How to innovate, grow and monetize

Lessons learnt from NU.nl HD
Brechtje De Leij

Mobile | Social Media | Productmanager Mobile NU.nl Sanoma | Informatie junk | Trends & new stuff | Amsterdam | Energie! | Handjes in de lucht | Onzin & Humor
Amsterdam

Influences 10K others

Influential about 20 topics
Marketing
Recruitment and Staffing
Social Media
About Sanoma

- Mid-sized European media group
- Founded and headquartered in Finland
- Focused on Media and Education
- Present in Finland, Netherlands and Belgium and Russia & Central Eastern Europe

Sanoma Media

- Leading media company in the Netherlands
- #1 Dutch magazine publisher
- #1 Dutch online publisher
- #2 Commercial TV broadcaster (SBS6, Net5, Veronica)
#1 Consumer Magazine Publisher

[Image of various magazine covers]
#1 Online Publisher

9,000,000 Bezoekers per maand

SanomaMedia
#1 Mobile Publisher

400,000,000 pageviews per month
Mobile Awards

Award Winning Apps

NU.NL
- 'App Store Rewind 2011: category news'
- 'Website of the year: best mobile site'

ZWANGER.NL
- 'App Store Rewind 2011: category Health & Fitness'

AUTOWEEK APP
- 'ICE Award best new app for iPhone, iPad and Android'

VIVA APP
- 'Third best media app of the world and best Dutch magazine app'

MOBILE MEDIA & MARKETING AWARDS
- 'Mobile Media and Marketing Award'

SanomaMedia
NU.nl is the dominant *online* news brand in the Netherlands.

“Quick overview of what’s happening in the world **RIGHT NOW**”. 
Changing news landscape

- Same people, same needs → new context
NU.nl: All Screen Strategy
NU.nl Mobile Strategy

1. Innovate
2. Dominate
3. Monetize
Be the first
Apple’s iGalore

Ken Banks @kiwanja

"The business around the iPhone is bigger than Microsoft as a whole, and it didn't exist five years ago" - Horace Dediu #MoCoAm

Sluiten  ↩ Beantwoorden  ‹ Retweeten  ★ Toevoegen aan favorieten
The tablet
Start of the project

It’s a bit like
print
online
mobile

It’s not
print
online
mobile
Print
[tangible, inform, inspire]

Mobile
[portable, always-on]

Online
[interaction, targeting]

TV
[audiovisual, emotion, social]
terug naar de essentie

nieuw auping essential
vanaf € 1.750

Wilders zegt vertrouwen in De Jager

Werkloosheid neemt sterk toe

Zonder rekfinal na val

'Reden ontruiming Ter Apel deels geheim'

Veel gemeenten willen minder sociale woningen

Alonso snelste in eerste van Monaco
The App
How we moved forward
How the market moved forward

Tablet shipments (mln)

Tablet sales
Penetration tablets (Q4)

Consumer penetration

SanomaMedia
Type of tablets

- iPad: 53%
- Samsung tablet: 13%
- Acer: 6%
- Asus: 4%
- HTC: 24%
- Other: 0%
How usage moved forward
iPad – home use

- Living room/couch: 91%
- Somewhere else: 47%
- Bedroom: 39%
- Kitchen: 18%
- Bathroom/toilet: 7%

Woonkamer/bank
Slaapkamer
Keuken/eetkamer
Badkamer/toilet
Living room/couch
Bathroom/toilet
Kitchen
Bedroom
Somewhere else
Changing media consumption

In the morning, relative readership across all three platforms ramps up quickly.

People reading on computers consumer their greatest share of online news that way during the day.

iPad readers read more news on the device at night than during other times of day.

Source: NU.nl (based on sample data)
Different content consumption

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<th>Device</th>
<th>Home</th>
<th>Buitenland</th>
<th>Achterklop</th>
<th>Sport</th>
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<td>Home</td>
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Bron: AT
Our user
What’s up next

Ken Banks (@kiwanja)
"Viewers want the same experience regardless of which piece of glass they're looking through" - Tom Bowman, BBC Olympics.
#MoCoAm
Show me the money
Educate Advertisers

2011 US Ad spending vs. consumer time spent

- TV: Ad spend per media (40), Time spent per media (35)
- Print: Ad spend per media (30), Time spent per media (20)
- Web: Ad spend per media (20), Time spent per media (15)
- Radio: Ad spend per media (10), Time spent per media (5)
- Mobile: Ad spend per media (1), Time spent per media (5)
Aiming to double mobile results in 2012

- **App downloads (mln)**
  - 2010: 1
  - 2011: 2
  - 2012F: 5

- **Mobile pageviews (mln/mnth eoy)**
  - 2010: 100
  - 2011: 200
  - 2012F: 500

- **Mobile revenues**
  - 2010: 100
  - 2011: 200
  - 2012F: 500
Compared to a touch, clicking is boring.
Thank you for your attention!

Questions?

@brechtjedeleij

/brechtjedeleij