



Ignoring the Majority: How neglecting 90 percent of our readers led to more young subscribers

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Photo: Stine Holberg Dahl/Amedia

Amedia

110 newspapers and 20 partner newspapers

- Different geographies
- 2 million readers daily
- 580.000 digital subscribers
- Newsrooms ranging between 2 and 70 employees

Nettavisen

Nettavisen

Storbyavisene

Åsane Tidende
Avisa Oslo
Akersposten
Bergensavisen
Budstikka
Nidaros
Nordstrands Blad
Nordre Aker Budstikke
Sagene Avis
Sydvesten
Fanaposten
KRS Avisen Kristiansand
RA Stavanger

Vest

Aura Avis
Avisa Gula
Hordaland
Avisa Nordhordland
Firda
Firdaposten
Sogn Avis
Tidens Krav
Vaksdalsposten

Sørvest

Hordanger Folkeblad
Haugesunds Avis
Kvinnheringen
Bygdebladet
Dalane Tidende
Gjesdalbuen
Solabladet
Sandnesposten
Jærbladet
Strandebuen
Karmøyrytt
Avisen Agder
Lyrngdals Avis
Radio 102

Nord-Norge

Avisa Nordland
Bode By
Finnmark Dagblad
Finnmarken
Finnmarksposten
Fremover
Hammerfestingen
Hjelgelendingen
Ifinnmark.no
Iharstad
ISandnesajeen
Kirkenes By
Lofot-Tidende
Lofotposten
MittHammerfest
Nordlys
Rana Blad
Ser-Varanger Avis
Serjia247
Bode Nu
Rana No
Kronstadposten

VeTeBu

Bygdeposten
Drammens Tidende
Eikerbladet
Gjøvingereren
Jarlsberg Avis
Laaendalsposten
Lierposten
Sande Avis
Sandefjords Blad
Sveivikposten
Tønsbergs Blad
Østlands-Posten
Øyene
Røyken og Hurums Avis
Aust Agder Blad
Kragere Blad Vestmar
Porsgrunns Dagblad
Rjukan Arbeiderblad
Telemarksavisa
Telen
Tvedestrandsposten

Tun Media

Traktor
Bondebladet
Min energi
Nasjonen
Norsk Landbruk

Romerike/Innlandet

Arbeidets Rett
Glåmdalen
Hadeland
Indre Akershus Blad
Oppland Arbeiderblad
Ringerikes Blad
Ringsaker Blad
Romerikes Blad
Solungavisa
Varingen
Østlendingen
MittLesseheim
MittLillestrøm
Toten Idag
MittLørenskog

Follo/Østfold

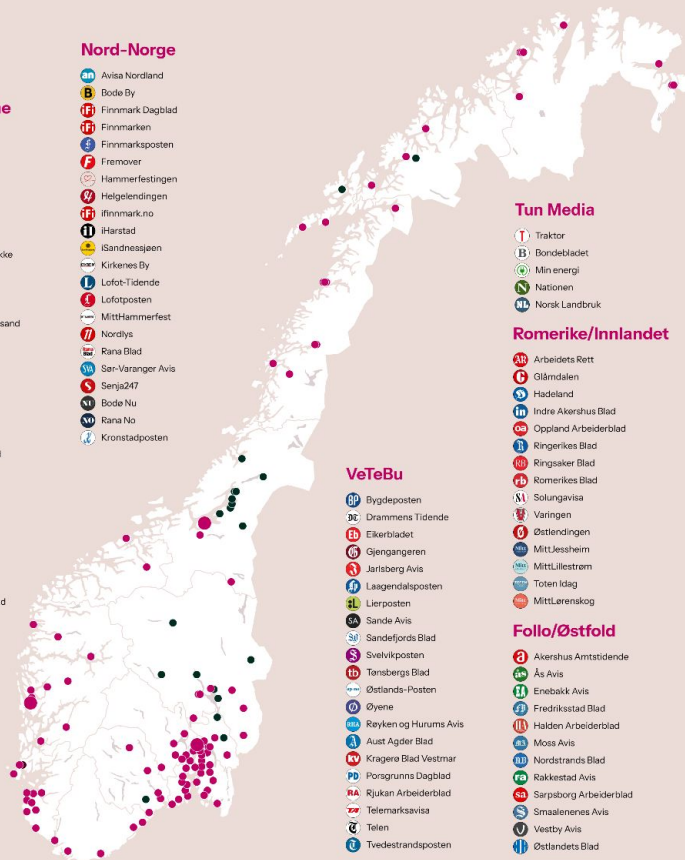
Akershus Arntstidende
Ås Avis
Enebakk Avis
Fredrikstad Blad
Lillehammer Arbeiderblad
Moss Avis
Nordstrands Blad
Rakkestad Avis
Sarpsborg Arbeiderblad
Smaalenes Avis
Vestby Avis
Østlandets Blad

Partnerregion Trøndelag

iLevanger
iVerdal
iVerrdal
iMerkerposten
iSnarøingen
SA Steinkjer Avis
iTrønder-Avisa

Andre partneraviser

Bladet Vesterålen
Eidsvoll Ullensaker Blad
Gudbrandsdalen Dagningsen
Hamar Arbeiderblad
Lokalavisa Trysil-Engerdal
Norddalen
Raumenes
Stangeavisa
Valdres
Nye Troms
Drangedalsposten
Frostingen





22nd of October

2,554,000

registered aID accounts

>50% of all Norwegians 18+ (4.3m)



87%

share of logged-in
page views on our
local news sites

Janne Rygh, Editorial Content Developer

What does that mean?

- ❤️ Help everyone performing better
- 🏆 Identify what the most successful newsrooms in different areas do
- 💪 Inspire all editors to find areas for improvement and learn from each other



The graying of the subscriber base:

Amedia's local newspapers have 790 000 subscribers

405 000

over the age of 60

95 000

under the age of 40

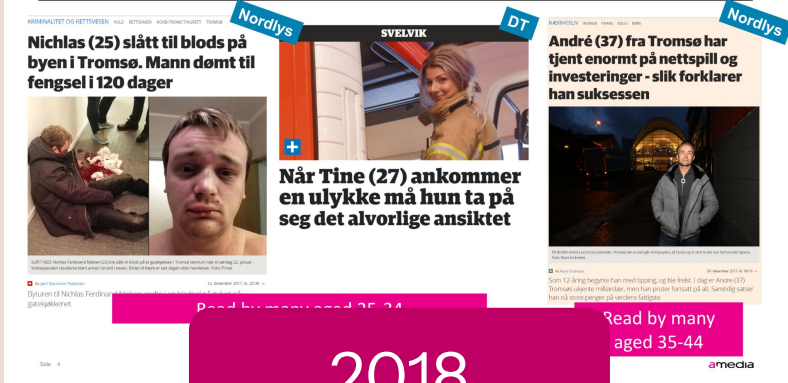


97 000

over the age of 80



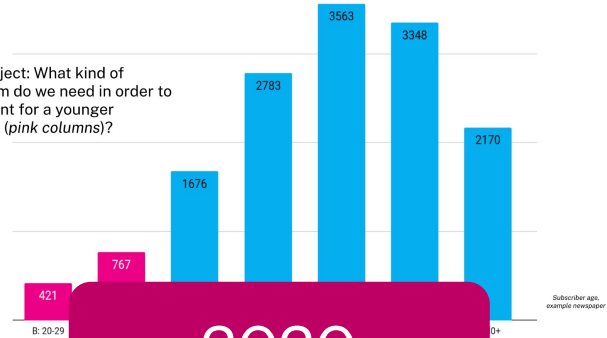
The age of the people we interview correlates with who are interested in reading our stories



2018

The age problem

2020 project: What kind of journalism do we need in order to be relevant for a younger audience (pink columns)?



2020

What we did - in 2021

- Focus groups with 72 subscribers from six newspapers, with answers from the below-40 thoroughly analysed.
- Initial data analysis of approximately 1.000 articles, gauging propensity to engage below-40 readers.
- Initial communication of findings to all newsrooms.
- Launching v1 of a live dashboard, enabling editors and journalists to understand how their journalism engages younger cohorts.
- A second, more thorough analysis of a much larger article data set, with improved data, splitting engagement on gender as well as age cohort.
- In-depth testing of concrete hypotheses with select, particularly motivated newspapers.
- Formulating in a playbook on how to write journalism engaging the 30-39 age bracket.
- New analysis and updated playbook after a year, focusing on the gold standard: **starting for engagement with relevance.**

2021

What we did - in 2024

- Amedia ordered a survey from Norway's largest agency within social and market analysis, Opinion. **People in the age 20-45 about their view on local newspapers**
- We did our own analysis
- What characterizes the subscribers under 40? And what are they reading?
- What is the best KPI to reach more young readers under the age of 40?
- Four newspaper young subscribers tips



2024



We still have more
subscribers **over 80**
than **under 40**



We have focused on
subscribers under 40 for years -
why don't we succeed?



You **become** what
you **measure**



Our north star - how many subscribers read content each day?

The more you read, the less you churn



Pulse ♡

9m ago ↻ 2 filters ☰ 📁

6 637

Visiting subs ▼ -12

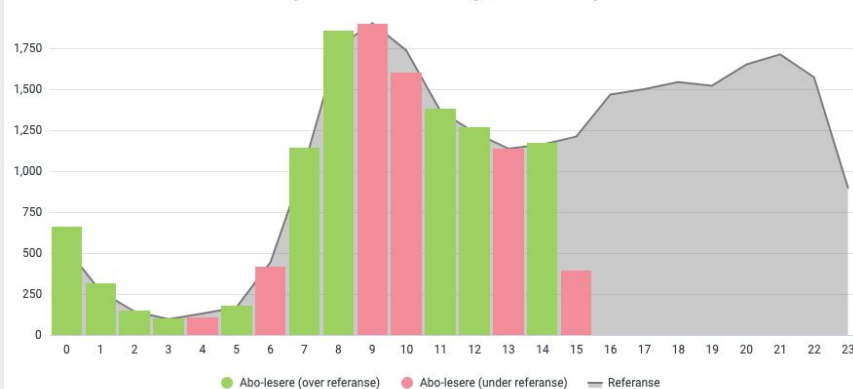
6 122

Subs who read ▲ 56

7

Sales vs target 78% of 9 (Daily target)

How may subs found something to read hour by hour?



50 most read stories

	Tittel (med lenke)	Abo-lesere	Pot. abo	Snittlesing	Frafall	CTR alle	CTR ung	Salg/oppgi
1	- Stas å få være lege i hjembygda ...	3542 ★	∅	4:19	5%	53%	27%	0
2	Advarer på det sterkeste: - Ber kundene væ...	2747	∅	1:02	22%	46%	17%	0
3	Fra Osloadvokat til småbrukseier ved grens...	2378 ✓	∅	2:38	8%	37%	16%	1
4	Jonas André (27) mistet lillebror brått og uv...	2086 ✓	∅	3:23	4%	31%	26%	4
5	Se hva som hendte på denne dag ...	1989 ✓	∅	5:00	2%	36%	20%	0
6	- Vi som har Halden trenger egentlig ikke r...	1679 ✓	∅	1:51	7%	37%	18%	1
7	Flere bortvisninger ...	1654 ✓	∅	0:35	15%	34%	25%	0
8	Bilkortesje for Alexander ...	1596 ★	∅	0:51	63%	∅	∅	2
9	Vi sjekker ut Kulturatt ...	1364 ✓	∅	0:50	71%	∅	∅	0
10	Bestekompisene får oppfylt Halden-drømm...	1144 ✓	∅	1:13	30% ⚠	24%	13%	0
11	- Det føles fint å vite at bestefars livsverk f...	1065	∅	1:43	7%	22%	11%	0
12	Disse var på høstmarked på Rød herregård ...	782	∅	3:47	1%	29%	32%	0
13	Dødsannonser ...	711	∅	0:54	17%	∅	∅	0
14	Nettleien blir mye dyrere: Nettselskapene s...	645	78	1:31	14%	23%	22%	0
15	Strålende fornøyd etter Kulturatt: - Det var...	631	∅	0:58	12%	10%	3%	0
16	Se bildene fra Idrettens Dag i Halden Arena ...	612	∅	2:49	4%	11%	12%	0
17	Smånytt ...	572	∅	1:06	5%	15%	5%	0
18	Har blitt foreldre ...	510	∅	0:49	15%	12%	15%	0
19	En natt med gongbad på festningen ...	507	∅	1:31	4%	13%	7%	0
20	Mot siste vers for Anders på Brunborg ...	460	∅	5:37	10%	13%	13%	0



We have become experts at pleasing this group



So what do we
do on a sunny
Saturday?

To reach our KPIs,
we please the old folks!





What if we ignore the old folks and let our subscribers under 40 decide?



We pitched the idea
to two newspapers



RB

Romerikes Blad:

30 reporters

Subscribers: 30 000

HA
- nær og viktig

Halden Arbeiderblad:

10 reporters

Subscribers: 8 000



Our north star - only focusing on subscribers under 40

The more you read, the less you churn



Pulse u40 ♡

1 003

Visiting subs u40 ▲ 37

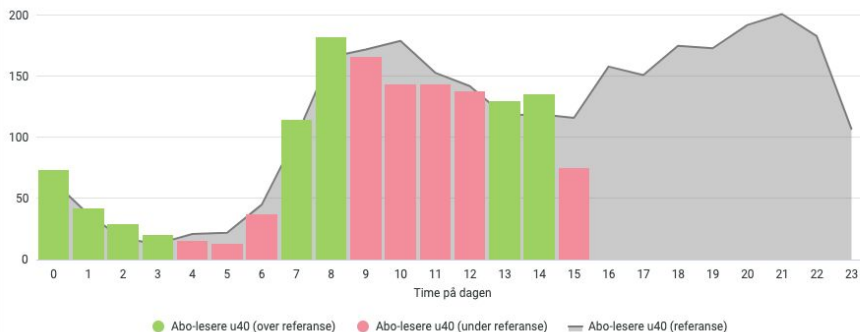
841

Subs u40 who read ▲ 26

2

Sales u40

How many subs u40 found something to read hour by hour?



50 most read stories

Tittel (med lenke)	Abo-lesere u40	CTR u40	Frafall u40	% unge	Salg
1 Jonas André (27) mistet lillebror brått og uventet: – Det er helt fantastisk...	267 ✓	26%	4%	13%	4
2 – Stas å få være lege i hjembygda ...	247 ✓	26%	11%	7%	0
3 Bilkortseje for Alexander ...	173 ✓	24%	63%	11%	2
4 Flere bortvisninger ...	156 ✓	24%	16%	10%	0
5 Fra Osloadvokat til småbruksseier ved grensen ...	148 ✓	16%	13%	6%	1
6 Se hva som hendte på denne dag ...	140 ✓	20%	2%	7%	0
7 Advarer på det sterkeste: – Ber kundene være ekstra årvåkne ...	135	17%	46%	5%	0
8 Vi sjekker ut Kultur natt ...	119 ✓	76%	9%	9%	0
9 – Vi som har Halden trenger egentlig ikke reise noe sted ...	112 ✓	18%	16%	7%	1
10 Bestekompisene får opplytt Halden-drømmen: – På tide å komme hjem ...	101 ✓	13%	36%	9%	0
11 Har blitt foreldre ...	90	15%	18%	18%	0
12 Se bildene fra Idrettens Dag i Halden Arena ...	86	12%	1%	14%	0
13 Nettleien blir mye dyrere: Nettselskapene skal få høyere avkastning ...	81	23%	25%	11%	0
14 Disse var på høstmarked på Rød herregård ...	81	28%	1%	9%	0
15 – Det føles fint å vite at bestefars livsverk fortsetter å leve videre gjenno...	74	11%	11%	7%	0
16 Her følger vi Comets seriepremiere i Halden ishall! ...	46	7%	26%	13%	0
17 Mot siste vers for Anders på Brunborg ...	45	13%	13%	10%	0
18 Kan HTH ta sin tredje seier på rad? Vi følger kampen her! ...	42	8%	24%	12%	0
19 Siste nytt fra lokalsporten ...	38	27%	9%	9%	0
20 Dødsannonser ...	37	14%	5%	5%	0



“

We're in - but we
need to track it
in real time in
Kilkaya!

Gunnar Paulsen, front page editor,
Halden Arbeiderblad



From this in Kilkaya:



To this:



Three key findings



1) The entire editorial team focuses on the young subscribers





Romerikes Blad completely changed the way they work

Kindergarten/school/
upbringing/family life

Health/lifestyle/
relationships

Local business/
work life/ career

Wallet stories/
consumer/ groceries

Housing/ real estate

Mobility/ traffic /
commuting

Our municipalities

Crime



“

I have had to leave old habits behind – and have to say «no» to stories that don't target young people's lives!

Thor Fremmerlid (59), journalist in Romerikes Blad



NYHETER

Fantastic results for local firm: - Never sold more



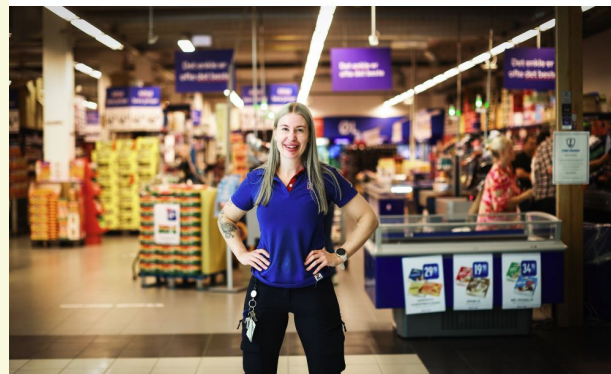
8 200 readers in total

Only 6% under 40



JESSHEIM

Kine worked her way up - now she runs her own store: - I have worked really hard for this



10 300 readers in total

13% under 40



“

I need to be more direct in asking «**who cares?**» – and say «no» to making content that doesn't matter

Jon Theodor Hauger-Dalsgard,
News Editor, Romerikes Blad



2) Our subscribers over 40 do **not** abandon us – they love the new content we give them



To close down Iddebo as soon as possible: - At least 20 patients to be moved



3 200 readers in total

Only **7%** under 40



Marthe (33) switches from clothes to food



5 000 readers in total

14% under 40



Romerikes Blad

Rita (79) fights to keep a gift she was given 53 years ago: - I'm fed up and tired of fighting



10 000 readers in total

Only **7%** under 40



Romerikes Blad



Foto: Petter Stensås

The wedding invitations were ordered. Then Kristian started feeling tired: - He went to see his doctor in February, and died in May

14 200 readers in total

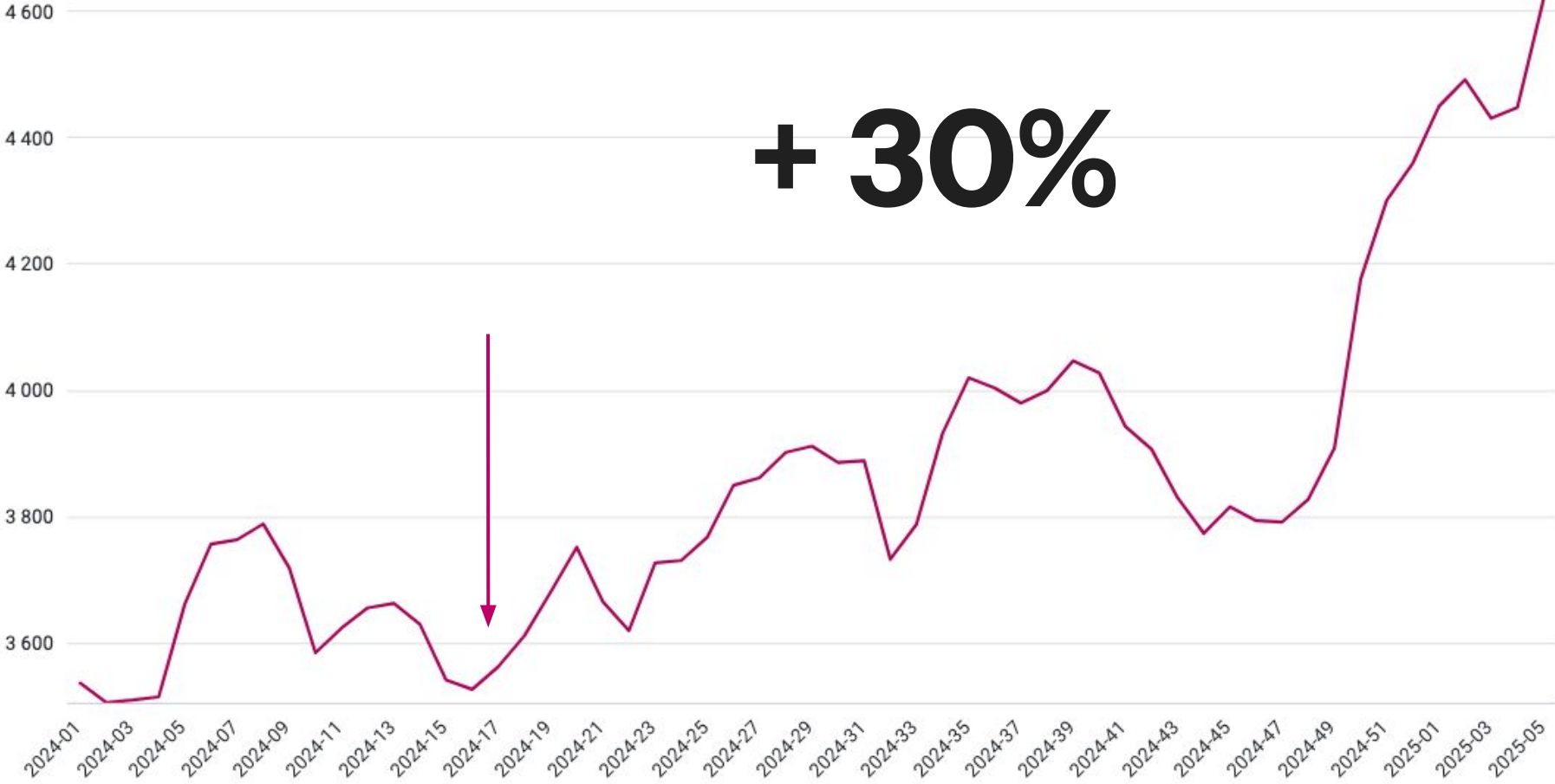
12% under 40



3) While ignoring the majority, the minority grew



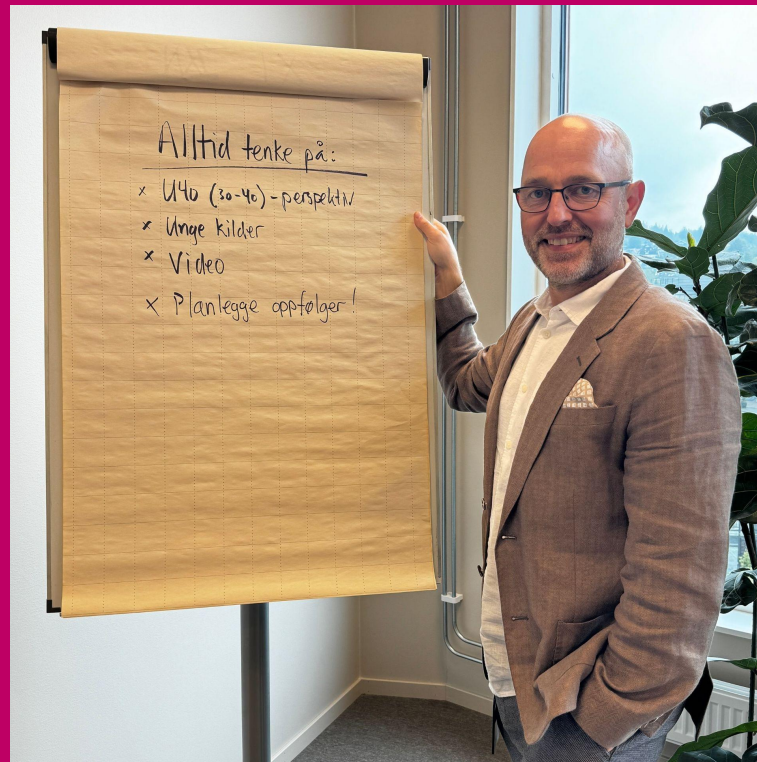
+ 30%



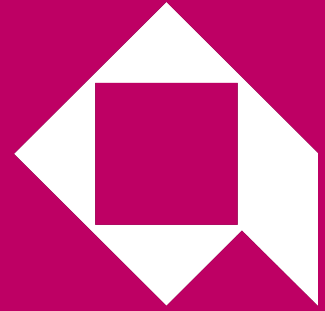
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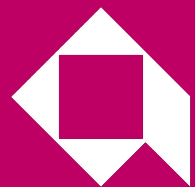
Focusing on young subscribers is the smartest thing we have done in my time at Romerikes Blad – it has made our product better overall

Mads Storvik, Editor in Chief,
Romerikes Blad



Any questions?





amedia

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Amedia Innholdsutvikling

amedia.no