

PRINT + PIXELS:

TODAY'S CUSTOMERS AT THE HEART
OF A STRATEGY FOR TOMORROW

News UK

THE GAME CHANGER



EVERY GOAL

EVERY GAME

EVERY WHERE

THE STRATEGY

1. Paid-for:

- Advertising remains a key revenue source, but it is not enough on its own, so we must sell a paid-for product
- We will sell a bundled offering, but at the centre of the bundle will be “news worth paying for”

2. Distinctive and differentiated:

- Against a background of many free news sources, we will offer a distinctive and differentiated offering...
- ... both the core editorial offering, and the other elements in the customer bundle

3. Customer relationships:

- We will evolve from a business of anonymous daily transactions to one built on customer relationships ...
- ... in which we know who our customers are, and we collect relevant data about them...
- ... and we will extend those customer relationships beyond news

WHAT THIS MEANT FOR THE SUN

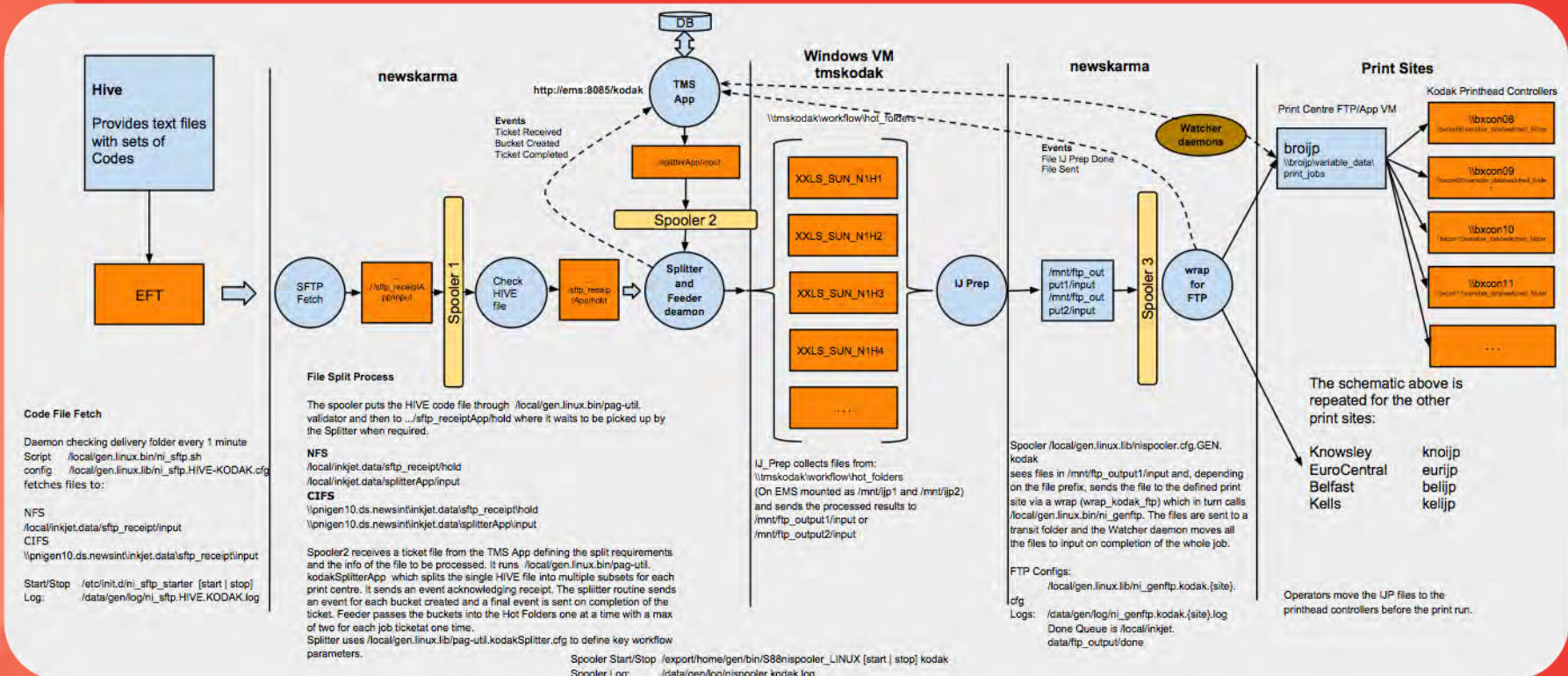
Sun+



BUT...

What
about
our
print
customers?

THE TECH



THE LAUNCH

YOUR KEY Sun+ DATES

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OR WAIT UNTIL

+ SUNDAY AUG 4th +
Get your first code
in paper to unlock a
month's FREE trial of Sun+

AND ON

+ AUG 17th +
Barclays Premier
League kicks off
START WATCHING EVERY GOAL ON THE GO

Any questions? Go to thesun.co.uk/FAQs

On mobile. On tablet. Online.

THE Sun BRITAIN'S MOST POPULAR PAPER
Thursday, August 1, 2013 40p thesun.co.uk

YOUR PAPER IS INSIDE

HERE COMES THE Sun+

WELCOME TO A WHOLE NEW WORLD OF DIGITAL ENTERTAINMENT

Sun+ DIGITAL
GET THE SUN ON MOBILE, ON TABLET, ONLINE

Sun+ GOALS
SEE EVERY BARCLAYS PREMIER LEAGUE GOAL...
ON THE GO

Sun+ PERKS
MORE THAN **£200** EVERY MONTH OF GIVEAWAYS AND DISCOUNTS

THE Sun LAMPS
FINALLY... SIMON TO BE DAD AT 53
COWELL GETS PAL'S WIFE PREGNANT

How come Bale's always 'injured'?
SEE SUNSPORT

THE LAUNCH

HOW TO GET **Sun+ FREE** WITH THIS PAPER



TODAY'S PAPER IS INSIDE



- 1** Find your first Sun+ code, printed on the front of this newspaper
- 2** Go to thesun.co.uk/codes to register your code and start your FREE one month Sun+ trial
- 3** To keep enjoying Sun+ access, you just need to collect 20 unique codes every month and enter them at codes.thesun.co.uk. We'll be printing a unique code in The Sun EVERY day

Enter your first code today and you'll have until September 3rd to collect 20 codes for next month



Wenger: I'll get Suarez
SEE SUNSPORT

Any questions? Go to thesun.co.uk/aboutcodes for help on Sun+ codes, or visit our FAQs page

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YOUR 3-STEP GUIDE

USE YOUR UNIQUE CODE TODAY

THE LAUNCH



THE LAUNCH

THE Sun BRITAIN'S MOST POPULAR PAPER
Friday, August 16, 2013 40p thesun.co.uk

Wrighty launches Sun+ GOALS app on London Eye

HERE WE GOALS!

Watch the action AND my new footie show ANYWHERE!

2 WAYS TO GET Sun+ GOALS

1 UNLOCK A MONTH'S FREE TRIAL OF SUN+
Enter your unique code printed on the front of today's paper at thesun.co.uk/codes

OR

2 PAY £1 FOR YOUR ONE-MONTH TRIAL
Just go to thesun.co.uk/join to sign up

Wrighty on The Big Kick-Off
SEE SUNSPORT

In association with **PADDYPOWER.**

SEE EVERY PREM GOAL FOR A MONTH FREE WITH THIS CODE

FIND OUT HOW ON PAGE 32

In association with **KIA**

YOUR PAPER IS INSIDE

Sun **IBIZA**
EXCLUSIVE: STAR'S VILE VIDEOS
CORRIE HUNK IS MASKED 'RAPE' RAPPER

PRINT+



Unique code printed in every copy of the paper
First code gives a 30-day trial
20 codes collected during this time gives another month's access

THE LESSON...

MESSAGING MESSAG

MESSAGING

MESSAGING

MESSAGING

MESSAGING

OTHER INNOVATIONS

1. Sun Bingo
2. Commercial opportunities

Commercial Opportunities



Commercial Opportunities

THE Sun JUST 60p
 Saturday, September 6, 2014 THE PEOPLE'S PAPER thesun.co.uk

STRICTLY
 Let's get ready to rumba PAGES 12, 13 & TV MAG

BEHEADING SUSPECT

FREE Moshi Monsters TRADING CARDS SEE PAGE 34
 PLUS FREE MOSHI MONSTER ROX SEE PAGE 41

FREE Moshi Monsters TRADING CARDS GET FREE MOSHI MONSTER ROX TODAY SEE PAGE 41

FREE MASH UP PARTY TRADING CARDS WE'VE teamed up with Topps to bring Sun readers this fantastic exclusive offer. We're giving all you roarsome people out there the chance to get your hands on a sheet of all-new Moshi Monsters Mash Up Party trading cards absolutely FREE. Just cut out the coupon and hand in.

gsk

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 2GB data and unlimited calls and texts. Choose Priority with an O2 a free coffee per day.

like he's creating on me. I don't want him a toy. You may have to call it a day. It's the responsibility that's the course, it's best to say now.

MOSHI CODE HERE

Moshi Monsters

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THE Sun

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OTHER INNOVATIONS

1. Sun Bingo
2. Commercial opportunities
3. Augmented Reality
4. Sun Lotto

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CONCLUSION

What you need...

1. Hardware
2. Software
3. People

If you have these, the only thing that can limit you is...

IMAGINATION!