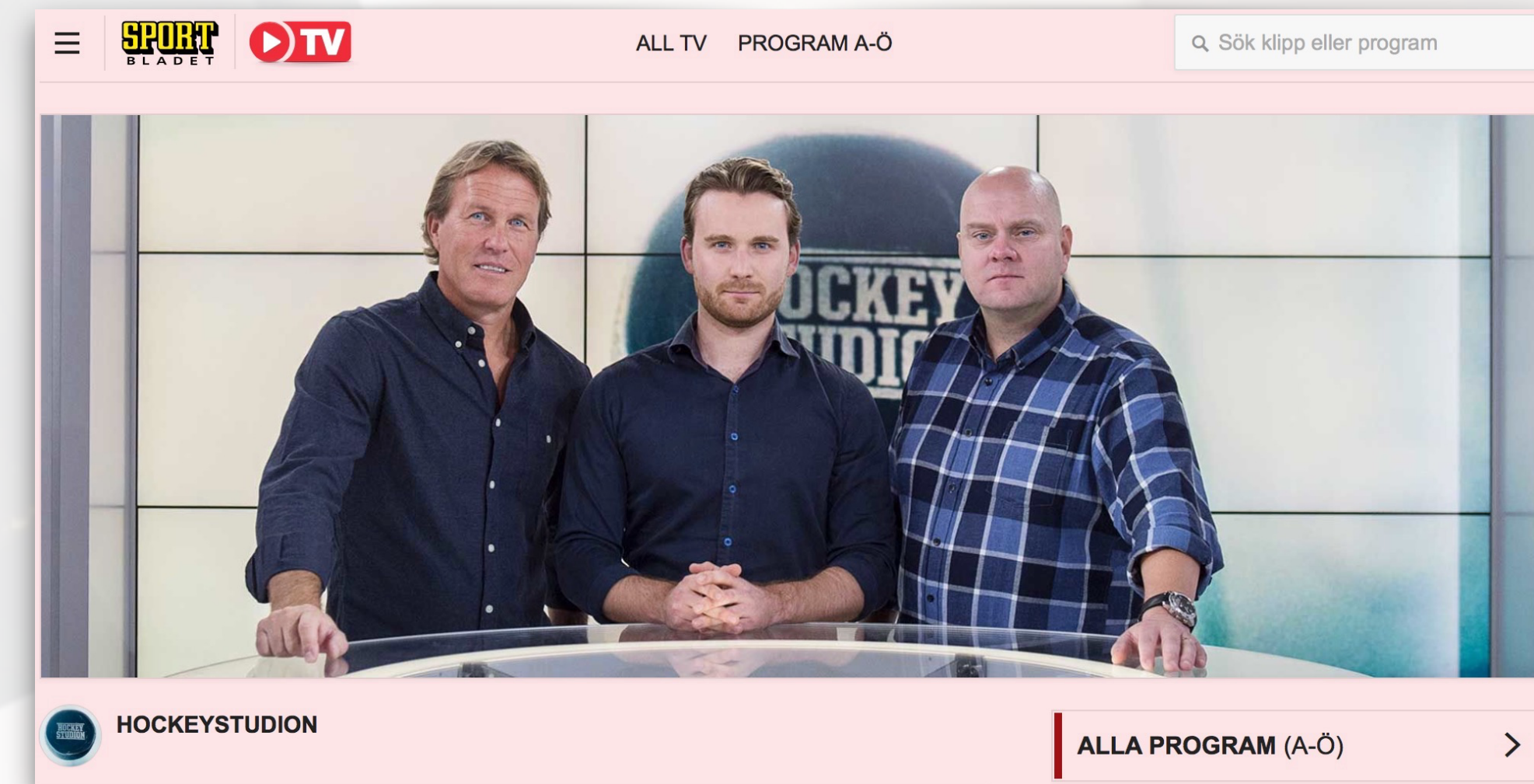


The Hockey Studio Stories

Over 60 000 views/episode



"Swipe up"



Goal:

Marketing

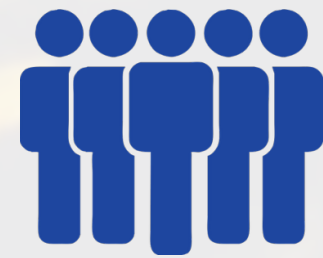
Reach young people

New digital money

**This year our shows on stories bring
in 200 000+ euro in revenue**

SELL DIGITAL SUBSCRIPTIONS

43 minute long
premium show
on Aftonbladet Plus

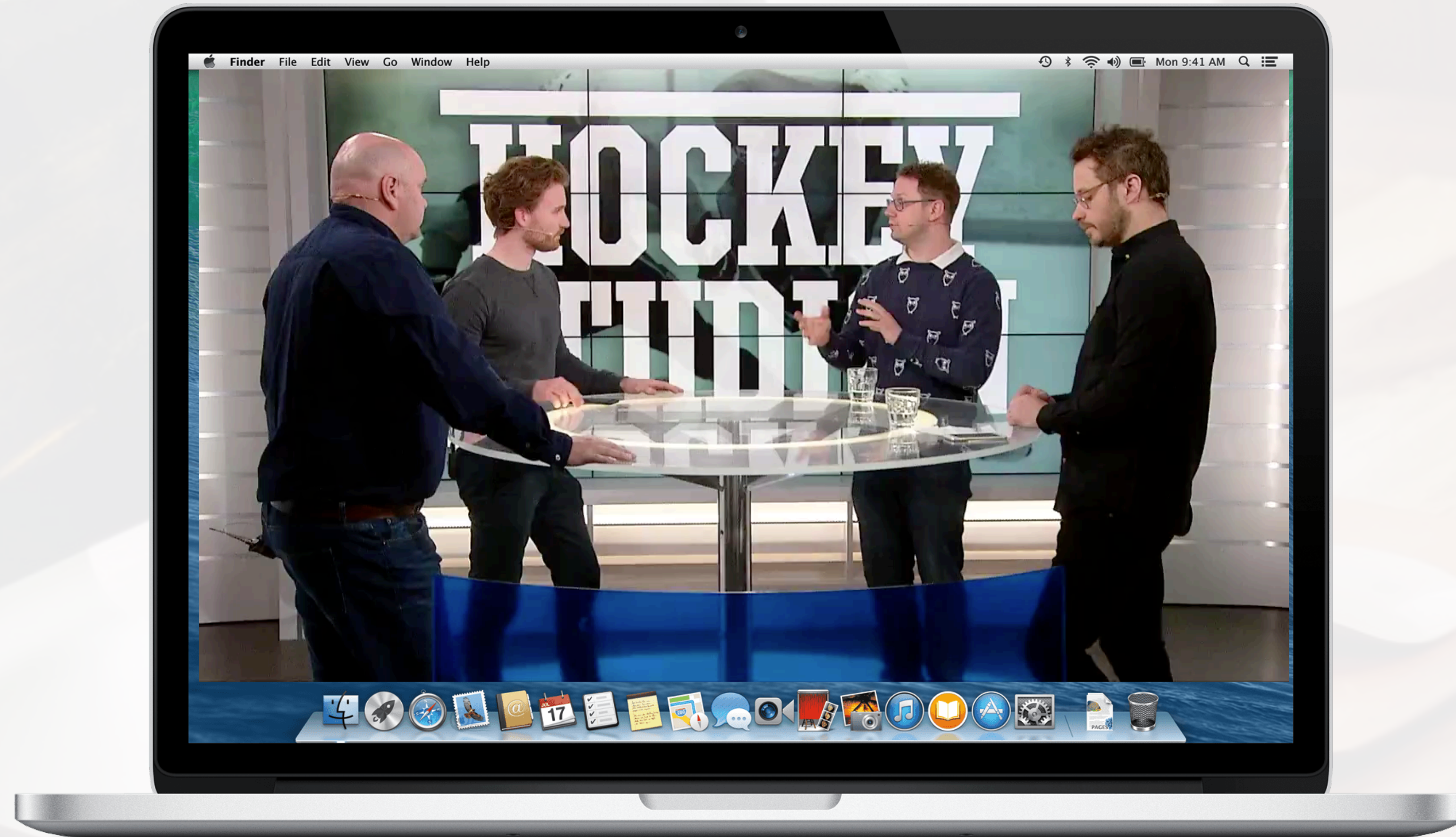


Target:

Fans of The Hockey Studio

Method:

Trailer and
Facebook/Instagram
ads to the fans

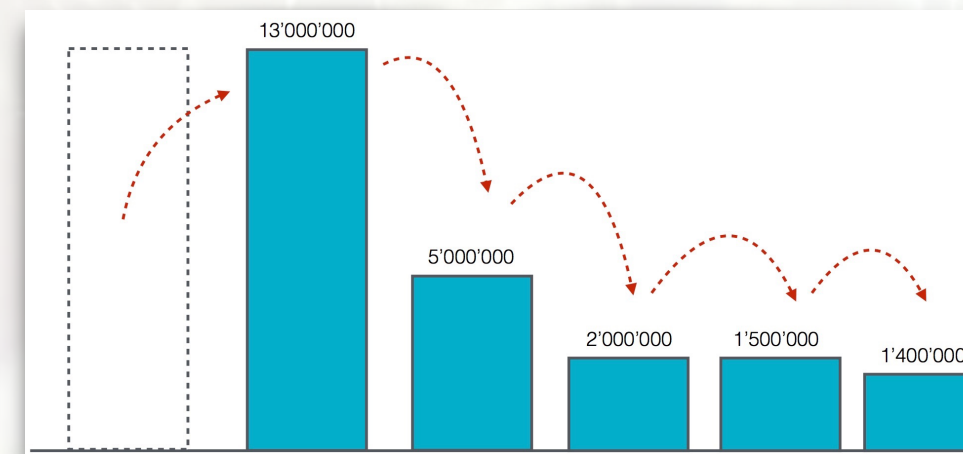


Result:

143 new digital subscribers



System



Ecosystem

NEXT STEPS

PERSONALIZATION

**ROBOT
JOURNALISM**

**— I WOULD LOVE TO LEARN MORE ABOUT
PUBLISHING IN SPAIN AND SEE YOUR NEWSROOM!**

Twitter: @ErikCarlsson





Strategy

What we want: Use social media as marketing channels to build our relation and stay top of mind with old and new readers on our own platform

& use social media to get insights on how to build new products on our own platform

What we don't want: Use social media as distribution channels and give away our content on somebody else's platform