



MEGA CONFERENCE 2023

Reenergizing Your Newsroom to Reach New
Readers with Audience-Focused Data

The Dallas Morning News

mather:

Leveraging Content Insights in the Newsroom

HOW PUBLISHERS USE
DATA-DRIVEN INSIGHTS
ON CONTENT TO MAKE
NEWSROOM AND REVENUE
DECISIONS

#contentinsights #contentmonetization
#readerrevenue #mediarevenue#newsroom



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Economics



KATRICE HARDY

The Dallas
Morning News

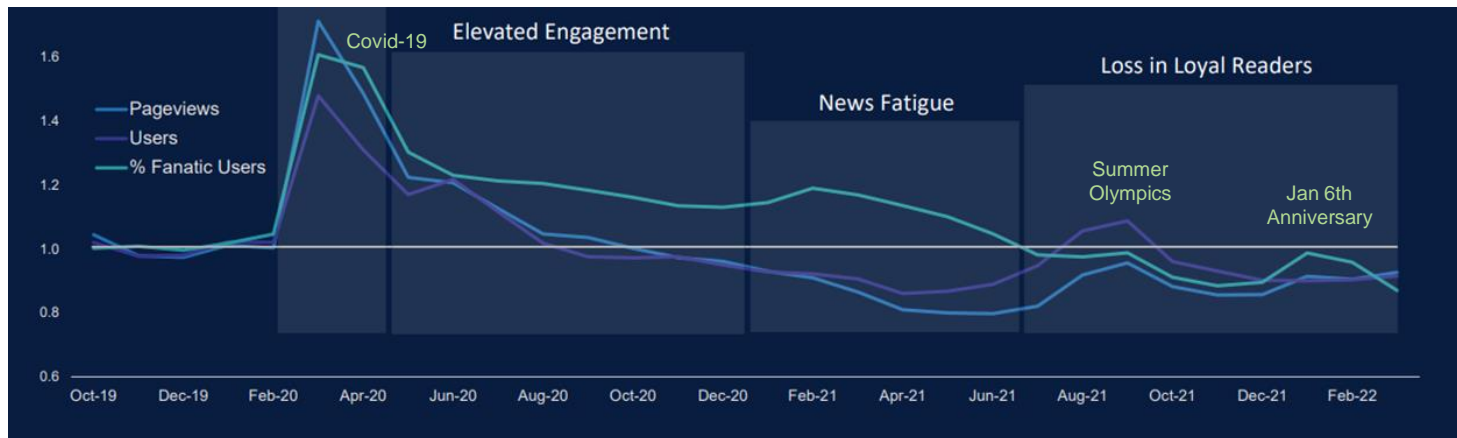




Industry Context

Significant Audience Declines Since Q1 2020 Peak

Industry Digital Traffic Trends



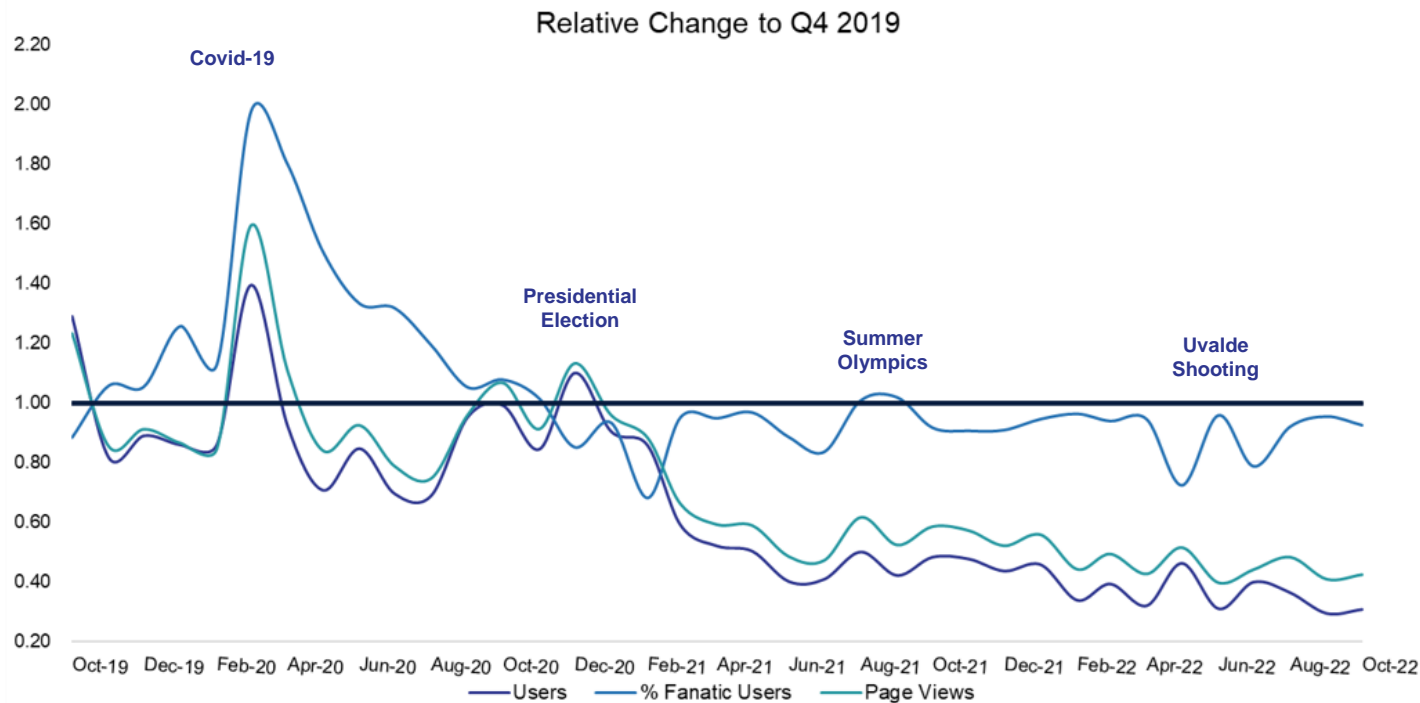
"Pageviews and uniques are not the favored digital metrics they used to be, but as they fell roughly 20% earlier this year [2022] at local newspaper sites, the decline sent a chill through the industry." -Poynter

Source: Mather Economics Audience Leaders Exchange May 2022

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The News' Traffic Trends Oct '19 to Oct '22

DMN has Experienced Similar Traffic Declines to the Industry



Source: Mather Performance Module

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DMN Audience Performance

ENGAGEMENT SEGMENTATION DEFINITIONS

Transient Audience



NON-ENGAGED

No time on site



FLYBYS

One-page view



DABBLERS

One visit

Low propensity to subscribe among these segments

Engaged Audience



STABLE USERS



ENTHUSIASTS



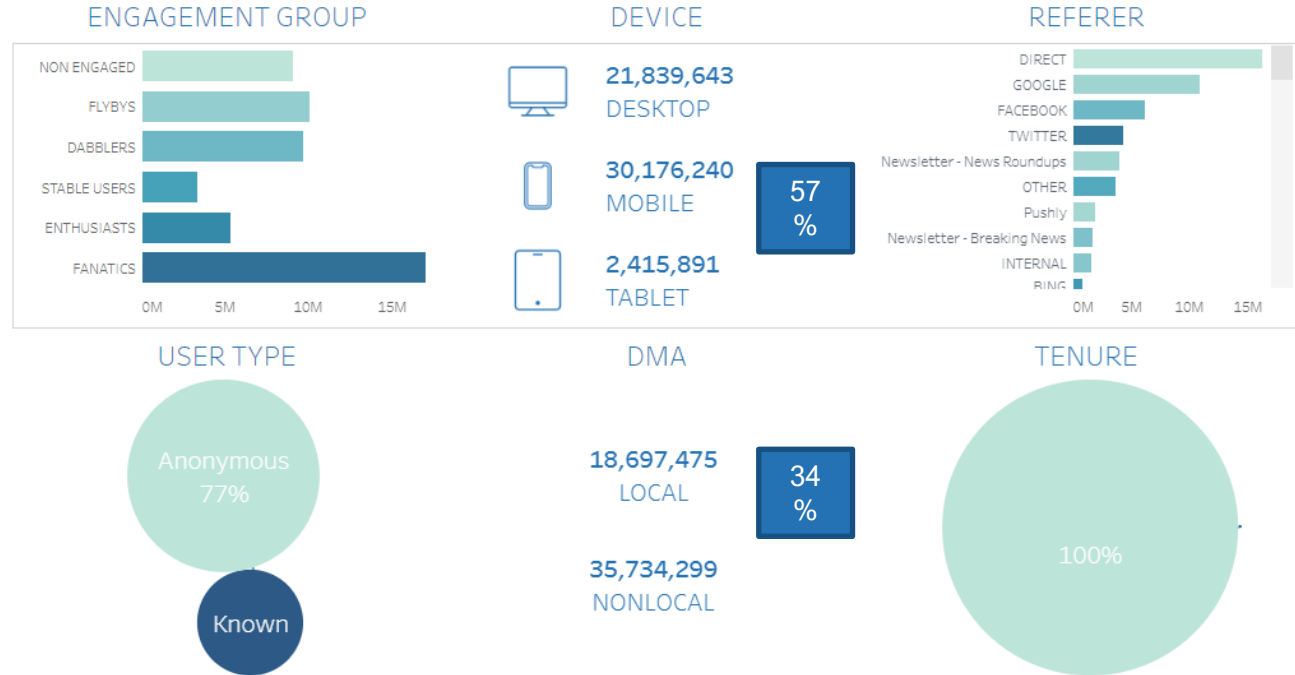
FANATICS

Segmentation algorithm split by data-driven thresholds

Propensity to subscribe grows with each segment

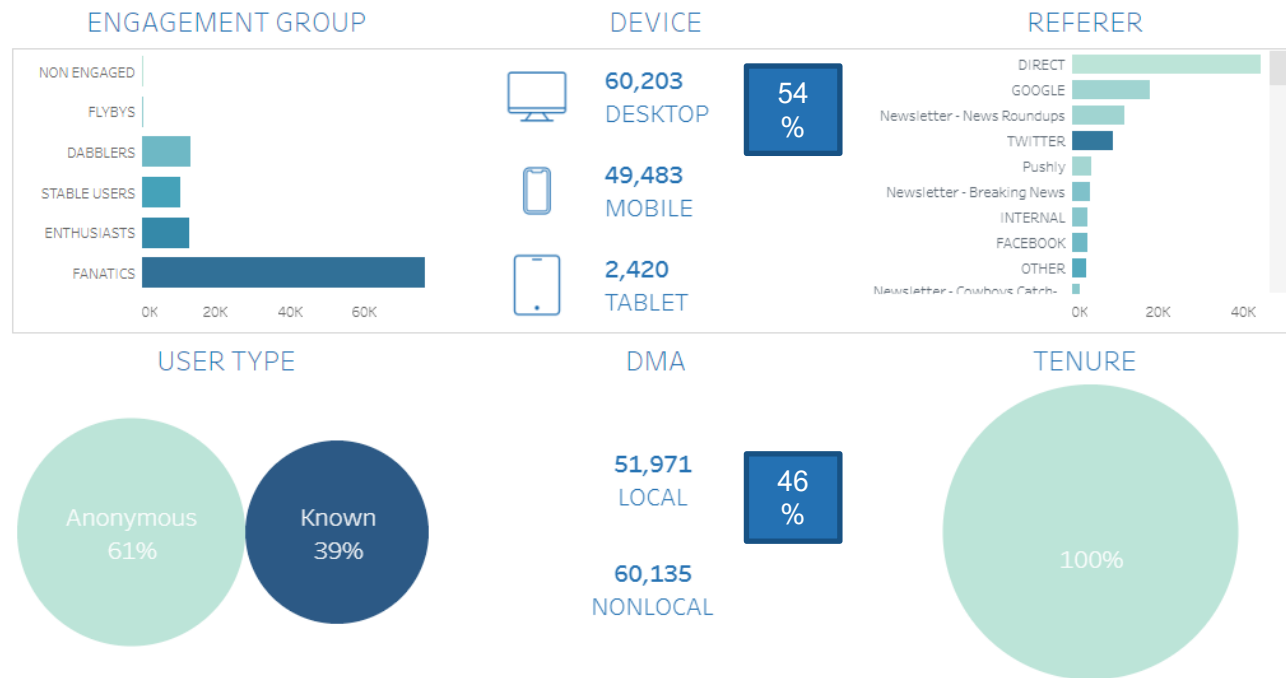
Anonymous and known users can be any of these segments, including subscribers

There is a Wide Variety of Page View Performance by Engagement Segment



PTC is Much More Skewed Towards Fanatics

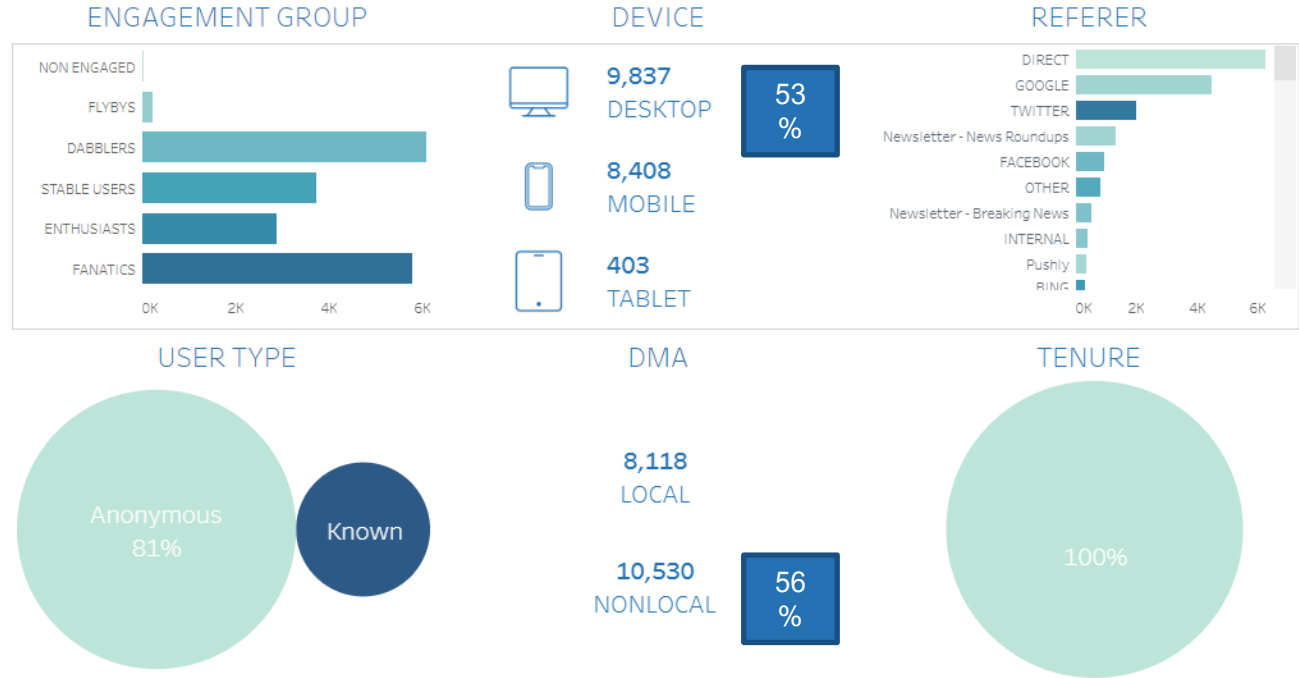
LTM Path
to
Conversion
(PTC)



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LTM Conversions

Conversions are Much More Evenly Distributed



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READER-FIRST PERFORMANCE BY SECTION

The following sections are attracting the core audience and have mass appeal:

Arts and Entertainment Business Food

Articles in these sections account for 27% of Fanatic article page views and 16% of articles published.

These sections are key to attracting and maintaining loyal subscribers in dallasnews.

On the other hand, content that underperforms with the core and general audience includes:

AI Dia Other VoterGuide

Almost 25% of all articles published are in these sections, yet they only attract 4% of Fanatic article page views.

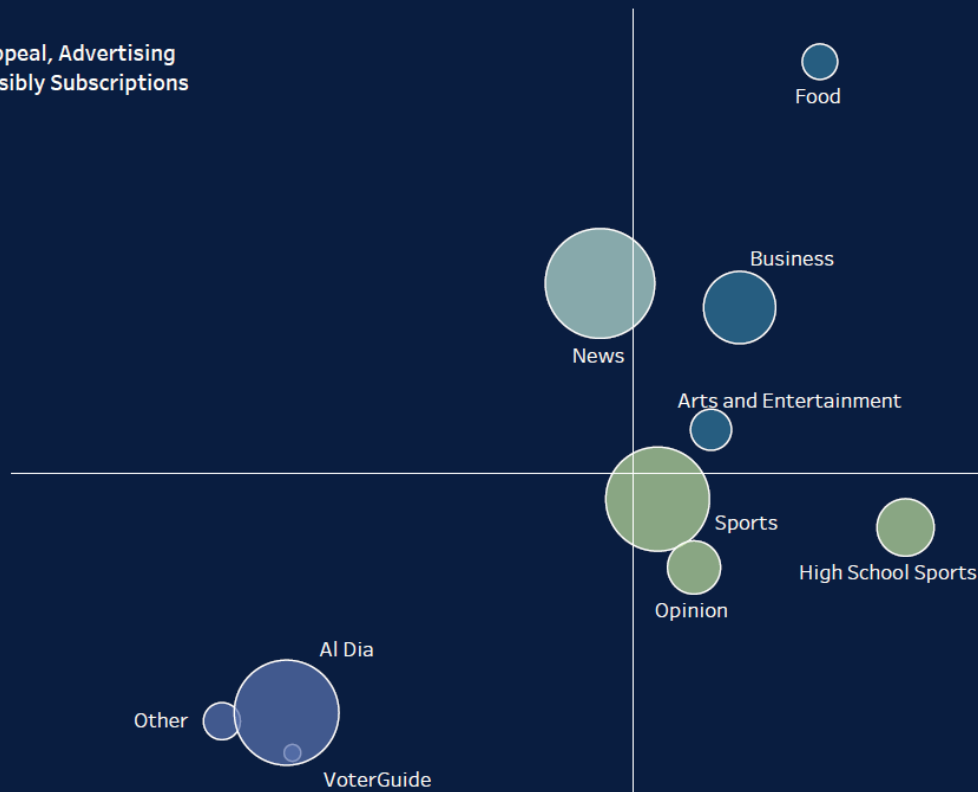
Consider reducing production of this content and investing resources into the top performing sections, especially if cost of production is a factor to maintain this level of output.

Mass Appeal, Advertising
and Possibly Subscriptions

Key for Value Proposition

Further Analysis Needed

Premium Content

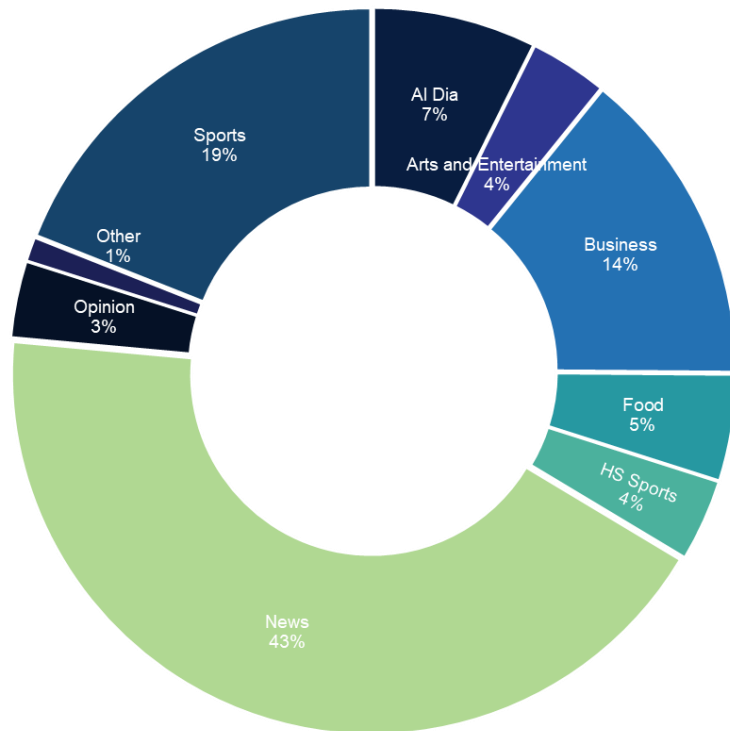


* Sections containing less than 20 unique articles were not included in the analysis

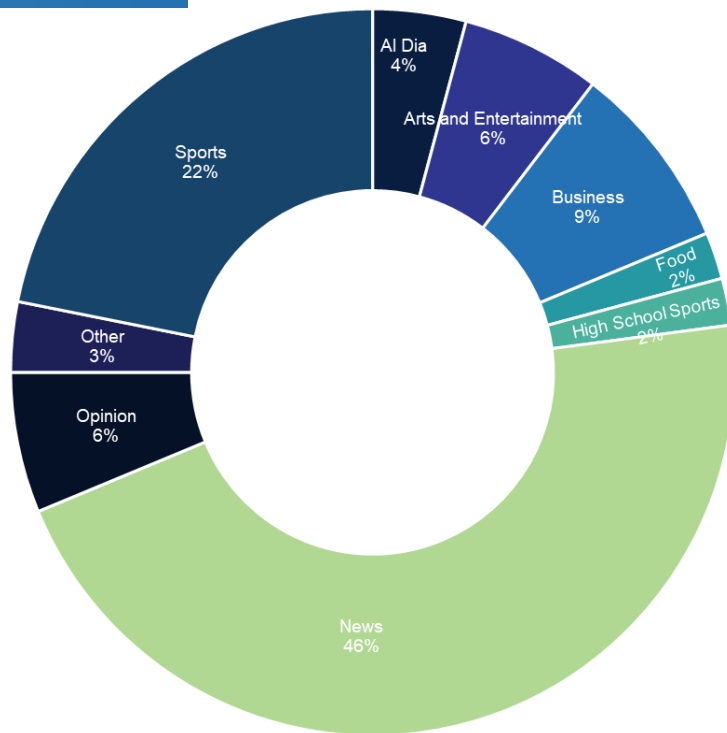


Newsroom Alignment

HOW WELL ALIGNED ARE DMN RESOURCES TO PAGEVIEWS?



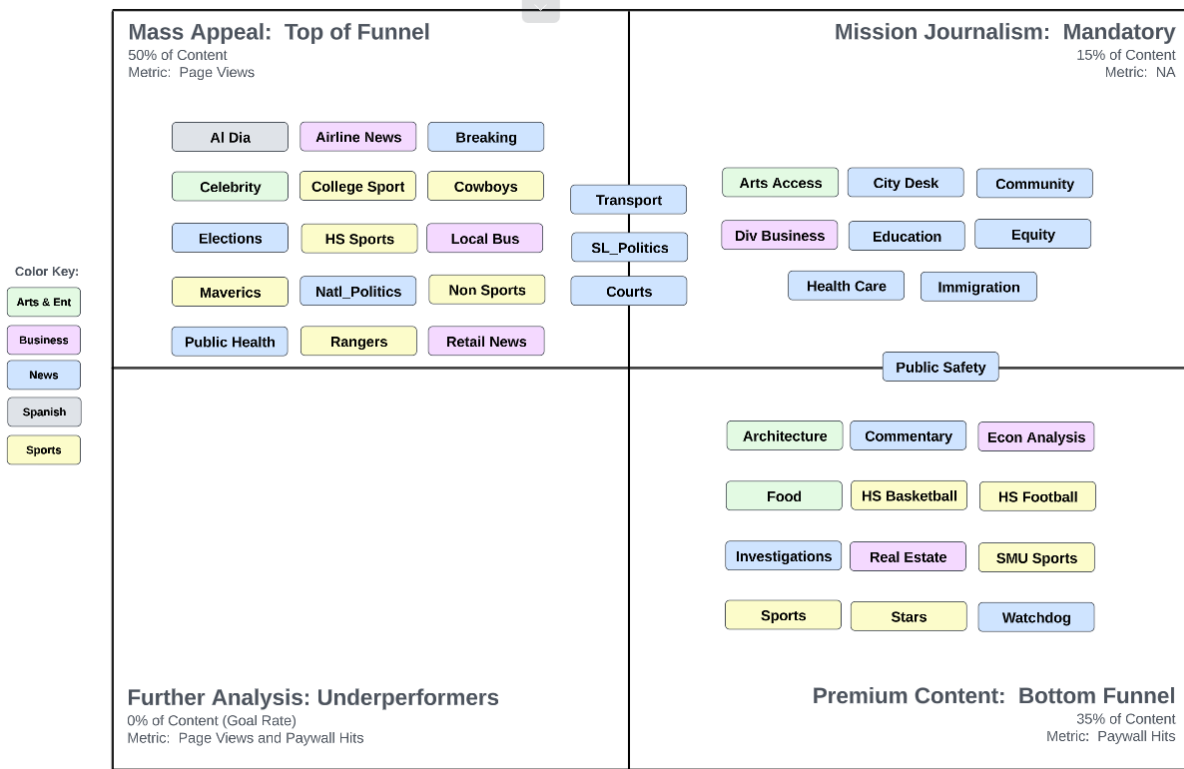
% of Pageviews by Section over LTM



% of Full-Time Newsroom Resources

News, Sports, Opinion, and Arts and Entertainment are slightly over-staffed relative to their pageviews.
Business, Al Dia, Food, and HS Sports are slightly under-staffed relative to their pageviews.

DMN Newsroom Matrix by Reporting Beat



Reader-First Framework [Publisher Example]

Newsroom Matrix by Reporting Beat

Mass Appeal: Top of Funnel



Structure

Prior Content Distribution: 15%
Target Content Distribution: **50%**
KPI(s): **Pageviews**
Internal Stakeholder: Head of B2B

Potential Beats:

- Breaking News
- Elections
- Public Health
- Celebrity
- Retail News

Mission Journalism: Mandatory



Structure

Prior Content Distribution: 30%
Target Content Distribution: **15%**
KPI(s): N/A
Internal Stakeholder: Exec. Editor

Potential Beats:

- City Desk
- Community
- Equity
- Crime

Further Analysis: Underperformers



Structure

Prior Content Distribution: 45%
Target Content Distribution: **0%**
KPI(s): **PVs, Paywall Hit, Sub Visit**
Internal Stakeholder: N/A

Potential Beats:

- Personal Finance
- Visual Arts
- Transportation
- Music

Premium Content: Bottom of Funnel



Structure

Prior Content Distribution: 10%
Target Content Distribution: **35%**
KPI(s): **Paywall Hits, Sub Visits**
Internal Stakeholder: Head of B2C

Potential Beats:

- Investigations
- Sports
- Commentary
- Real Estate
- Food

Using Analytics to Drive More Premium Content

DMN Paymodel Experiment

Update as of:

04/03/23

		ACTUAL					GOAL					VARIANCE				
Wkly Avg	Wkly Avg	PRE CME	CONTENT MONETIZATION TEST				PRE CME	CONTENT MONETIZATION TEST				PRE CME	CONTENT MONETIZATION TEST			
Prior 13 Wks	Last 13 Wks	3/27	4/3	4/10	4/17	4/24	3/27	4/3	4/10	4/17	4/24	3/27	4/3	4/10	4/17	4/24
Premium Content																
Premium Articles Published	121	86	51				80	110	150	150	150	(29)	(110)			
Total Articles Published	720	542	472				540	540	540	540	540	(68)	(540)			
% Premium Articles	16.8%	15.9%	11%				15%	20%	28%	28%	28%	-36%				
Premium Paywall Hits (not unique)	122,133	153,710	65,221			-	150,000	175,000	230,000	230,000	230,000	(84,779)	(175,000)			
Premium Paywall Conversions	223	173	135			-	160	200	250	250	250	(25)	(200)			
Premium Conversions per Article	1.84	2.00	2.65				2.00	1.82	1.67	1.67	1.67	0.65				
Traffic																
Monthly Users (000s)	Monthly Avg LTM	Monthly Avg LTM														
Monthly Visits (000s)																



Q&A