“Strengthening hyperlocal journalism with new technology and platforms”

Mega-Conference Solutions Stage. Feb. 18, 2020

Photo: Visit Norway
Be relevant

People want to feel connected to their community. Be their preferred tool

Engage and include your reader

People want to be heard, help them with digital visibility

Be vital to the communities you serve
The hyperlocal opportunity —

hyperlocal done profitably and at scale, is your best defense against the giants.

• Create alliances with the local community - you are defenseless without them

• Paper is your bridge to digital, not a dying cash-cow

• Local must be local -”Localish” is worthless

• Rethink local business models. -hunt for many small, long term contracts
1990
Product bundle for local and personal engagement

Distance from Your house

Everybody

Local newspapers

High interest
High engagement

Community papers

Newspaper blindspot

innocode
create relevance
Build a defense against the giants —

Create local partnerships to regain lost positions
One product for the entire region
Not relevant enough

Several community papers
Not economically viable

Your community content integrated with the news flow
Fine, but how?

The Innocode bundle adds relevance, hyperlocal content, hyperlocal revenue streams, and scalability to the local news operation
An exciting game in Grovfjord yesterday. The season’s first game for some of the players, the first game of their life for others. Great atmosphere for all!
## How we help newspapers go hyperlocal

1. **Personalization** is absolutely necessary for any operation larger than community papers. Innocode’s platform is transparent, flexible and specialized for local.

2. **Community-news** and community information already exist. We build tools to harvest, filter and match relevant content with the right user. We build solutions that win back city-information.

3. Community cornerstones need local, **digital visibility**. We provide tools that reestablish a vital partnership between the local newspaper and voluntary organizations, sport clubs, schools and more.

4. Local communities need their local stores and businesses. We provide tools that help users being in the know of local offers in a way that scales, **wins back customers** and brings local shoppers back.
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Connect with community organizations and gain ownership to their content

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Help local stores survive with new business models
The information already exist

- Air quality
- Movements
- Parking
- Snow plowing
- Road conditions
- Ski tracks
- Temperature and quality
- Sea level
- Waste management
Personalized, local information based on neighborhoods and interests
Icy roads in western parts of the city

Furustad trails
Wildwoods
Clear Lake
Koksåsa lunge

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Thank you!

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