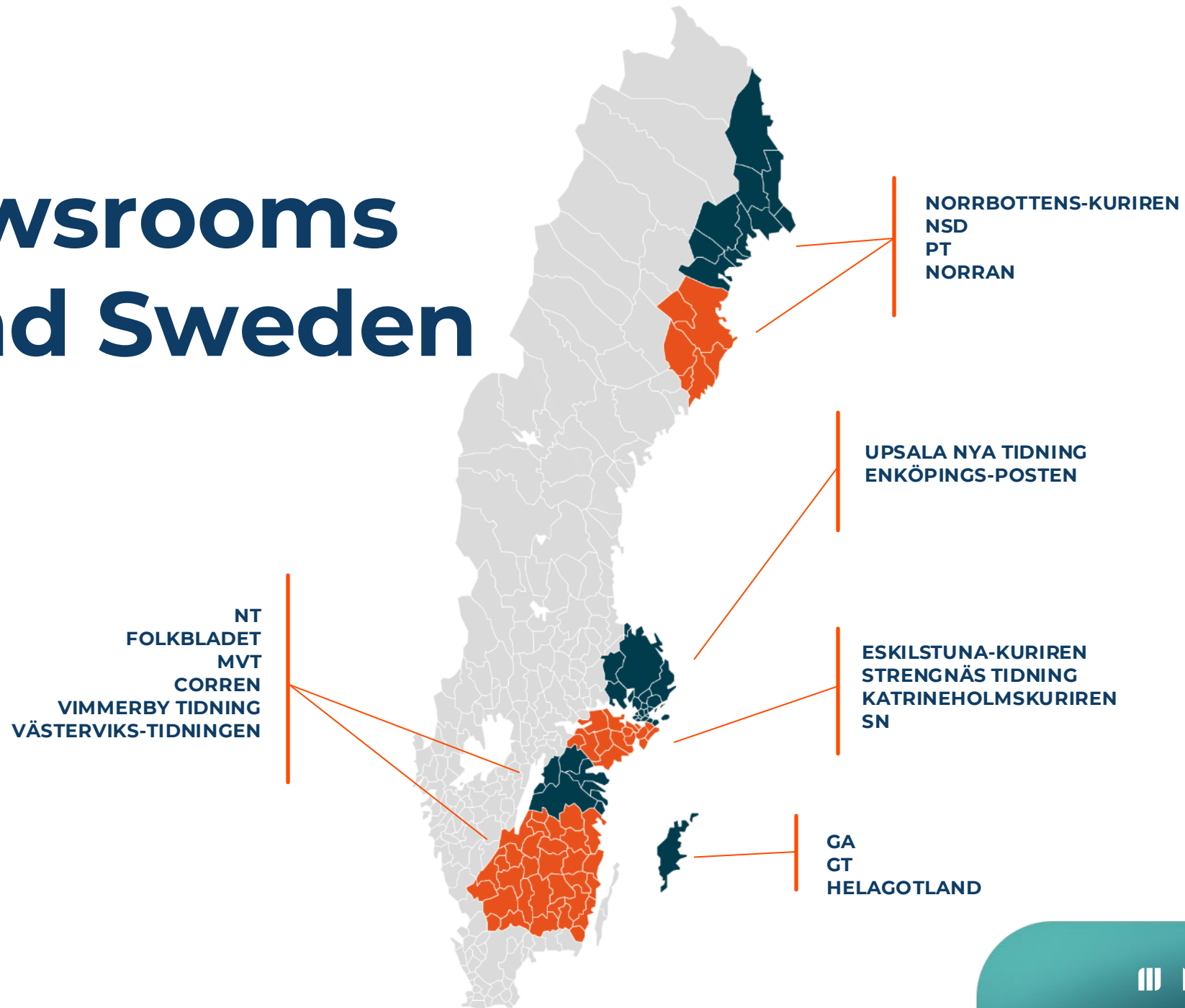




**Jens Pettersson**  
Head of Editorial Development, NTM

# 17 newsrooms around Sweden



EMPLOYEES

320

journalists in  
17 newsrooms

SUBSCRIBERS

260 000

113 000 are digital only



REACH

**70%** of the people  
in our areas

TURNOVER

€180 million



LET'S GET  
READY TO  
DOUBLE!



2020

2021





Summer 2020: 48 000 digital subscribers

# GOALS



**2020**  
55 000  
digital  
subs



**2021**  
70 000  
digital  
subs



**2022**  
90 000  
digital  
subs

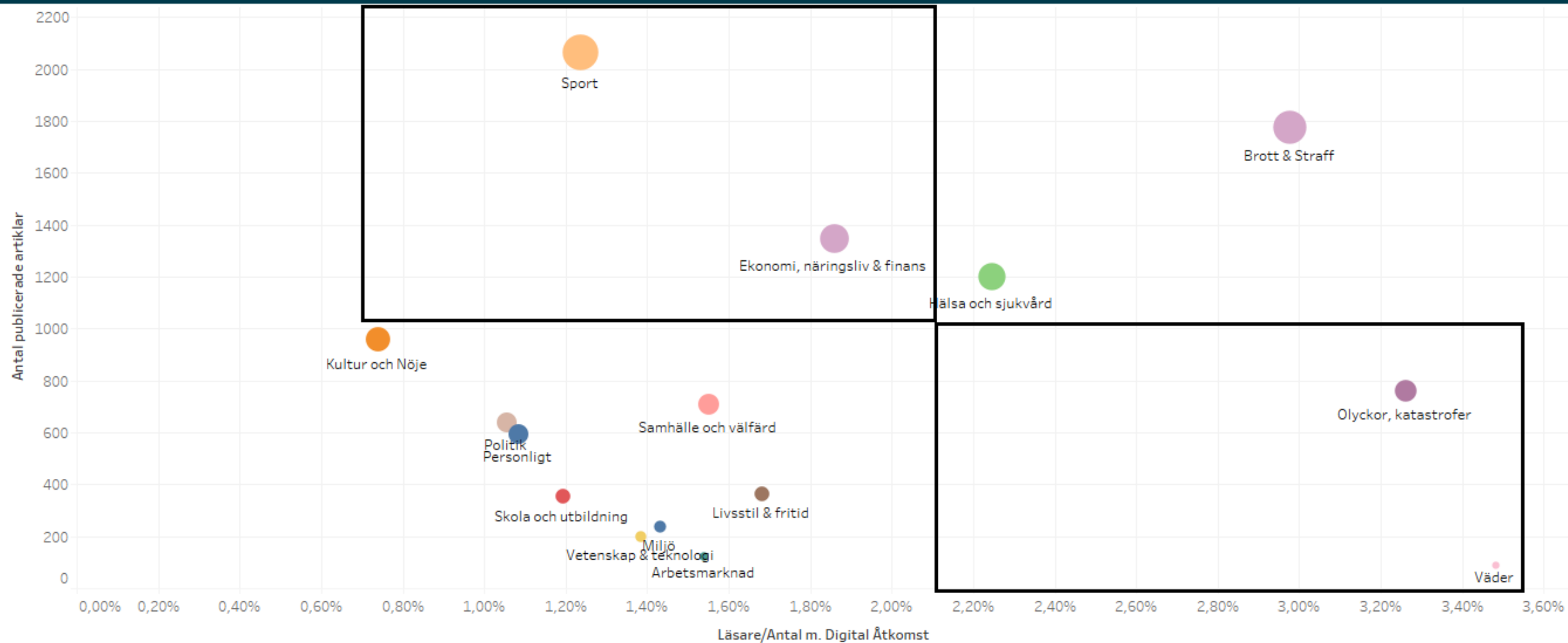


**2023**  
110 000  
digital  
subs

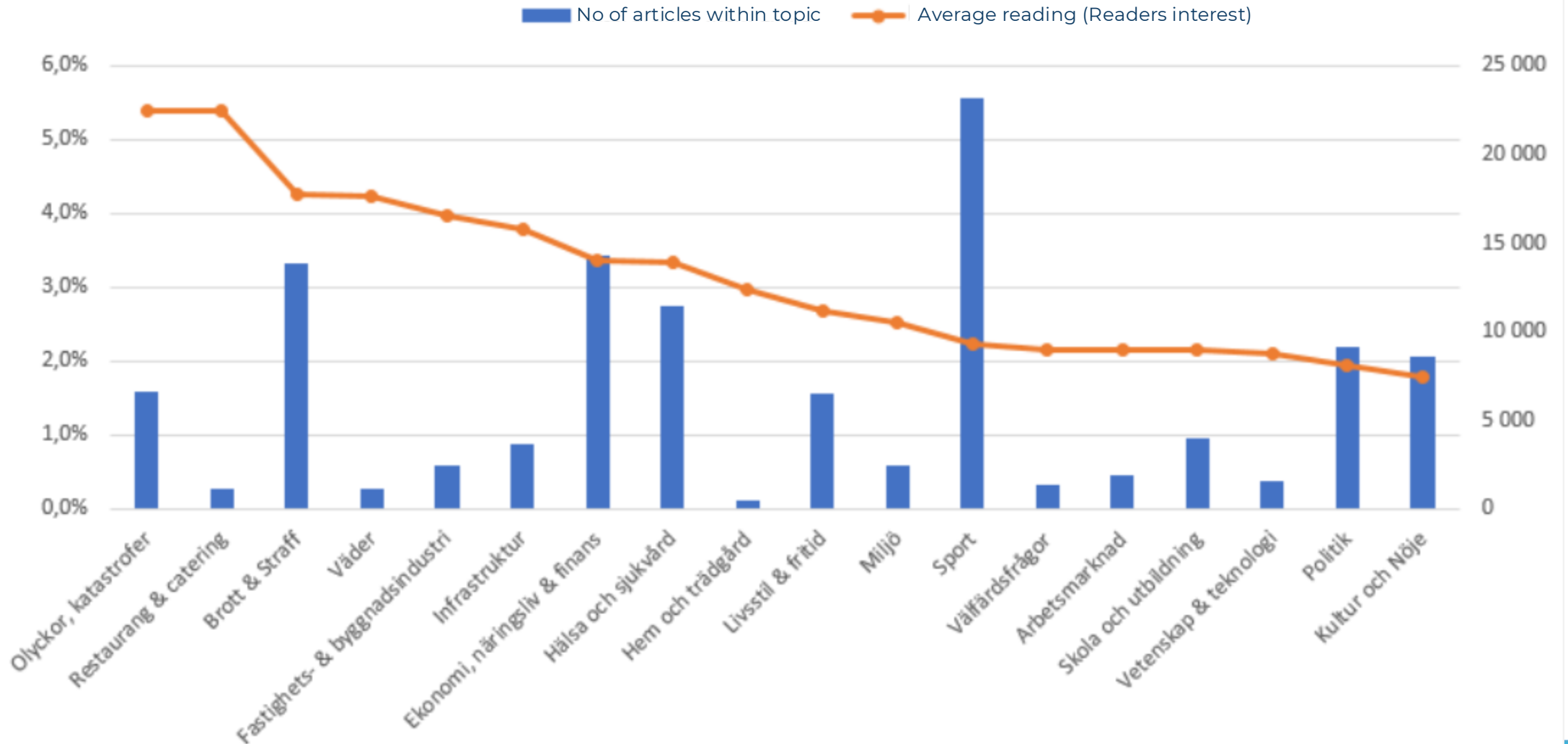


Thanks  
Amedia ! 

## Läsare i relation till vad som publicerats



# Most read topics in NTM





# 7 prioritized topics

1. Breaking news
2. Crime and legal punishment
3. "What's happening in the city"
4. Residence
5. Job life
6. Health and medical care
7. Family life

# Journalistic strategy

- Fewer but better stories
- Focus on 7 prioritized topics
- Focus on 30-50 years old audience

Create change in daily work  
between editor and reporter

# Reporter checklist



- Is the topic relevant to many people or does it evoke strong emotions
- How do I make it interesting for 30-50 year olds?
- Who can be seen and heard in my story
- How to capture the readers on this in 1 second
- How do I contribute to the spread of the content?



# Worlds best dashboards in 2021

Alta

Jus

Sidvisningar prenumerante

25 991  
Mål: 30 980

Mest läst av prenumeranter

1. Sata chansen till finalbiljetten: 11.00 släpps biljetter
2. "Tolkens kändare" Kjel Lönnkvist
3. Regionen pauser covidvaccinationerna
4. De tar över lokalen vid Östercentrum
5. Tre unga kvinnor till sjukhus med ambulans
6. Rycka inpassagen av Ukraina – fjärrhändelseutredningen
7. Man och kvinna missstänkta för rån på tisdagskvällen
8. Lång väntan på återbetalning av respengar
9. Viktig räkna kalkas: Cellprova veckan
10. Jag har drömt om att spela en match som den här
11. Supportprofilen: Något skumt med det här

Aktiva icke-prenumeranter

5 035

## Mest läst av prenumeranter

- 1 A-traktor och bil i olycka på E4 – två till sjukhus 16 723 ★
- 2 Hus exploderade – läckande batteri var orsaken 9 996 ★
- 3 Region stämmer läkare på fem miljoner 9 670 ●
- 4 Flera polisbilar på plats i bostadsområde i 9 006 ★

16 723



9 996



9 670



9 006



3 013 st

Antal videovisningar till minst 50 %

Artiklar med videovisningar: 54 st

Rensa

Antal köp

100 216 st

Sidvisningar totalt

Varav 6 943 st lämnade inom 5 sek.

Medelvärde: 1 591 st

Medianvärde: 986 st

Färdiglästa artiklar

Andel färdiglästa artiklar, lästa ned till minst 80 % av artikeln

67 %

Antal personer omnämnda i dina artiklar

Kvinnor: 22 % (17 st)

Män: 78 % (59 st)

Okända: 0 % (0 st)

29 st

Antal kommentarer

Medelvärde: 0,5 st

Medianvärde: 0 st

Andel videor visade till minst 50 %

Totalt: 3013 av 13509 st

22 %



LET'S GET  
READY TO  
DOUBLE!



## GOAL

**2020**

55 000  
digital  
subs

Result  
2020:  
*57 084*

**2021**

70 000  
digital  
subs

Result  
2021:  
*68 148*

**2022**

90 000  
digital  
subs

Result  
2022:  
*84 057*

**2023**

110 000  
digital  
subs

Result  
2023:  
*102 113*

March  
2024:  
**110 083**







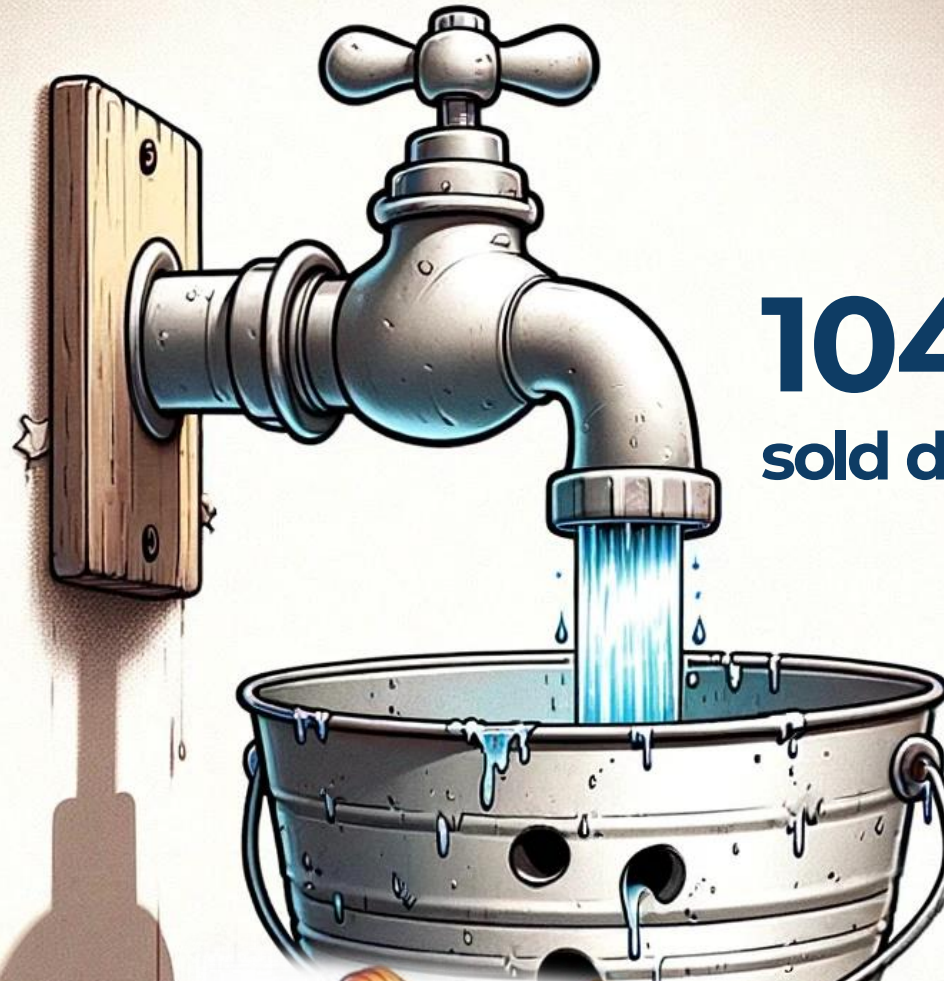
250.000  
□ NTM





# The road towards 250 000

# 2023



**104 687**  
sold digital subscriptions



**92 210**  
lost digital subscriptions



**“Vässa vardagen”**  
(Sharpen daily work)





**Goal:** To help newsrooms  
develop their **journalism**

**We have talked  
a lot of WHAT  
we should do, but not  
HOW it's done**



◀ 250 000 ▶

SWAT



WE'RE TEP YOUR TO







# Sharpen daily work: roadmap



## First touch

Meeting with NTM:s editorial managers + editorial development and the local Editor in Chief  
What does the editorial team want help with?  
Three focus areas.

## Let's get started!

A full day with the editorial leadership: Situation overview, analysis, workshop, and dinner in the evening.  
Ends with an action plan: Three things to boost the title, which workshops are needed, timeline, and follow-up.

## Workshops

Journalistic Craftsmanship  
Presentation: How to capture users on front page  
How to succeed in social media and video  
HR: How do we change the culture?  
Follow-up meeting: are we doing what we agreed to?  
What more needs to be done?



# Areas of focus:





**March 12:** Pre-meeting with managers and publishing managers.

**March 21-22:** On-site in Nyköping. Participants: Editorial leadership at SN (Åsa, Maria, Andreas, Sanna, Jens W).



**April 4:** Workshop with the editorial team: Journalistic craftsmanship

**April 10:** Coaching conversation with the news editors.

**April 23:** Workshop: Developing our video storytelling.

**April 30:** Workshop: How to succeed in social media



**May 8:** Coaching conversation with the news editors.

**May 20:** Workshop: How to capture readers' interest on frontpage.

**May 31:** Follow-up: How is it going?

# We begin with analysis and a **situation overview**

## 4. Läsarna och SN – så betar de sig

Antal sidvisningar (pren) per besök vecka 9.

Titel	Sidvisningar per besök
Östgöta-Correspondenten	4,24
Norran	4,22
Norrländska Socialdemokraten	3,97
Norrbottens-Kuriren	3,9
Norrköpings Tidningar	3,89
Helagotland	3,56
Piteå-Tidningen	3,56
Eskilstuna-Kuriren	3,54
MVT	3,49
Upsala Nya Tidning	3,46
Vimmerby Tidning	3,27

- I vecka 9 var det SN som hade det lägsta antalet sidvisningar per besök i koncernen.
- SN är alltså relativt sett svaga när det gäller att få besökarna att läsa fler nyheter när de besöker sajten.

## 6. Läsarna och SN – 30-50-åringarna

	Antal Prenumerationer	Antal i 30-50	% Målgrupp
Norrbottens-Kuriren	13 875	1 958	14,1%
Piteå-Tidningen	12 061	1 690	14,0%
Norran	19 423	2 721	14,0%
Norrländska Socialdemok...	24 392	3 344	13,7%
Upsala Nya Tidning	36 680	4 946	13,5%
Norrköpings Tidningar	28 228	3 663	13,0%
Gotlands Allehanda	7 738	1 004	13,0%
Gotlands Tidningar	10 143	1 296	12,8%
Eskilstuna-Kuriren	17 076	2 174	12,7%
Östgöta Correspondenten	36 810	4 640	12,6%
Motala Vadstena Tidning	7 450	883	11,9%
Kärlneholms-Kuriren	7 699	841	10,9%
Södermanlands Nyheter	15 128	1 617	10,7%
Enköpings-Posten	6 347	562	8,9%
Västerviks Tidningen	8 011	688	8,6%
Kinda-Posten	904	76	8,4%
Strengnäs Tidning	3 675	304	8,3%
Folkbladet	2 207	171	7,7%
Vimmerby Tidning	5 088	393	7,7%
Total	262 935	32 971	12,5%

- SN har en något mindre andel digitala prenumeranter i åldern 30-50 år än koncernsnittet.

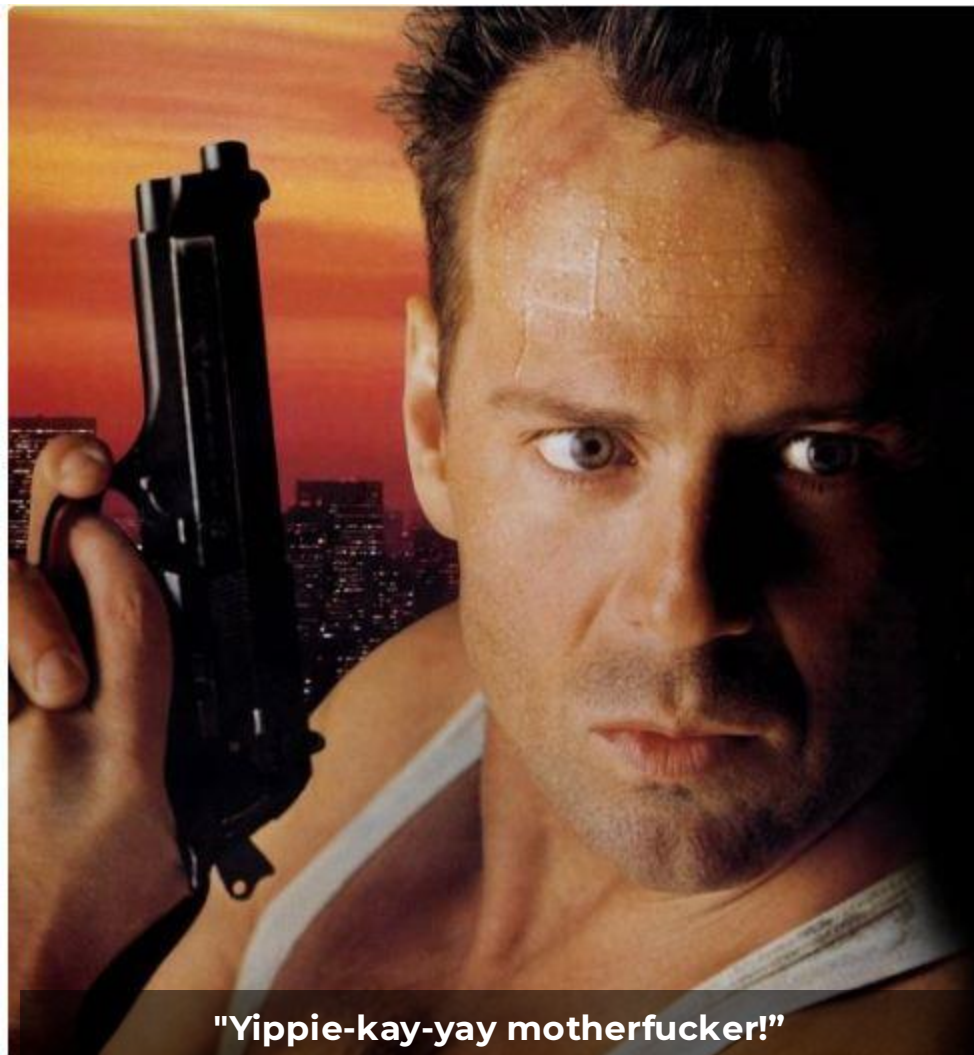
## Minst läst

- Sport
- Intern byråkrati
- Taget från annan titel

Publicerad	Rubrik	Träff i målgrupp	Sidvisningar pren.	Sidvisningar totalt	Videovisningar minst 50 %	Färdigläst	Snittid	Köp
2024-03-15	Bäst i test: Här är de godaste påskölen		42	53	-	1m 17s	0	
2024-03-14	Flest klagomål på vård och omsorg från Sörmland		60	70	-	0m 41s	0	
2024-03-14	Amanda Landeblad tar rygg på von Eckermann		105	120	-	1m 6s	0	
2024-03-11	Ännu ett lag från NSK redo för playoff		294	308	-	0m 28s	0	
2024-03-14	Krav på tydligare prislapp. "Vi säger ändå nej"		303	322	-	1m 28s	0	
2024-03-17	Trosa Edanö illa ute i returen: Var lite jobbigt		308	322	-	0m 43s	0	
2024-03-15	Detta händer i SN-hand i helgen		332	380	60	0m 47s	0	
2024-03-11	IFK tog meriterande poäng förgäves – rämlar ur		376	397	-	0m 46s	0	
2024-03-11	Mastodontturnering stannar i Nyköping – blir jubileum		404	417	-	0m 37s	0	
2024-03-14	Harg forcerade starkt men Tun höll undan		425	454	-	0m 53s	0	
2024-03-12	300 skarvar får skjutas – kommunjägaren: "Det räcker"		434	468	195	1m 4s	0	







## Back to basics: Why Are Quotes Important?

If you get a good quote, it means you have asked **follow-up questions**.

With a good quote in the text, we can promote the work more easily on frontpage. A better promotion **engages** our users.

The text automatically improves because the reporter has asked all the necessary questions, leading to higher **completion rates in reading**.

# But what do the quotes look like? Facts or feelings?

"The work is tentatively ongoing until Friday. Car traffic on Brunnsgatan is running, but it is directed by flag guards"

**"Since 2018, we have been running Campox sports accommodation in Oxelösund".**

"We have seven stores in the Stockholm area and now we are expanding with a store also in Nyköping."

**"That includes conference tables, printers and conference rooms. If you want your own office, you can rent three desk spaces."**

"You can leave it at Björshult or at our recycling centers in Tystberga, Jönåker, Nävekvarn and Stigtomta."

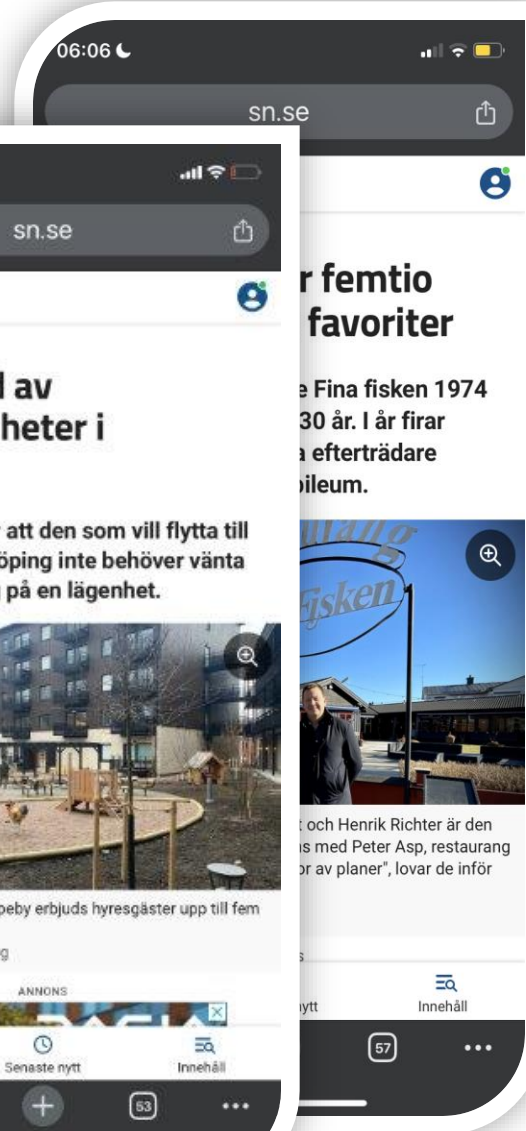
*(These are actual quotes from our audit for that newsroom)*





# The **journalistic** craftmanship

- Do the job **properly!**
- Always be up on your **toes**
- Make sure to meet “**ordinary people**”
- There are no compulsory jobs. Decide what you will fill your **frame** with.
- Don't just report – **tell a story**
- Give me **something to remember**



# 7 ways to capture the scrollers on front page

1. Emotions, clarity, angle, details and drama. The reader will **not take chances** with his/hers time
2. Over 80 percent read on mobile. **Get closer!**
3. **Don't assume** that everyone knows what we're talking about.
4. Secret is not always more alluring. One must at least **understand** the news.
5. Movable puffs
6. **Go Live!** (Live reporting in one flow)
7. Create the glue in the scroll. Find the **catch-word!**



# Benefits of "Sharpen daily work"

Digital user behavior places enormous demands on us.

**Every job counts!** Sharpening everyday life is work that helps us to see what can be improved, and help the editors take the next step.

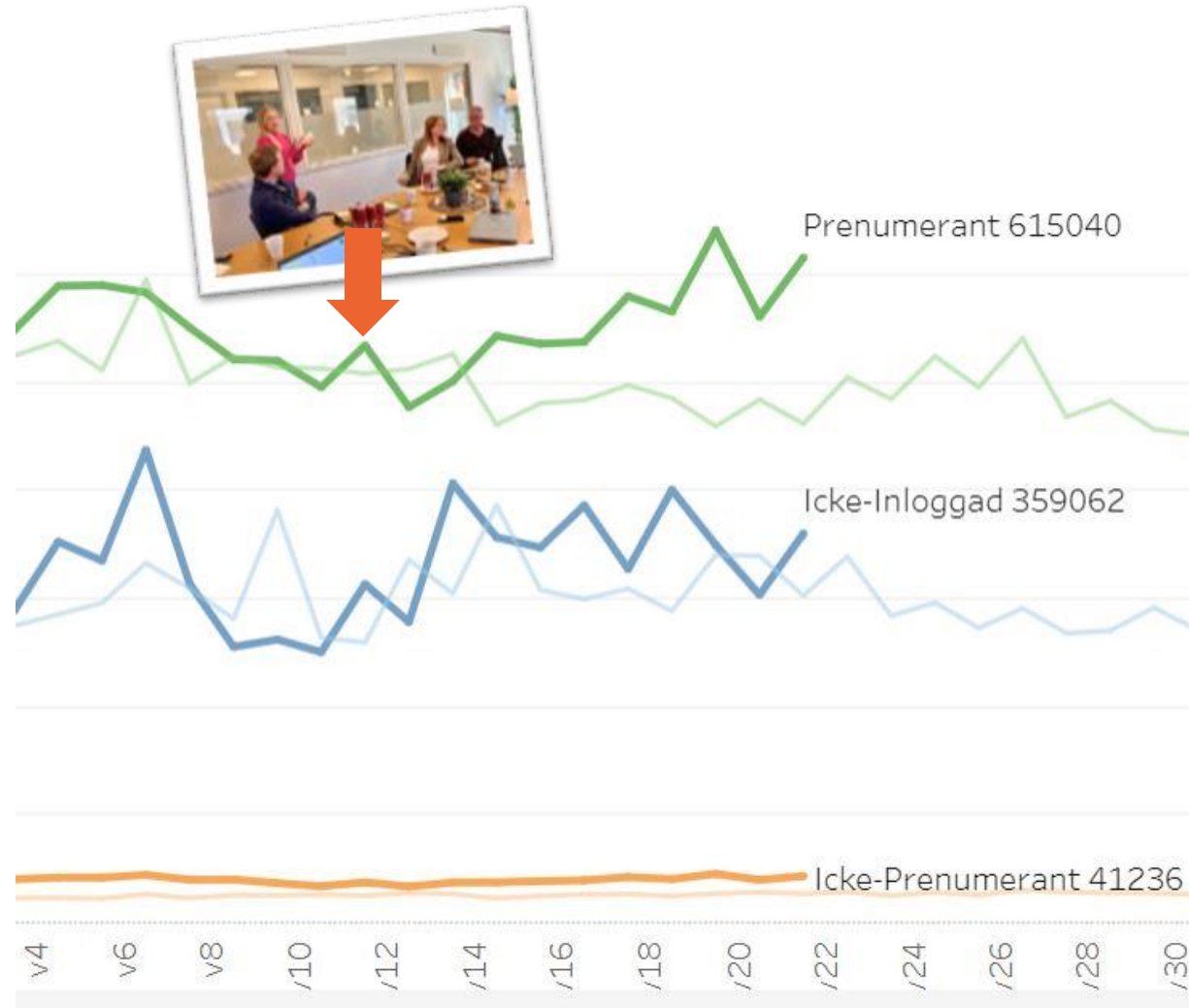
## Bonuses with the initiative:

- **It reduces the distance between NTM and the local editors.** We get closer to managers and employees, which facilitates contact and coaching.
- **No unclear "you have to go digital"** Our feedback is concrete because we do the audit from the editor's own content.
- **Different newsrooms – same challenges.** It helps us direct our work so that we get the best hits on efforts that help the titles to maximize the journalism and thus the business.
- **We get sight on what is hidden "in the walls".** Cultures that are not measurable but makes it difficult for the editorial staff to succeed. And we can help them handle that.
- **We acquire a lot of best practice.** We get many examples of working methods and situations that other titles can copy.





# “Sharpen daily work” gives effect on KPI:s



**Next step**





# USER NEEDS

UUDER  
WETUN  
NOTA

UUDER  
KESONG  
FOMIS

USER  
PEREMAN  
REBESIDA

FINGG  
NANUO

UDUMIS  
PENNES  
DUM C

RIASEO  
MONASE  
LIDA

USER  
NESESO  
FERDANG

USER  
LUMBS  
NEBNO

SPANOS  
ARKIDOC  
SFTDARE

NOXNO  
DIENGSC  
BOREL  
NANIOES

E A  
ERK

NICKYMO  
LOYM  
LUSTOTA!

UENPCHNG  
RAPONIME  
PAPSES

MOOR

MARICRL





# Takeaway?

**Focus on creating  
change in daily work  
between editor  
and reporter**





**Get in touch!**

[jens.petterson@ntm.se](mailto:jens.petterson@ntm.se)