

Mobile News Product Development 10 Tips for Innovation

17th June 2015

“At the start of 2015, 39 of the top 50 digital news websites have more traffic to their sites and associated applications coming from mobile devices than from desktop computers, according to Pew Research Center’s analysis of comScore data.”

- Pew State of the News Media 2015

a) Create an experience to justify the traffic

b) Think about the revenue

1) Ensure you employ experts in mobile UX



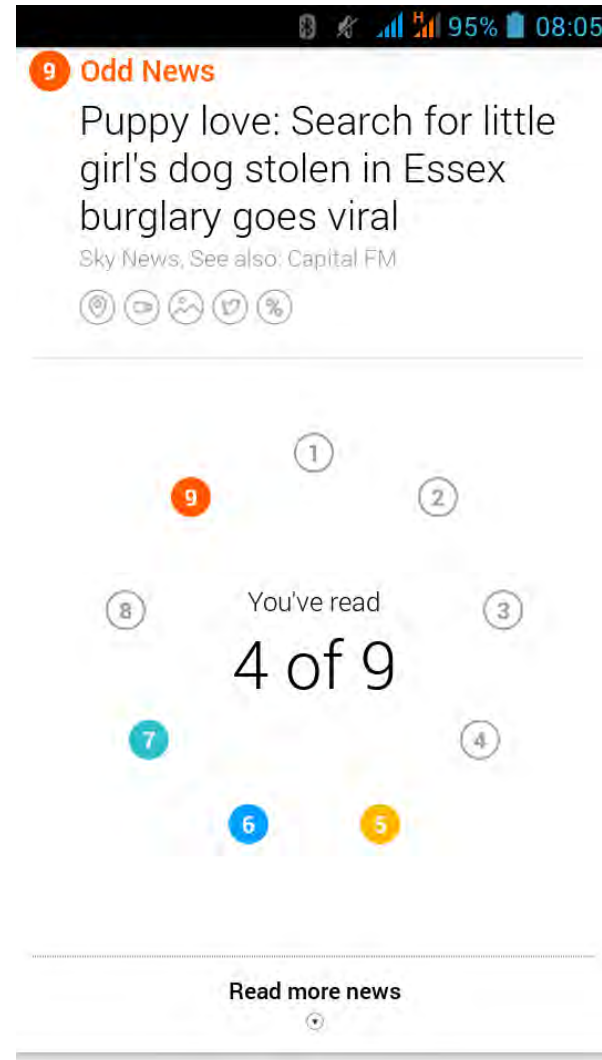
2) Remember news is infinite. Attention is not



1 UK News

Stay away: Britons turn against refugees as fear of Muslims increases

Press Association, See also: Daily Express



9 Odd News

Puppy love: Search for little girl's dog stolen in Essex burglary goes viral

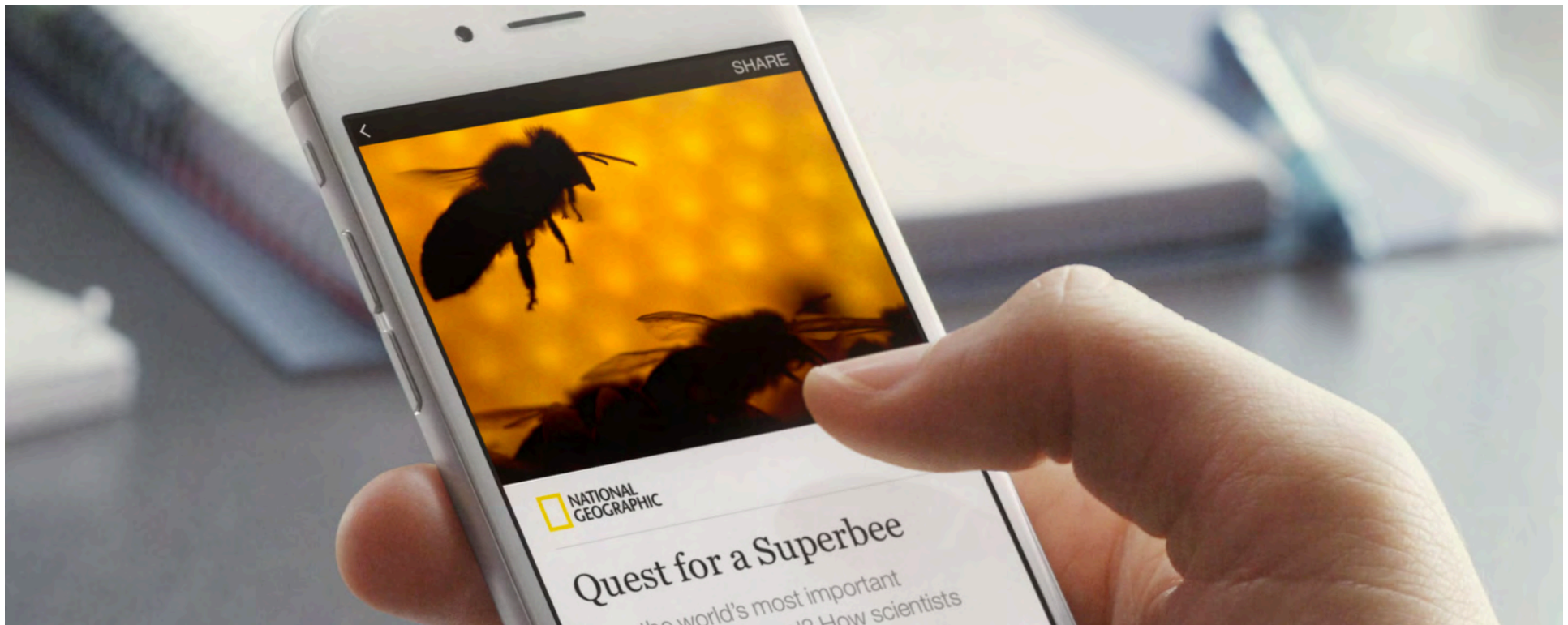
Sky News, See also: Capital FM



You've read
4 of 9

Read more news

3) Make sure it's fast
(i.e. less than 8 seconds to load!)



2-3

channels
per user per day

8

minutes
time spent per channel

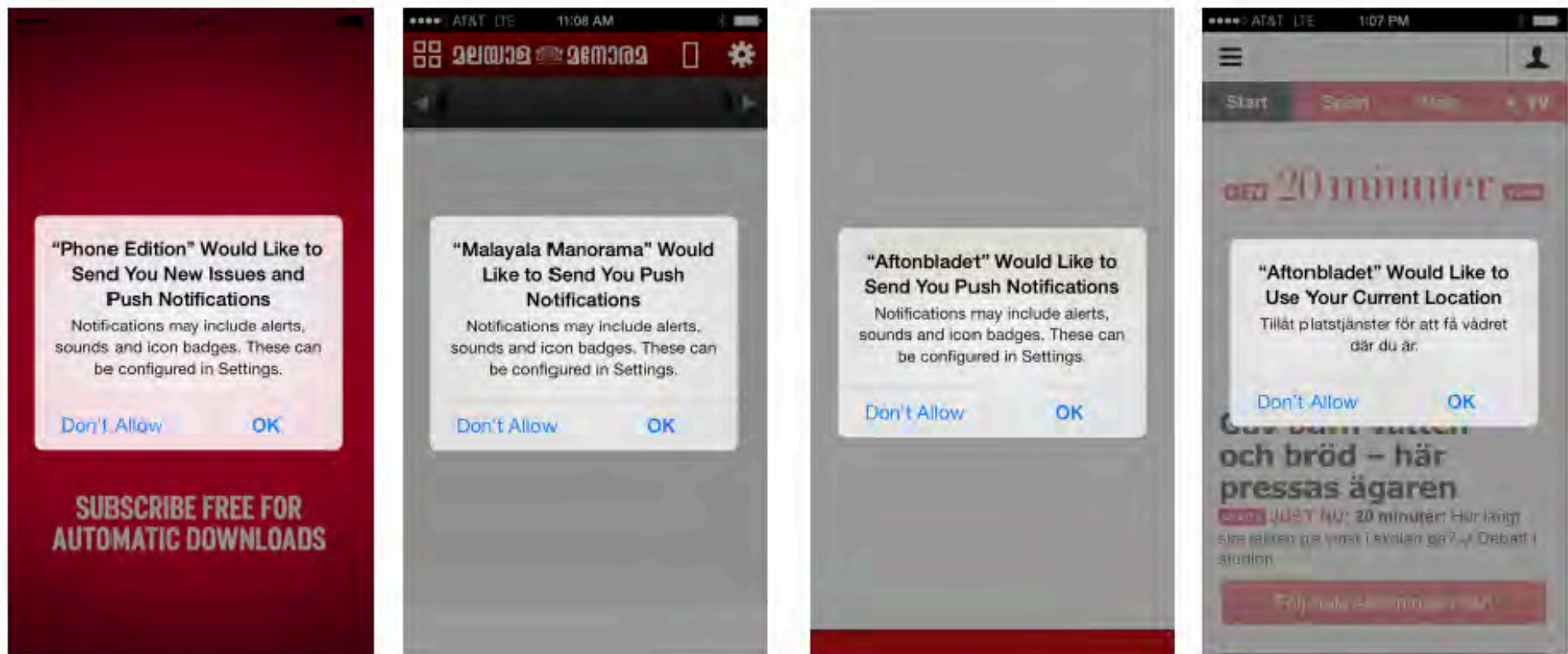
4) Reinvent for a millennial audience





(the new art of headlines: Please Scroll Down!)

5) You have one chance to Push (it's even worse on a Watch)

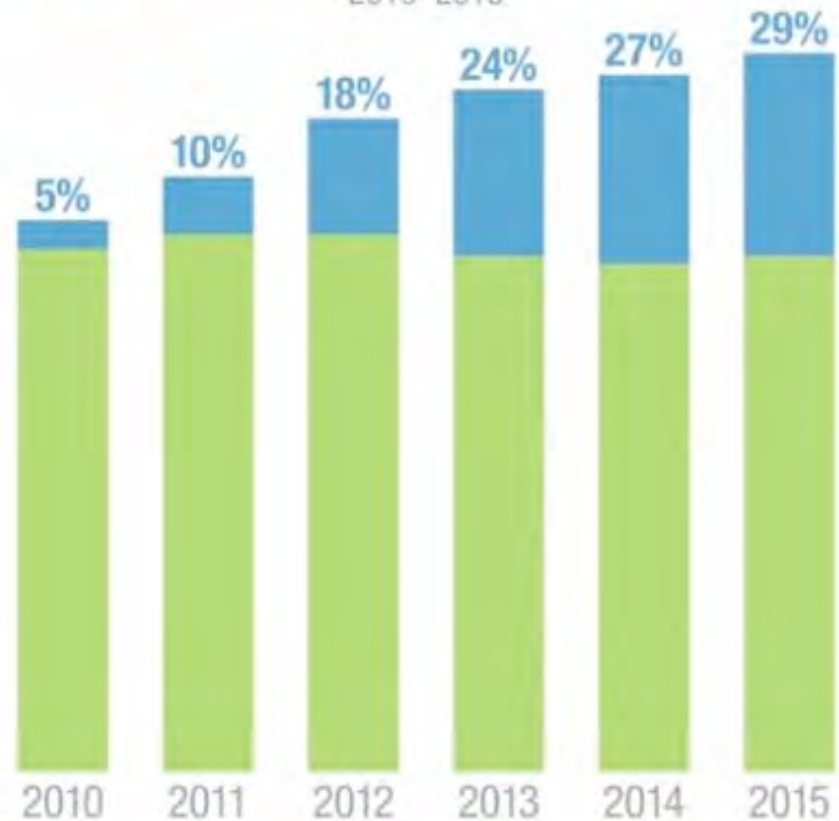


6) Don't be afraid of vertical video (you heard it from Mary Meeker)



Vertical vs. Horizontal Platforms

2010-2015



Source: Mary Meeker's Internet Trends Presentation 2015

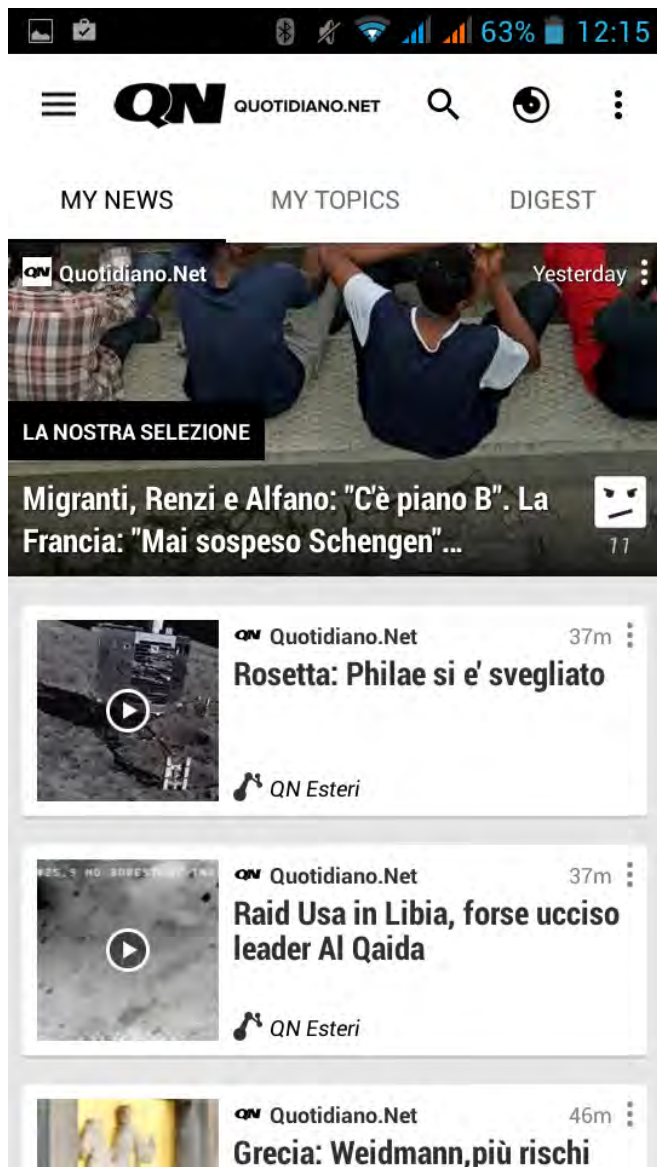
7) Exploit your language advantage



The screenshot shows the 'DigOut' mobile application interface. At the top, there is a blue header with the 'DigOut' logo and the text 'Om DigOut' and 'Annonsering'. Below the header, there are two tabs: 'Young.wtf' and 'Sweet.wtf'. The main content area displays a news article in Norwegian with the headline: 'Først vinker bjørnen til familien, men hvad den gør bagefter, er ret sejt!'. Below the headline, there is a blue button with the Facebook logo and the text 'DEL PÅ FACEBOOK'. Underneath, there are 'Like' and 'Share' buttons, with a share count of 21. The article text begins with 'Er det her verdens sejeste bjørn?' followed by a smiley face emoji. At the bottom, there is a photograph of a bear sitting on a log, with a red circle highlighting its head.



The screenshot shows the 'Omni' mobile application interface. At the top, there is a dark header with the 'Omni' logo and the text 'Topppnyheter' and 'Senaste nytt'. Below the header, there is a news article in Swedish with the headline: 'MISSTÄNKTA MORDET PÅ LISA HOLM'. The article features a collage of images: a man with glasses (Håkan Åberg), a woman (Lisa Holm), and a scene of a forest. The main text of the article reads: 'Hasse Aro: "Ingen direkt koppling mellan gripna och det som hänt Lisa Holm"'. Below this, there is a bullet point: 'De två bröder som är misstänkta för mordet på 17-åriga Lisa Holm är anhållna på skälig misstanke, vilket är den lägre misstanke'. To the right of this text, it says '1 tim'. Below the main text, there is a section titled 'Uppgifter: Kan ha placerat ut villospår' with a sub-bullet point: 'Flera av de fynd som gjordes i samband med att de två mordmisstänkta...'. To the right of this text, it says '3 tim'. At the bottom, there is another section titled 'Bröder misstänks för mordet på Lisa Holm' with a small image of a man.



(a great local example – with NewsRepublic)

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b) Think about the revenue

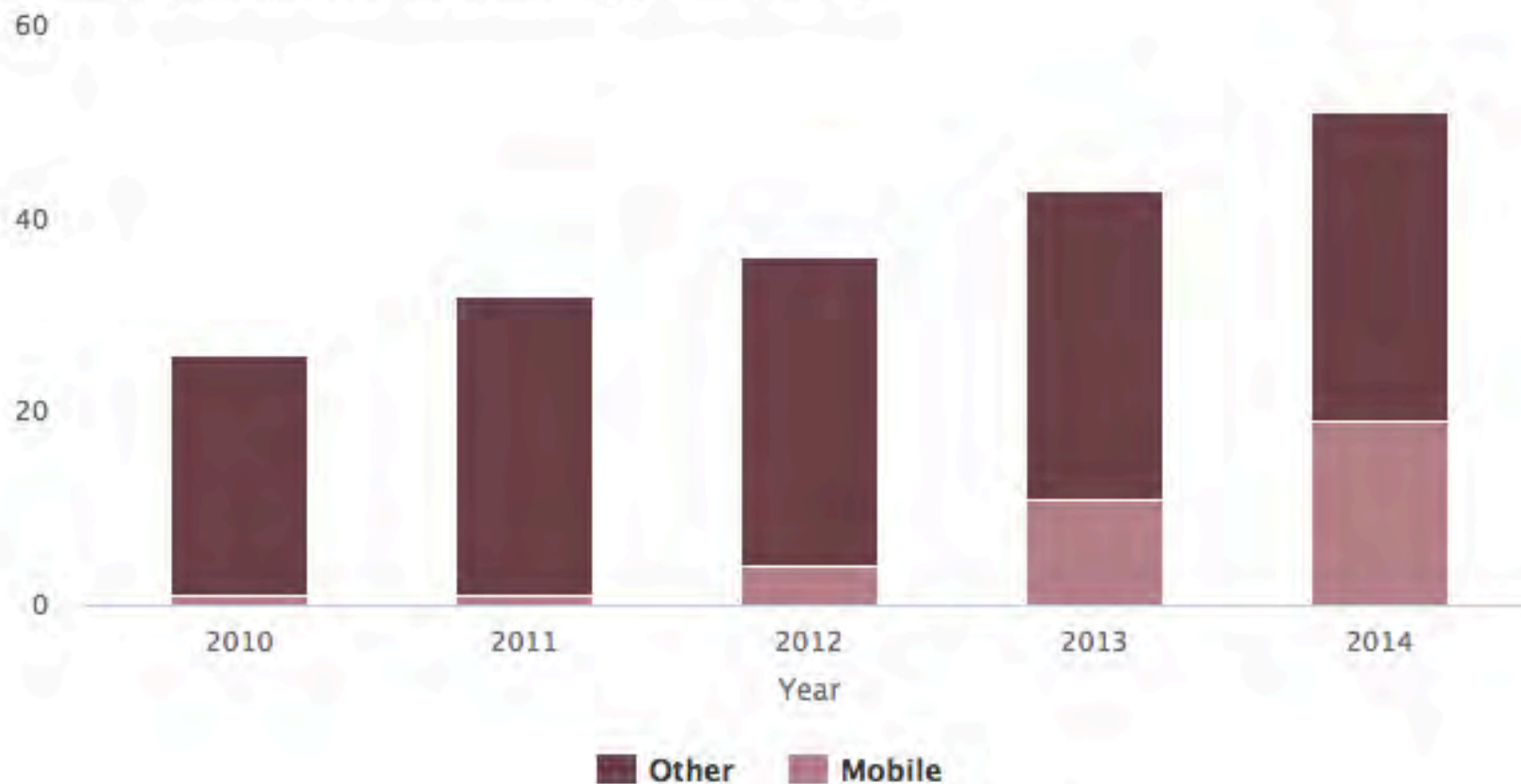
Mobile Ad Revenue Grows Rapidly in Past Two Years

Chart

Data

Embed

Annual digital ad revenue (billions of U.S. dollars)



Source: eMarketer, "US Ad Spending Forecast," October 2012, December 2013, December 2014. Note: Numbers may not add up to total due to rounding.

Desktop Display

100 million page views

4 ad units per page

\$5 CPM

\$20 x 100,000

\$2,000,000

Mobile Display

100 million page views

1 ad unit per page

\$2 CPM

\$2 x 100,000

\$200,000

THE WALL STREET JOURNAL.

Mobile-Ad Spending Leaps, but Trails User Growth

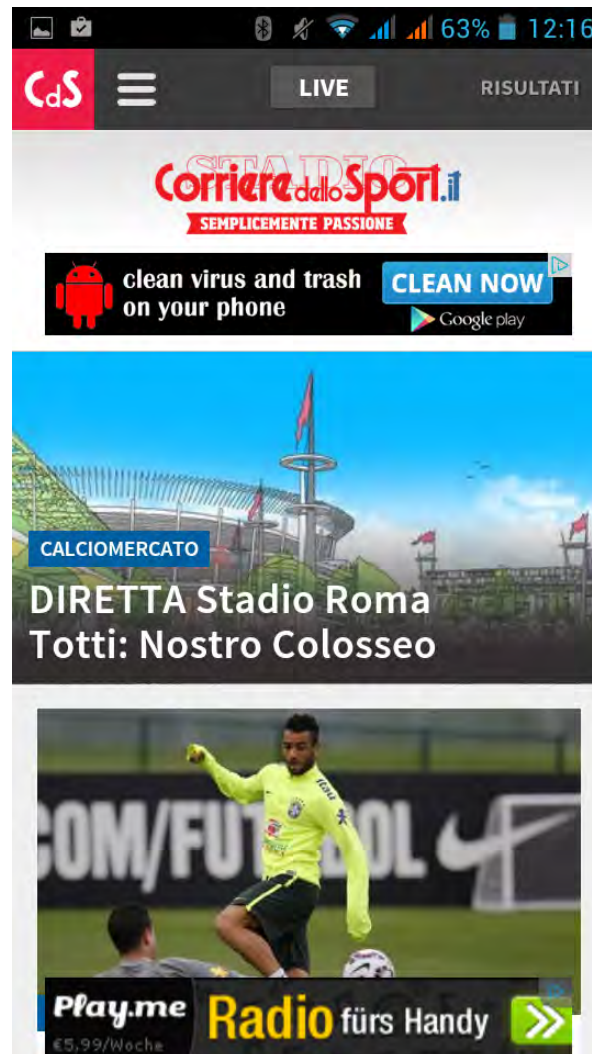
Outlays Expected to Jump 83% This Year, but Remain Small Compared to Time on Devices

216

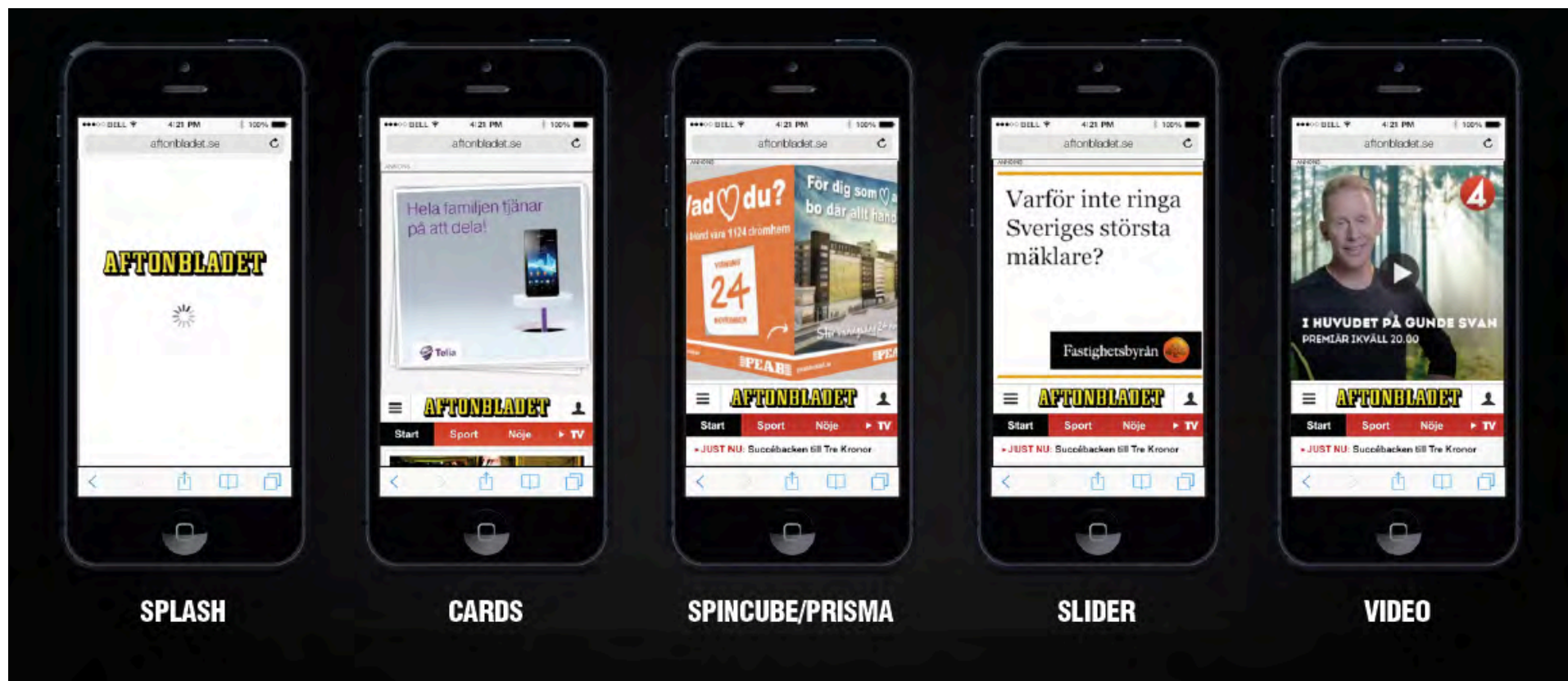
Average number of 3rd party cookies per
site (sample of top 20 publishers)

www.wan-ifra.org/data_privacy

8) Target display better



9) Be more inventive with ad formats



10) Time to build a pool of mobile ready revenue sources

Mobile display: i.e. enhanced with geographical, behavioral targeting & retargeting

Video display

eCommerce / Events

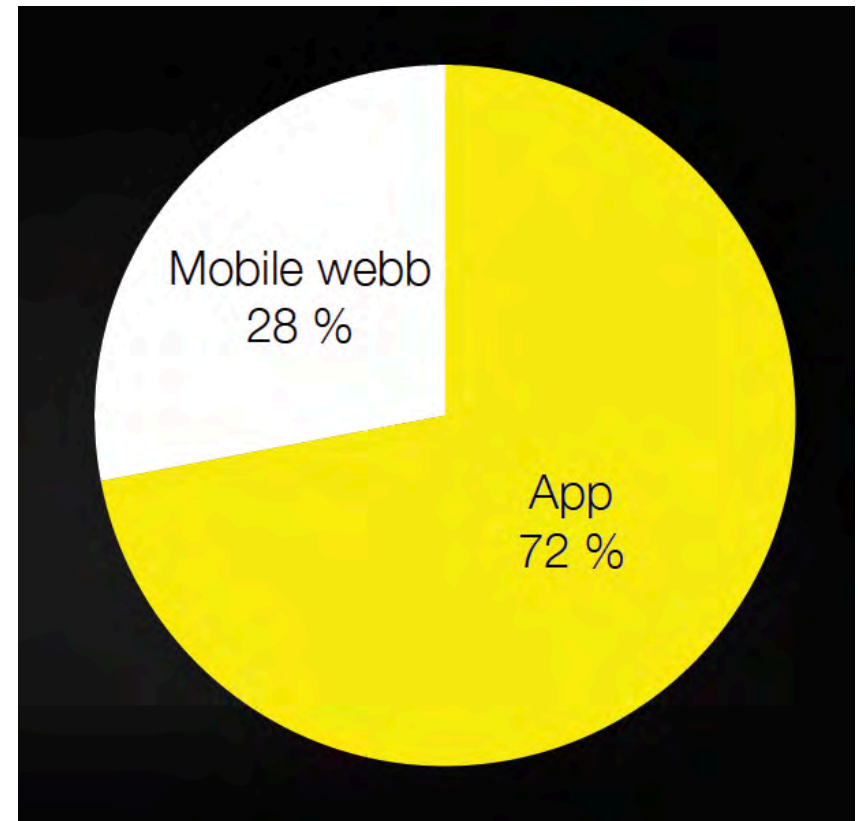
Native Advertising

& Social Promotion

Syndication and licensing

Premium services

Classifieds: Cars, Jobs, Homes



11) Maybe you need to double down on reader revenue

This \$1 billion Swedish payment company thinks it can save newspapers

Klarna

Can Blendle App Save the Print News Industry?

5/7/2014 4:05AM

Just a few pence can make a hole in the paywall

Peter Preston



eRev EXECUTIVE PROGRAMMES

Elite digital revenue club focused on reader revenue, digital advertising & innovation

(of course that means mobile)

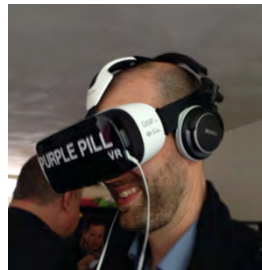
Expert consultant facilitators

Intensive agenda with guests & site visits

2 seminars per year

Next stop: Los Angeles 10-12 November 2015

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