



**KLEINE  
ZEITUNG**

# Mission Local

*The big changes in the newsroom at the heart of a new digital subscription strategy*

# Kleine Zeitung – constant presence in the world of media for over 110 years



## Independence

The Kleine Zeitung first appeared on the 22nd of November 1904 as a party-independent newspaper for all people.

## Conceived in a small format

and with a circulation of 30.000 copies, it reported the events of everyday life with rich and interesting content.

## Democratization of reading

A newspaper affordable by all.

## The dialectic principle

Breadth and depth, mass and claim, nationality and internationality.

# The Kleine Zeitung circulation overview



The Kleine Zeitung is the clear number 1 in its main distribution area of Styria and Carinthia.



## National



## Styria



## Carinthia



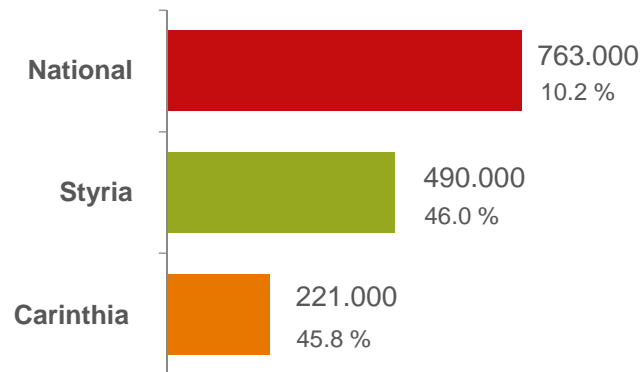
**95.6 %**  
subscriber-  
share

■ Print circulation  
■ Sold circulation  
■ Subscriber circulation

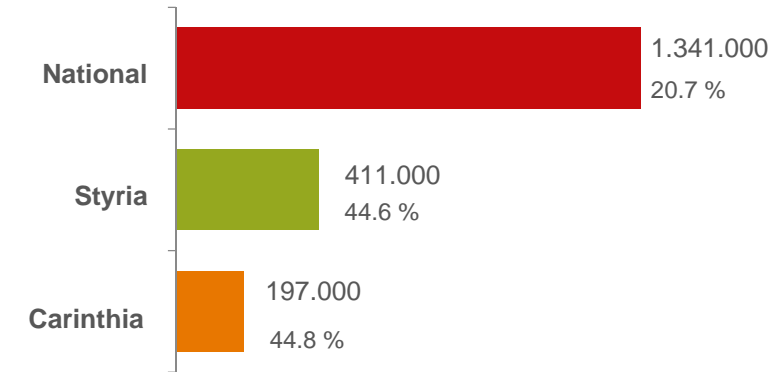
■ Sold circulation

# Reach in the print and digital segments

 **Kleine Zeitung – daily readers<sup>1</sup>**



 **kleinezeitung.at – unique user<sup>2</sup>**

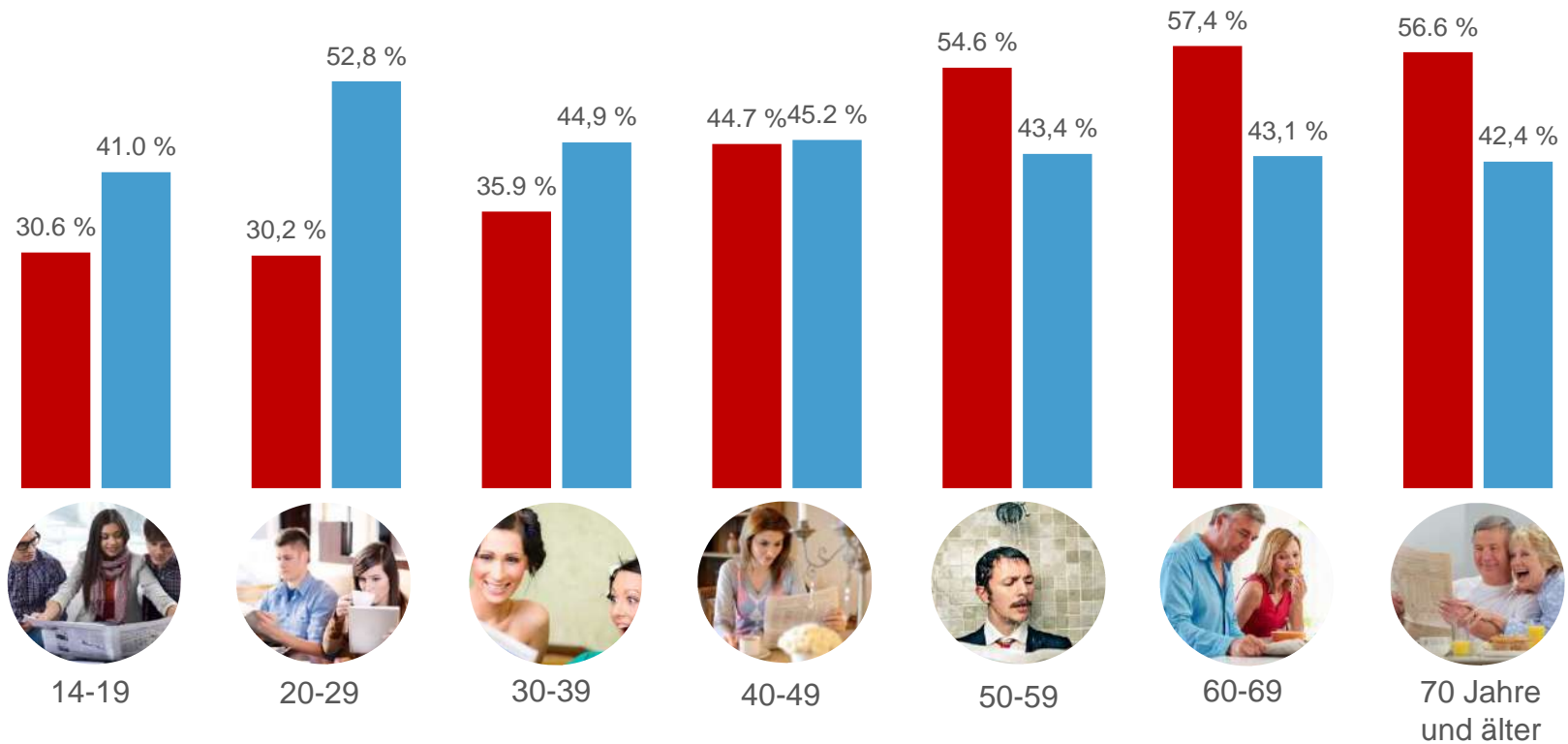


<sup>1</sup> MA 2017/2018, data collection period: July 2018 – June 2018, values underlying statistical variation: <http://media-analyse.at/Signifikanz>

<sup>2</sup> ÖWA Plus 2017-IV, EA per month, population: internet-user

# Represented in all age groups

Readers and users of Kleine Zeitung



**Kleine Zeitung<sup>1</sup>**  
daily readers



**kleinezeitung.at<sup>2</sup>**  
unique user

<sup>1</sup> MA 2017/2018, data collection period: July 2018 – June 2018

values underlying statistical variation: <http://media-analyse.at/Signifikanz>

<sup>2</sup> ÖWA Plus 2017-IV, based on Styria and Carinthia, EA per month, population: internet-user

# The Kleine Zeitung multimedia network



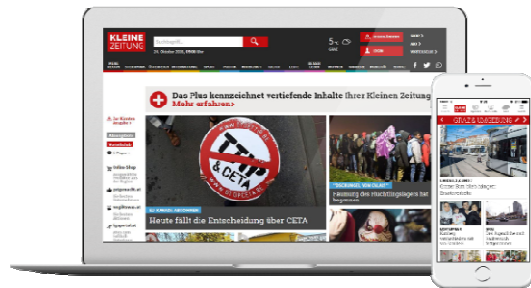
## Newspaper

763.000 readers<sup>1</sup>



## kleinezeitung.at

2.665.912 unique clients<sup>2</sup>



## Kleine Zeitung Apps

66.877 unique clients<sup>2</sup>



## Facebook

405.000 fans<sup>3</sup>



kleinezeitung.at visits from facebook daily: 108.000<sup>4</sup>



## willhaben.at

7.430.549 unique clients<sup>2</sup>

Around 5,1 million offers online!<sup>5</sup>



## wogibtswas.at

1.197.766 unique clients<sup>2</sup>

More than 850.000 app downloads!<sup>6</sup>

## gutgemacht.at

suchen. finden. empfehlen.

## gutgemacht.at

123.682 unique clients<sup>7</sup>

Over 40.000 ratings!<sup>8</sup>

<sup>1</sup> MA 2017/2018, national

<sup>2</sup> ÖWA Basic, march. 2018

<sup>3</sup> Social Media Radar, march. 2018

<sup>4</sup> Social Media Radar, march. 2018

<sup>5</sup> willhaben.at, 25.04.2018

<sup>6</sup> App-Figures, all time

<sup>7</sup> internal analysis, Google Analytics, march 2018

<sup>8</sup> internal analysis, gutgemacht.at, march 2018

# Media data digital

## Overview

ÖWA Basic <sup>1</sup>	total	desktop	app smartphone	mobile site via browser
unique Clients*	2.665.912	984.275	39.949	1.641.688
visits**	10.743.440	4.079.841	869.162	5.794.437
page Impressions***	66.561.184	40.467.065	9.175.718	16.918.401

Ø Usetime  
**03:37**  
minutes

ÖWA Plus <sup>2</sup>	unique user****	reach
Austria	1.341.000	20.7 %
Styria	411.000	44.6 %
Carinthia	197.000	44.8 %

**29.595**  
digital  
subscribers<sup>3</sup>

- \* The amount of devices/browser accessing a website.
- \*\* Defines a visit of a website (also „session“).
- \*\*\* A request to load a single web page of an internet site.
- \*\*\*\* The amount of actual people accessing a website.

<sup>1</sup> ÖWA Basic , Dec. 2017, values without tablet app

<sup>2</sup> ÖWA Plus 2017-III, population: internet-user

<sup>3</sup> internal analysis 24.01.2018, sum of all digital subscribers (digital and app subscription)

# 2014

## Merging print and digital editors



174 editors "print"

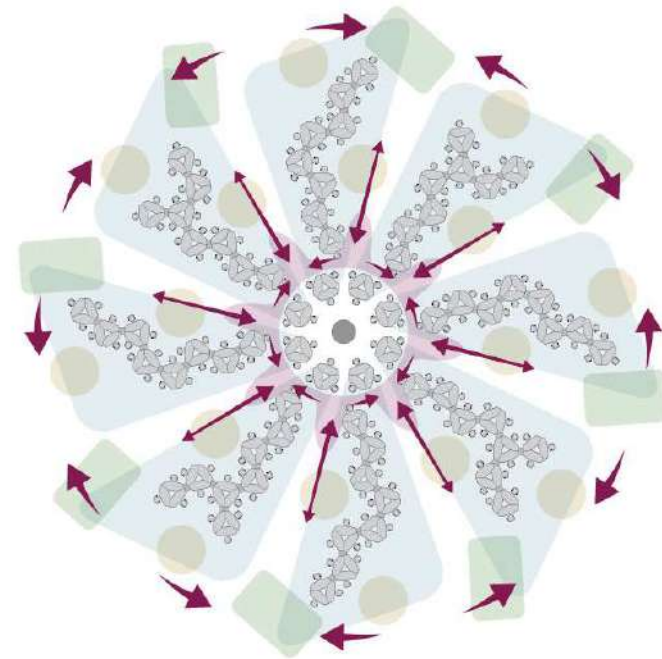
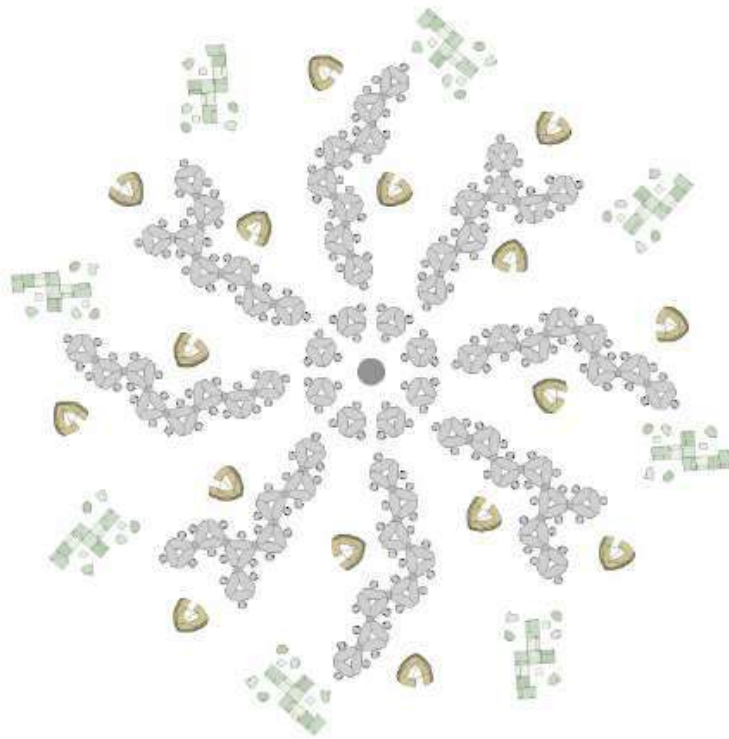
40 editors "digital"

**Integrated editorial office  
214 editors**





## Newshub



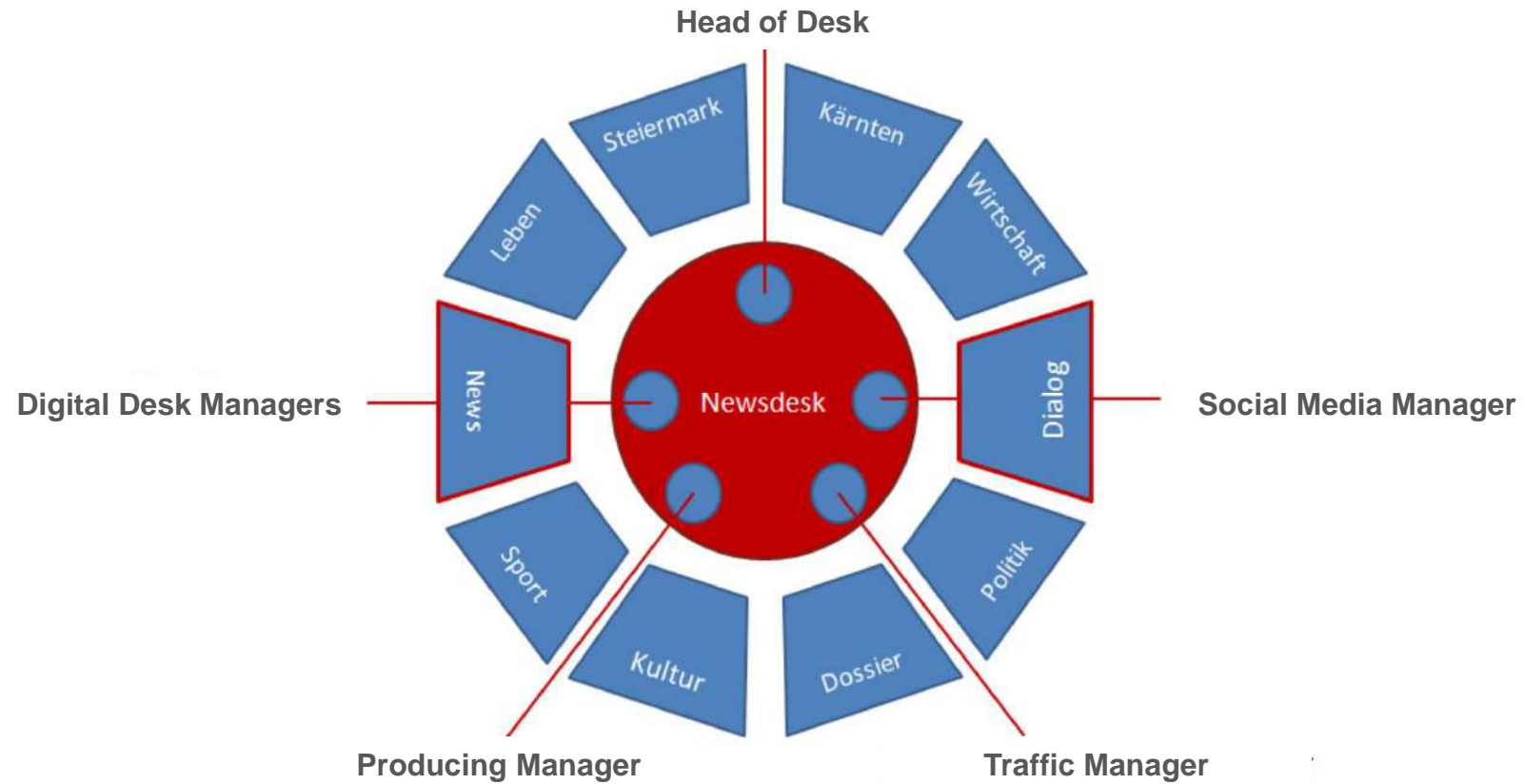


Newsroom-Summit Oslo 2018 / Michael Sabath



Newsroom-Summit Oslo 2018 / Michael Sabath

## Integrated editorial office

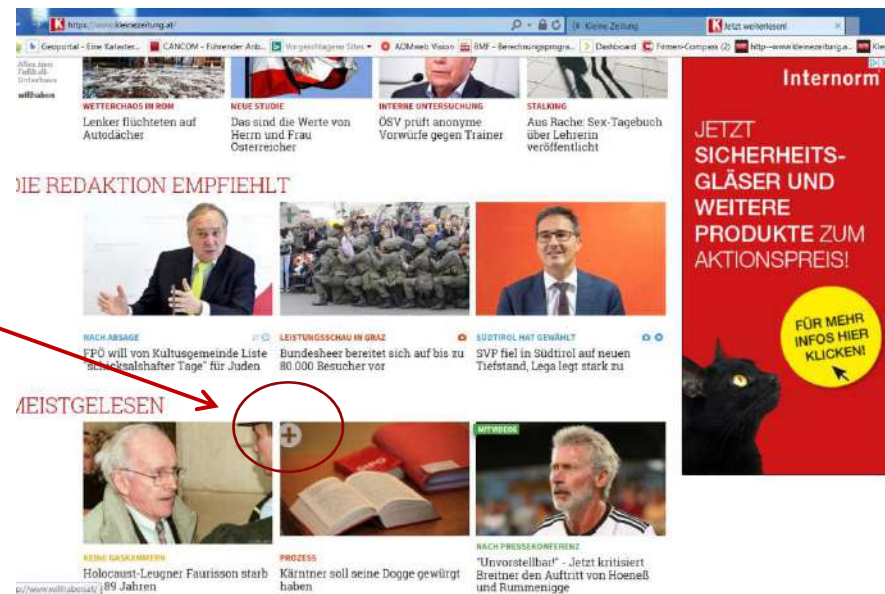


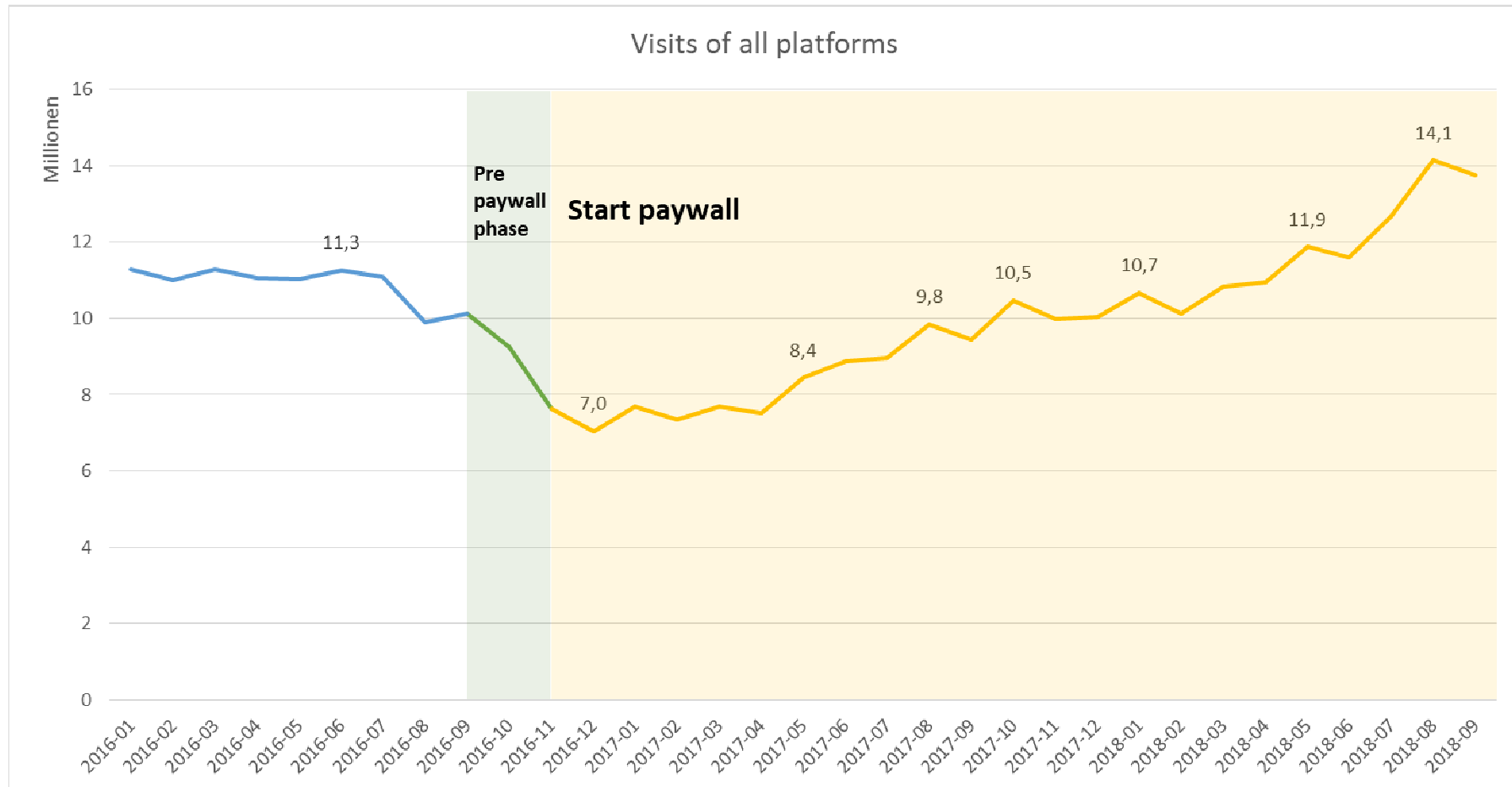
# 2016

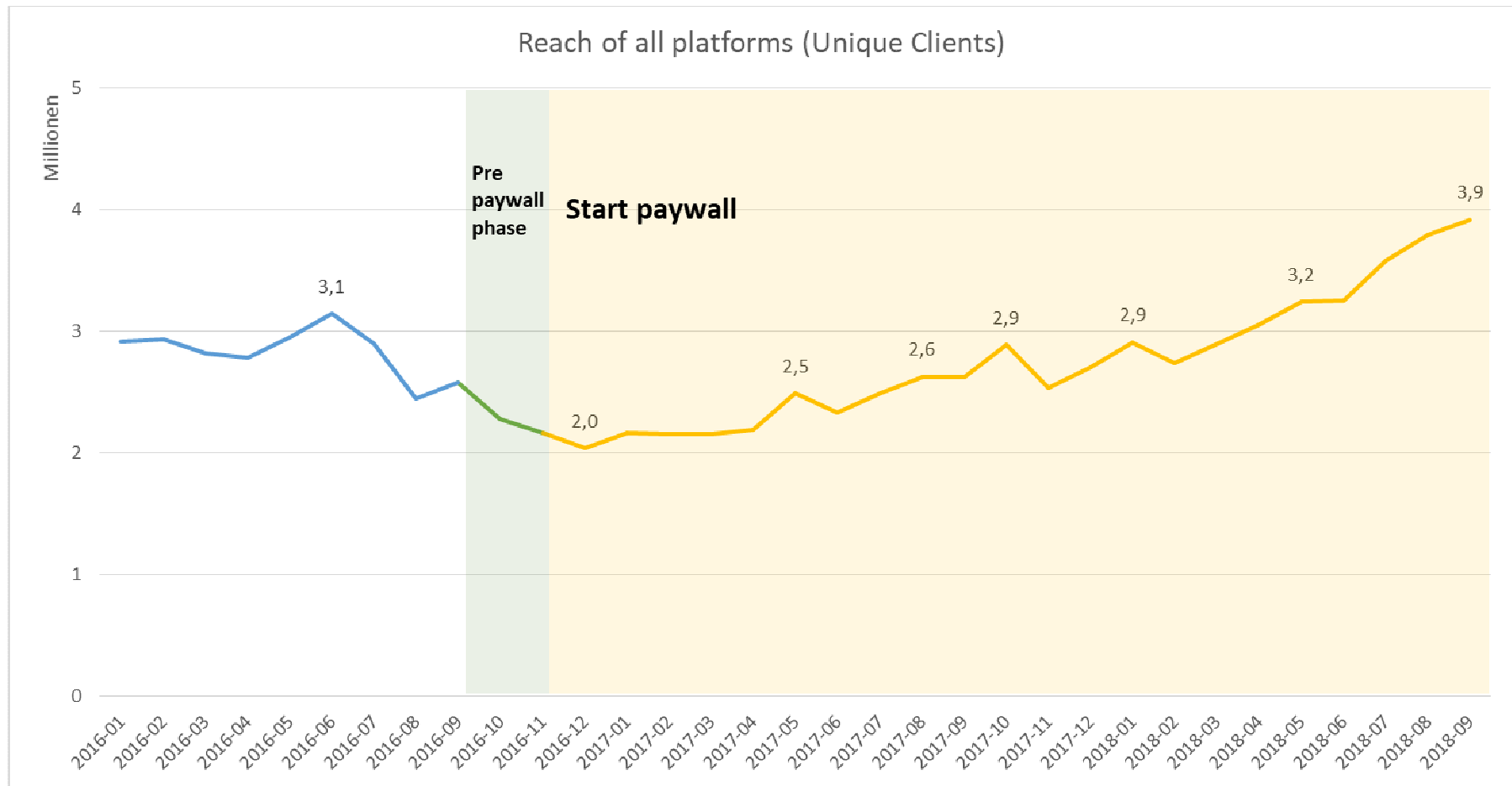
## Introduction of the paywall

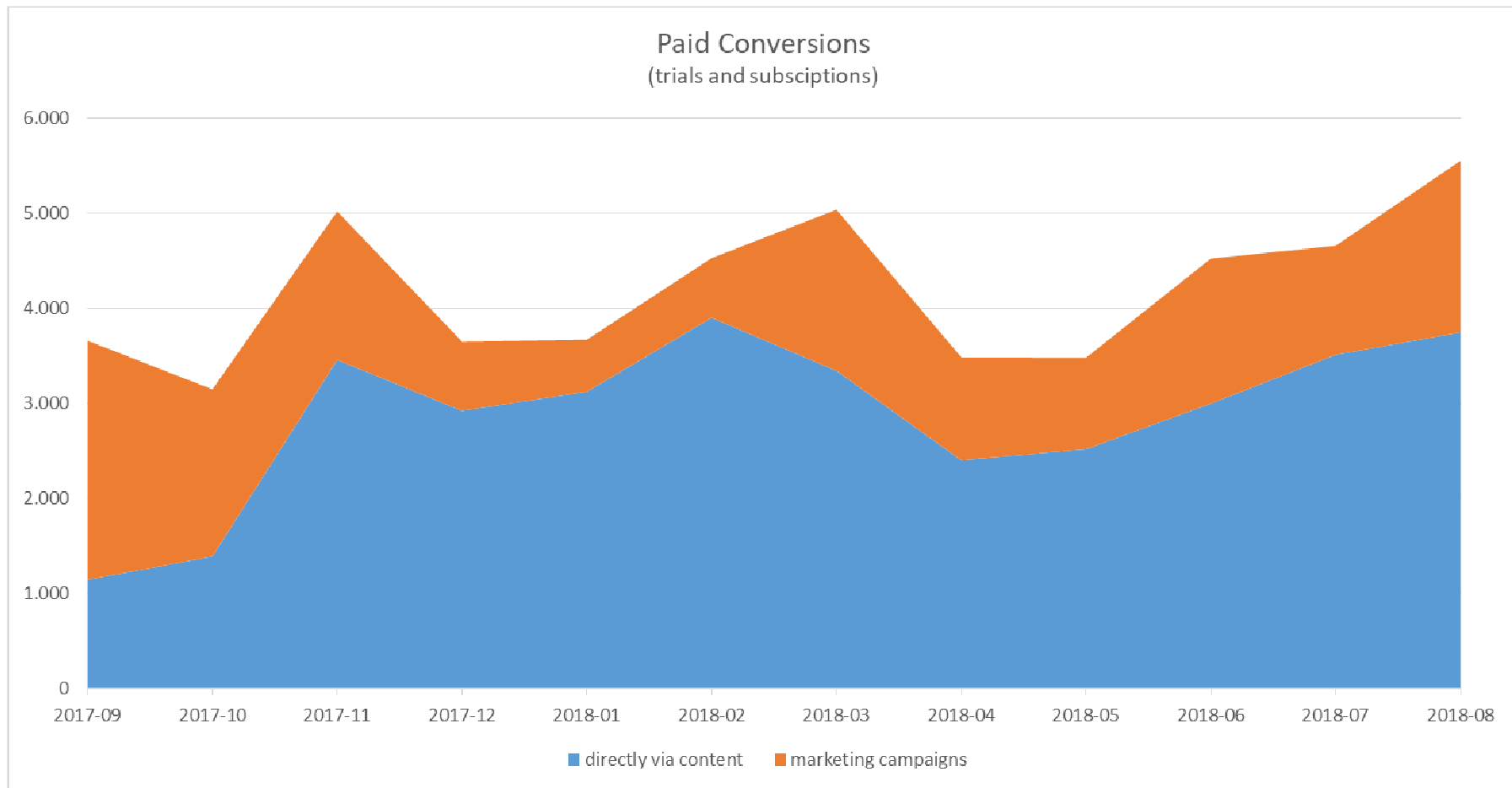
In October 2016 the Kleine Zeitung became the first daily newspaper in Austria to charge for digital content by subscription.

The paid content is provided with a **+** and can only be read on the current day against payment.

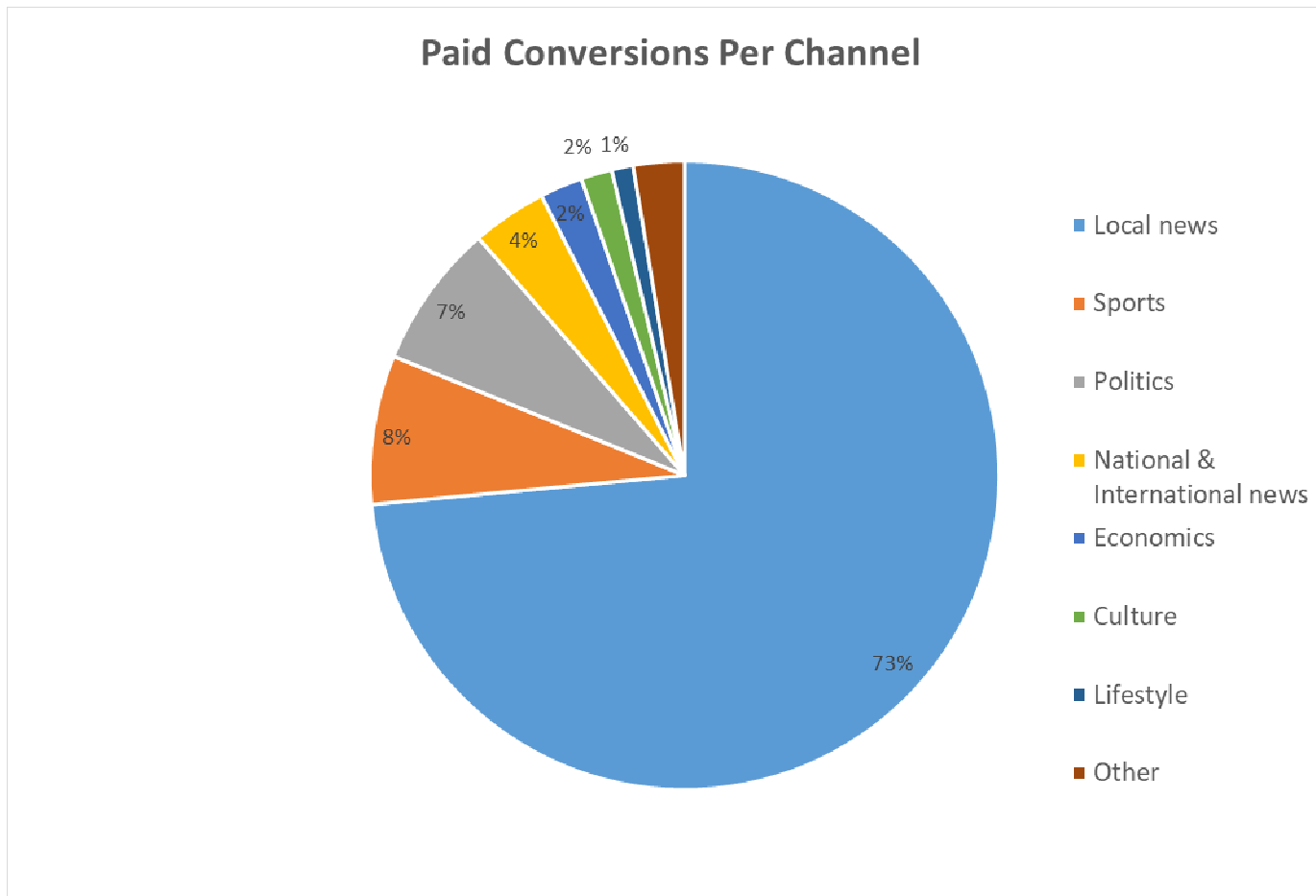


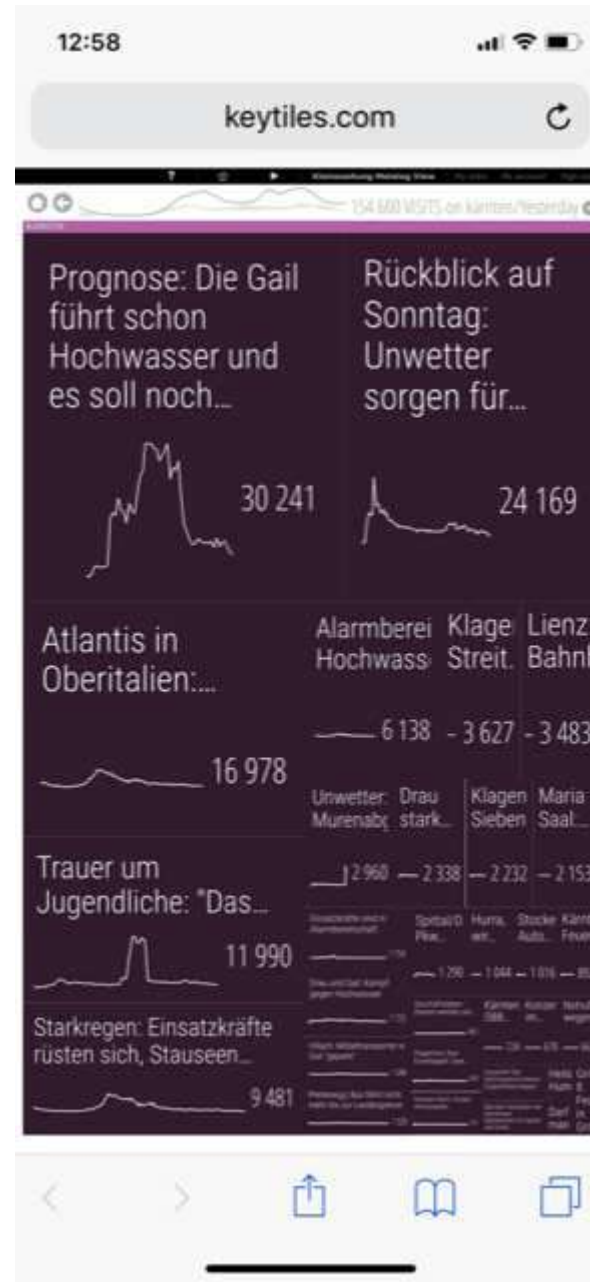












## Key learnings

- Paywall is an instrument to push the brand more than monetizing the content
- You get more feedback and response about who is interesting in which kind of articles
- Focus on local and exclusive content for all platforms
- Local and exclusive content is the key to get reach and subscribers
- You need perfect traffic management inhouse with detailed daily analysis
- You need completely new business models for advertising and user market print and  
online

## Key learnings

- Integrated editorial offices require permanent change of organization
- It`s continuous work in progress, changing editorial organization und personal staff in the newsroom
- It`s continuous work in changing mindset
- Trial and error is the only way to be successful
- Do what you can best and link to the rest

Thank  
You!



Michael Sabath  
Editorial Manager

Kleine Zeitung Austria

[michael.sabath@kleinezeitung.at](mailto:michael.sabath@kleinezeitung.at)

Phone: +43 463 5800 333

Mobile: +43 463 1 5800 333