

Denik N & Dennik N

Czech Republic/Slovakia

The challenge

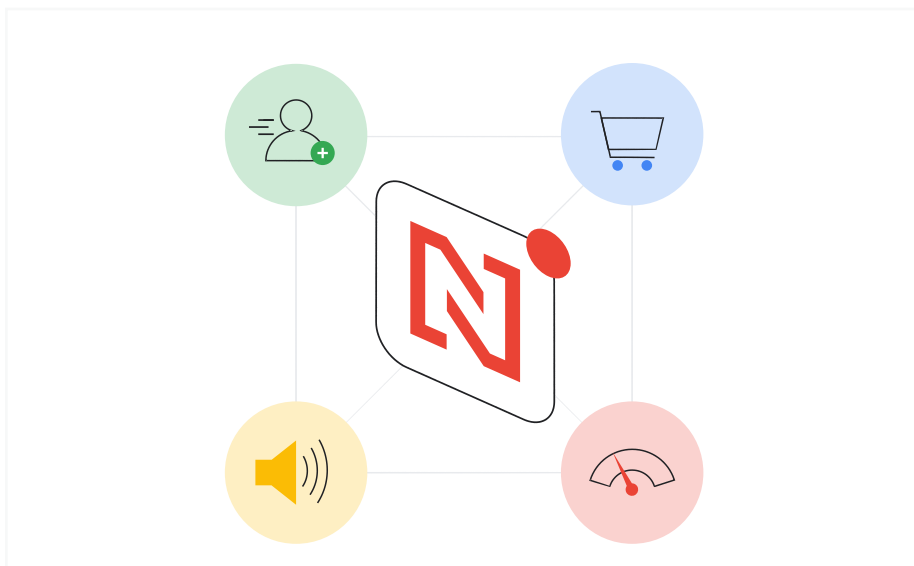
Denik N is a Czech predominantly digital, and print, newspaper, and Dennik N is a Slovak daily newspaper with a news website. Google News Initiative partnered with the sister companies individually to achieve the same strategic goal of increasing their subscriber base and grow diversification among their readers.

We will explore how both initiatives achieved this same goal, via two project solutions.

Denik N: New App

As part of the publisher's strategic goal to increase its user profitability and grow its subscription base, Denik N focused on two segments: 1) their regular subscribers and 2) their premium subscribers to create new revenue streams.

This independent digital-first news outlet always strives to continually increase the quality of their services for readers and to make sure they are ahead of other competitors within the same space.



Over 4000

subscribers tested the new app during its infancy showing great user appetite

+43%

app growth of their premium subscribers which continues to grow

4.8

app rating on the Google Play Store

“Our development team in partnership with Google News Initiative, and in cooperation with a specialised development company were able to create a new modern app with innovative features that strengthened the availability and impact of high-quality news content. This ultimately allowed for Denik N to grow our digital subscriptions and increase revenue per subscriber.”

Ján Simkanič, Director at Denik N

Results

By introducing a new modern re-designed app with innovative features, Denik N was able to strengthen the availability and impact of their high-quality news content for their readers. Feature upgrades included a soft paywall, in-app purchasing, push notifications, quick registration and offline audio playback.

Improving the user experience by extending a podcast offering and introducing an audio version of articles enabled accessibility to a select number of readers that Denik N were not able to reach before.

In addition, the development of the new subscription system and app - which currently holds a 4.8 app rating on the Google Play Store - allowed for further growth of digital subscribers and increased revenue per subscriber via the in-app purchase system.

Over 4000 subscribers tested the new app during its infancy year. The number of testers to trial the app was above expected which showed great user appetite. As a result of the improved app Denik N saw a 13% growth among their 'regular' subscribers, alongside 43% growth of their premium subscribers. These numbers continue to grow to this day.

The future goal for Denik N is to be able to fully fund the editorial staff from its subscriber revenue system.

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Dennik N: Roadshow

Before this initiative started Dennik N always practiced independent journalism, and wanted to take this a step further through deeper face to face connection with their local audience.

Historically, Dennik N produced news articles from one office in Slovakia. They made an industry-leading decision to take its headquarters on a regional roadshow across seven small cities - Rožňava, Martin, Michalovce, Poprad, Prievidza, Brezno and Komárno - around the country, as voted by their readers.



Over 300

articles published across
7 cities across 8 months

+330%

over target with an estimated reach
of 1.3 million

+25%

growth in active subscribers

“Since the launch of our roadshow project with Google News Initiative, the number of our active subscribers has increased. In each city, we were able to build relationships with readers, representatives of independent culture and of the city, entrepreneurs, students as well as local industry tastemakers to ultimately create quality news articles for our readers.”

Tomáš Bella, Head of Digital at Dennik N

Results

The roadshow allowed for Dennik N to develop a sustainable localised approach to connect with existing and new readers via a direct approach that was collaborative between journalists and readers. Throughout a two-week residency in each chosen city, a number of small socially distanced events and public debates promoted as digital marketing resources were hosted.

In addition, over 300 local news articles were created across 8 months, and often had prominent placement on the frontpage of the national newspaper. A special local print edition of the newspaper was also printed and distributed nationwide with news and updates from each region, alongside discounted digital subscriptions to the general public, and students alike. Dennik N successfully retained a third of students who signed up to a €1 introductory offer once the subscription was up for renewal and saw a 25% growth in active subscribers following the initiative.

A new stream of online and in-person discussions for all of Slovakia was created via a number of events including debates, pub quizzes, podcasts, live streams and more. The events were promoted using digital marketing resources and enabled Dennik N to form new relationships with local talent and opinion leaders in each town. After each city was visited, the team evaluated each event to make improvements for the next location on the roadshow.