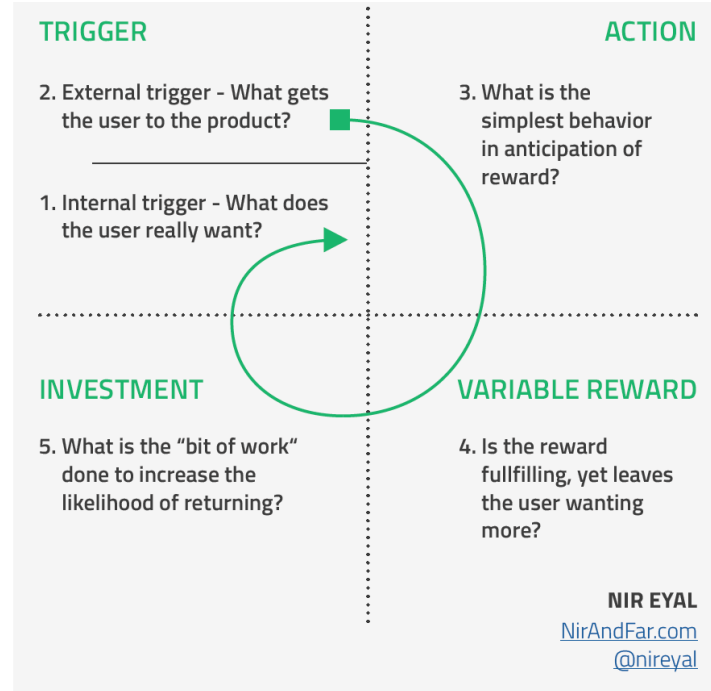
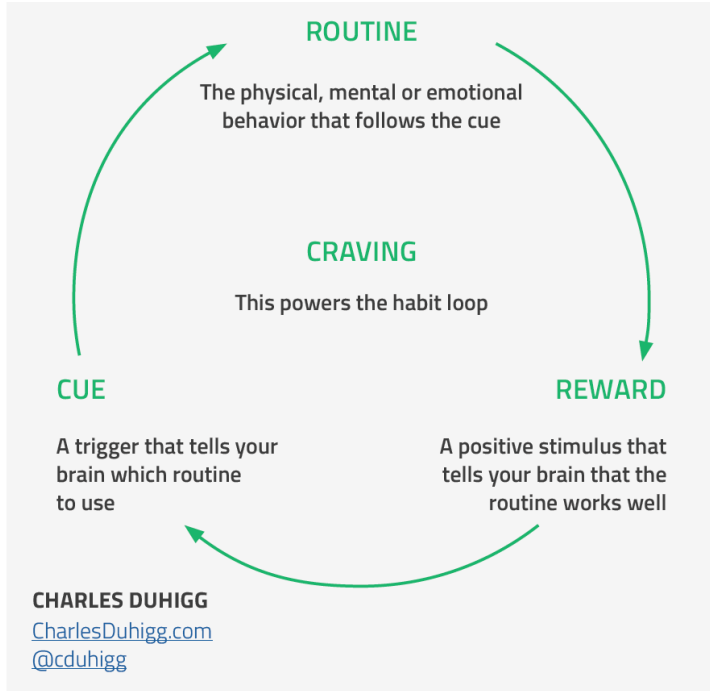




Habit Forming News Products

How can newspapers be the kings of habit (again)?

Habits can be formed through carefully designed habit loops



READING
ACTIVITY

3 **TIMES
PER WEEK**

IS THE TIPPING POINT
FOR HABIT FORMATION

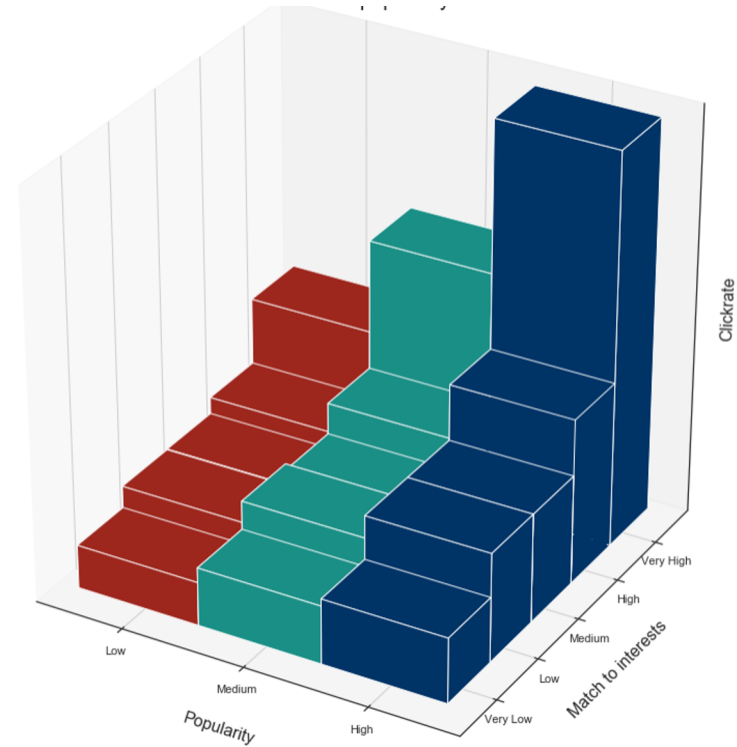
1. Be where your readers are

- Evening digital-only edition to cater for a new audience
- Same time every day
- Quizzes and games
- Freemium model for discovery



2. Bring the right content to the right readers

49% reduction in churn with JAMES, Your Digital Butler



3. Invest in good product experience

“

When the team reduced the load time from 9 seconds to 5.5 seconds, they saw a 49% increase in subscriber conversion on the homepage.

Mathias Douchet
Product Director at The Telegraph

”



4. Transform your organisation

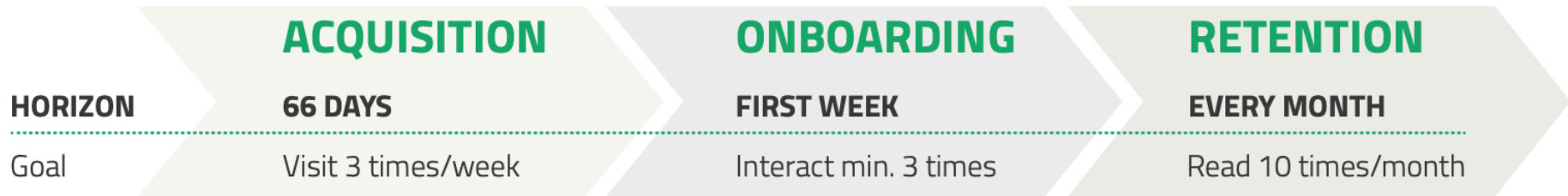
“

The one thing that I needed to foster and change is the culture of our organisation.







Eugenie Van Wiechen
Managing Director at FD Mediagroep

”

5. Focus on the right metrics



New tool: Habit Formation Canvas for News Media

 BUSINESS GOAL	 AUDIENCE
 PRODUCT <ul style="list-style-type: none"> ▪ Content: ▪ Timing: ▪ Format: ▪ Channel: ▪ Key Features: 	 HABIT <ul style="list-style-type: none"> ▪ External Triggers: ▪ Internal Triggers: ▪ Action: ▪ Variable Reward: ▪ Investment:
 BUSINESS IMPACT - KEY METRICS <div style="text-align: right;">  </div>	