

Cutting edge approaches to driving subscriptions

AMERICANPRESS
institute



API: Accelerating transformation



Paying for News

Why people subscribe and what it says about the future

- Interviews in 3 cities
- National survey of 2,100+ adults



The Media Insight Project

AMERICANPRESS
institute



NORC
at the UNIVERSITY of CHICAGO

53%

of all adults pay for news

54%

of payers have a newspaper subscription

Young people do pay for news

Contrary to myth...

37% of adults under 35 subscribe to news

46% of those get newspapers

And social is a path to subscription

2 in 3 young payers get news on Facebook multiple times a day, 4 in 10 on YouTube

Many subscribe because noticed a source on social

Many non-payers could subscribe

52% of non-payers are “news seekers”

26% who follow a source for free say they are likely to pay

Why people subscribe to newspapers

1. **Civic reasons**: Stay informed, be a better citizen (55%)
2. **Subject expertise**: Coverage of a passion topic (48%)
3. **Social flow**: Something to talk to family / friends about (39%)

Why people subscribe to newspapers

1. **Civic reasons**: Stay informed, be a better citizen (55%)
2. **Subject expertise**: Coverage of a passion topic (49%)
3. **Social flow**: Something to talk to family / friends about (39%)
4. **Fun**: It's entertaining (36%)
5. **Civic again**: Help decide where I stand (33%)

What triggered these subscriptions

1. **Social flow**: because friends and family do (46%)
2. **Subject expertise**: for coverage of passion area (42%)
3. **Marketing**: Saw a discount promotion (37%)
4. **Lifestyle change**: New job, retired (25%)
5. **The meter**: kept hitting the content limit (19%)

Analytics back this up

We tracked what
subscribers read



Metrics for News

Subscribers are civic-minded

More likely than others to read civic information and commentary:

- Local government coverage

- Candidate endorsements

- Editorial cartoons

Subscribers are franchise-driven

More likely than others to read...

Coverage of local sports teams

Your longest & deepest reporting

73%

of subscribers cite
“franchise topic” coverage
as a key reason they pay

(Metrics for News surveys in 9 markets)

Half of non-subscribers
would pay if the paper
got better at covering a
topic they care about

(Metrics for News surveys in 9 markets)

Implications for publishers

1. Quality is critical
even as newsrooms
contract

**Build your brand on
franchise topics**

The top motivations
for paying include
reliable information,
subject expertise
and entertainment

2. The young will pay
for news, but...

They're different

These relationships begin
through **social media** and friend
referral, then build through
frequent interaction

They feel good about
supporting your mission

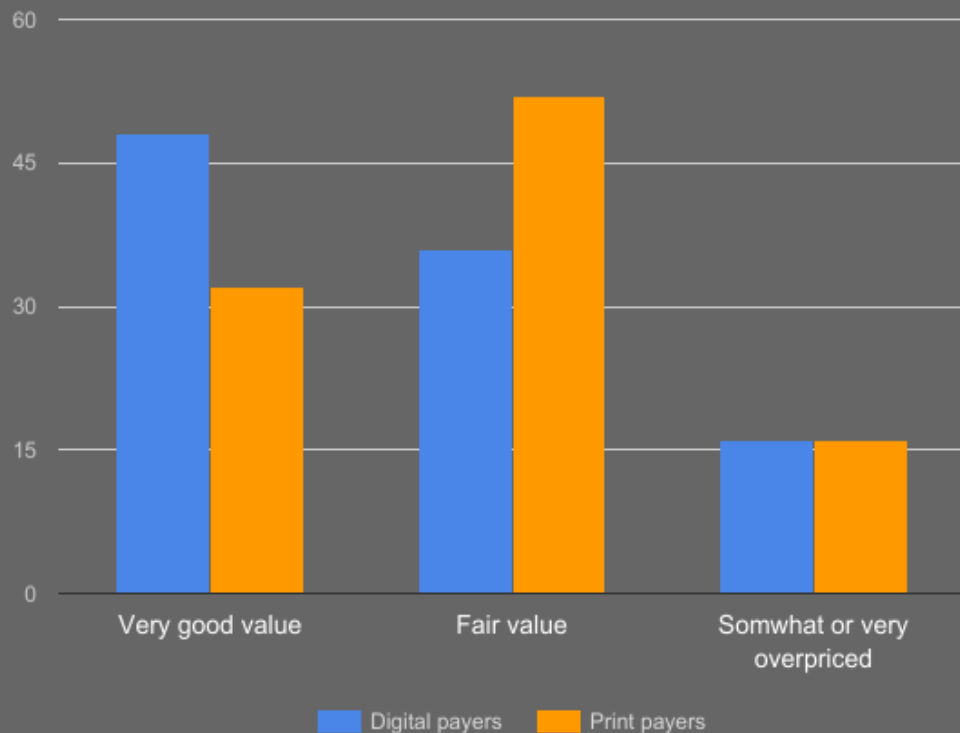


3. Changes in life
situation are an
opportunity

First job or
last job (retiring)
= more likely to pay

4. Outlets may have
more price elasticity
online

More price elasticity among digital subscribers



What subscribers say about value

5. Mobile couponing is an opportunity

Coupons are major
motivator for print
subscribers, could be
in digital

Get the full report

Email report@apnorc.org

Visit www.mediainsight.org

Stop by the API booth



Discussion:

Strategies for subscription growth

Esfand Pourmand

Senior Vice President of Revenue
Hearst Newspapers, Digital

Ann Poe

Vice President, Audience, Digital Revenue & Products
Cox Media Group

JASON

**THE BUZZ ENTHUSIAST**

32

Buckhead
Project Manager

"Keeping up with news, entertainment, and trends is important - connecting with other people is part of that."

DESCRIPTION

Buzz enthusiasts are just as interested in what people are talking about as they are about news.

GOALS

- Reading the most talked about stories of the day
- Sharing information easily
- Staying ahead of the curve and knowing trends before others



GALE

**THE PLANNER**

42

Smyrna
Claims Supervisor

"I often need to find things to do or places to go. Anything that helps me access information quickly, plan ahead, or get ideas is appreciated."

DESCRIPTION

Planners often have a task in mind when online; typically they look for information, guidance, or tools.

GOALS

- Planning for her family including weekend activities
- Getting trustworthy guidance
- Finding something specific in the news that support her interests



ANNE

**THE PRINT STYLE READER**

62

Alpharetta
Retired Nurse

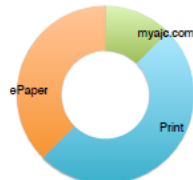
"The AJC ePaper is a great way to experience the newspaper, especially when I don't have access to the real thing."

DESCRIPTION

Print style readers are avid book and magazine users. Organized, easy-to-find topics are key needs online.

GOALS

- To enjoy the experience of reading online as much as print
- Finding information quickly and easily through topic organization
- Staying up to date on information that enhances her everyday life



MELISSA

**THE DIVERSIONIST**

33

Decatur
High School Teacher

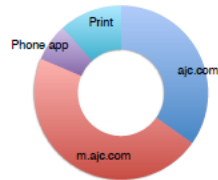
"The internet is a way for me to take a few minutes out of my day to just breathe, catch up, or divert my mind to something else for a while."

DESCRIPTION

Diversionists are looking for an interesting or entertaining diversion to their day or during downtime.

GOALS

- Relax and take a break in the day
- Get a sense of what's going on in the world and with friends
- Get entertained
- Have fun during down time



STEVE

**THE RESEARCHER**

27

Midtown Atlanta
Graduate Student

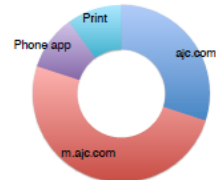
"Looking for something specific to a topic I care about takes time. The easier to access and more informative, the better."

DESCRIPTION

Researchers are goal oriented in understanding a particular subject or topic in depth.

GOALS

- Finding information on a specific topic quickly and easily
- Get frequent updates on topics he cares about
- Easily compile, organize or share information



Cox: Personas

**THE NEWS MAVERICK**

51

Roswell
Consultant

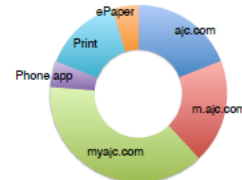
"I like to know what's going on in the world and get multiple perspectives on the news. I feel out of touch if I'm not on top of current events."

DESCRIPTION

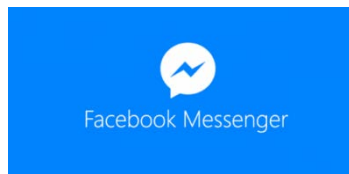
News mavericks have rituals for tracking news across sources, and seek stories they haven't seen.

GOALS

- Scan headlines and article excerpts to get a sense of what's going on
- Check multiple sources to gain perspective and context
- Read the news across a variety of platforms



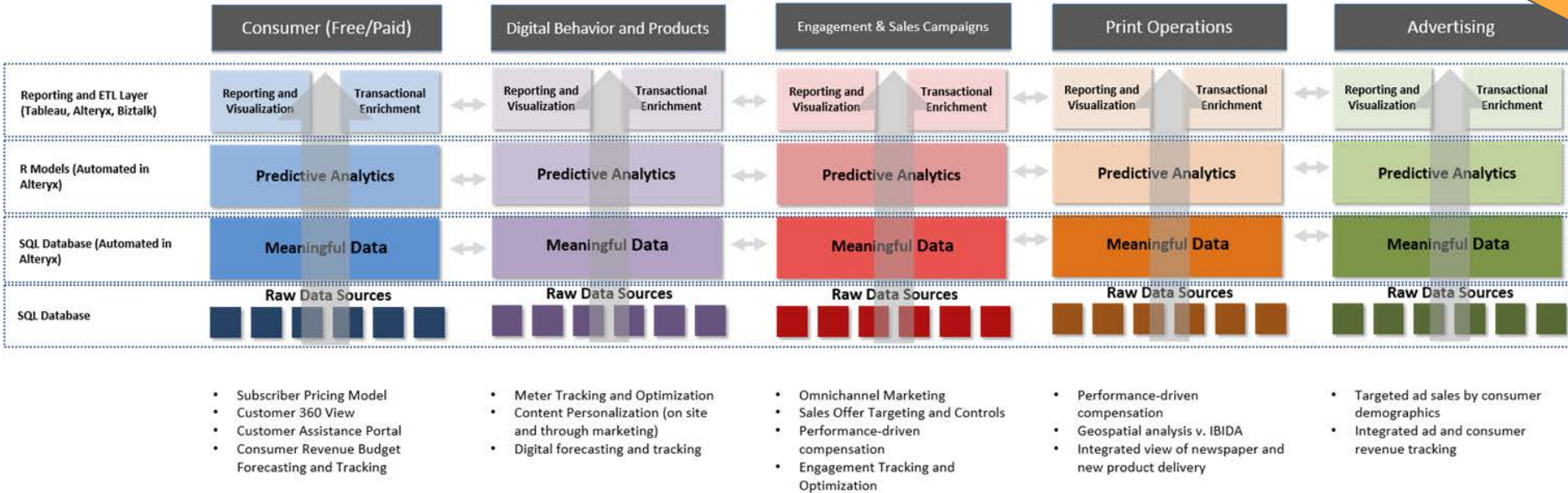
Cox: Areas of Growth



DRUDGE REPORT

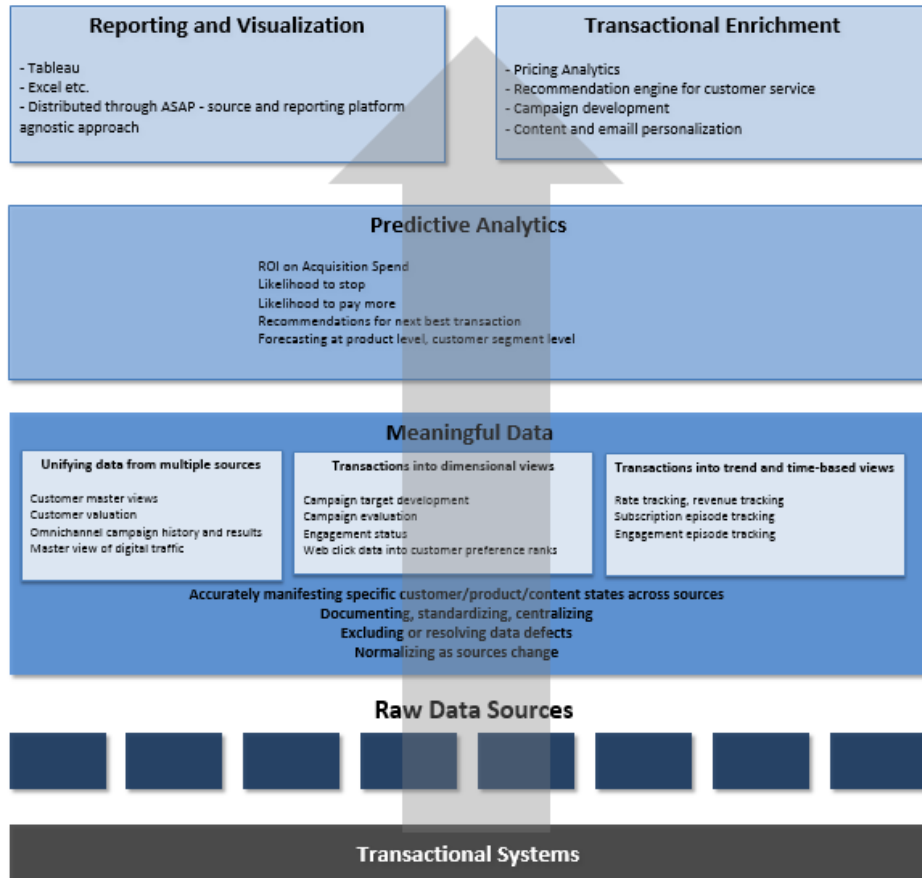


Areas of Practice



Full-Cycle Data Practice

Cox: Making data
meaningful





Real Journalism. Real Local Impact.

AJC The Atlanta Journal-Constitution

SPRINGFIELD NEWS-SUN
KNOW MORE
 It's worth your time.
 AS LOW AS
99¢



NO FAKE NEWS
 Get Real. Get the Springfield News-Sun.
 SPRINGFIELD NEWS-SUN AS LOW AS
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Our Readers
SAY IT BEST



WHEN THE SOURCE MATTERS,
 rely on the Austin American-Statesman.

Austin American-Statesman



Real Journalism. Real Local Impact.

The Palm Beach Post

Dayton Daily News
KNOW MORE
 It's worth your time.
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