

# BUILDING A MULTI-PLATFORM AUDIENCE

Delivering the right content on  
the right platform

TIMOTHY D. BURKE  
The Palm Beach Post



# Our Multi-Platform World Today

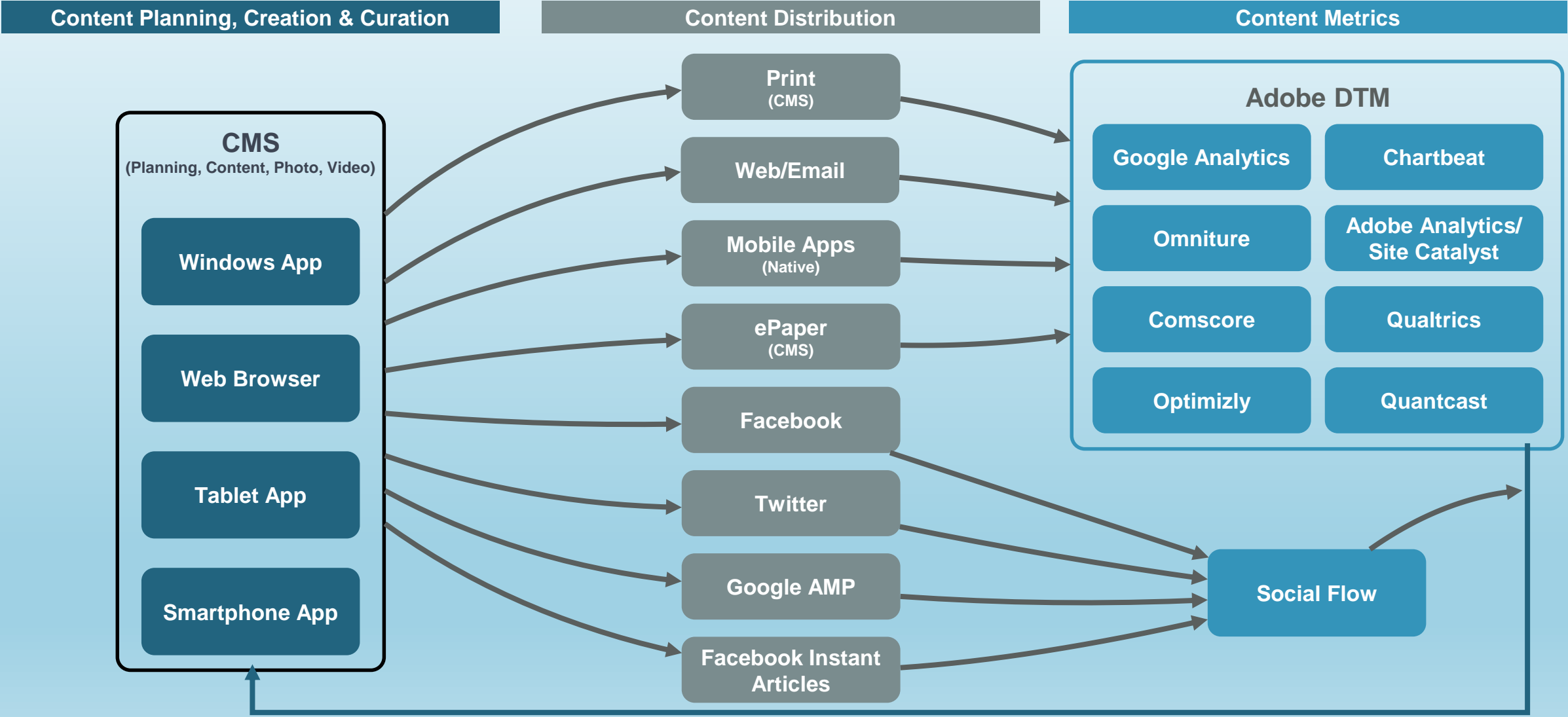


Diagram does not depict full Digital ecosystem

# Pressure on Monetization

Pressure on monetization with access to national and free local sources.

# 91%

Of subscribers access national news sources at least once a month.

# 5

Average number of sources subscribers visit in addition to CMG brands.



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**The New York Times**

**AP** Associated Press





# Changes in the News Landscape

**How it works now**, particularly among **18 to 34 year olds** (and is quickly defining media patterns across age groups):

News is immediately delivered to any available screen

- I learn about it from my mobile device
- Social media has become the underlying alert system
- Driving Key Outcomes:
  - Share it with others / comment / post
  - Follow a link online to more content
  - Turn on the TV
  - Follow a news reporter / brand / anchor
- With news consumption shifting to situational needs, news alerts and notifications are critical to driving the news cycle

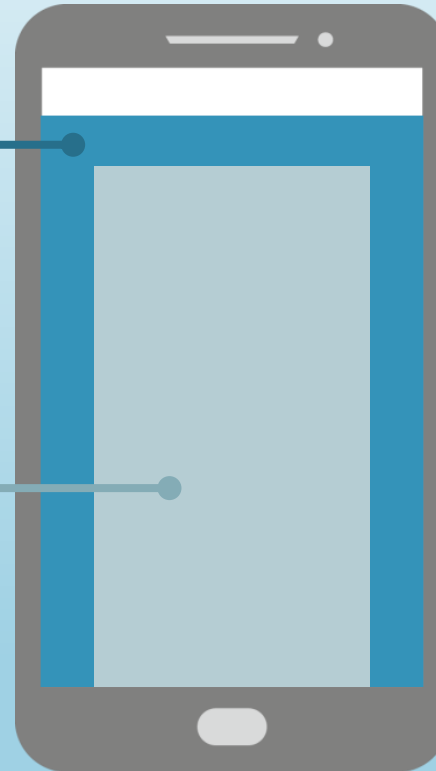


# Mobile: News Cycle Never Ends

\*Facebook  
outpaces Google  
as the most used  
weekly source of  
mobile news.\*

92%  
Using a smartphone  
*weekly* for news \*

84%  
Using a smartphone  
*daily* for news \*



\* Based on 87% of respondents who are smartphone owners

\*\*Based on respondents using at least one digital news source in past week

S3\_3: How often do you watch or use each of the following sources for any type of news and information?

S8: What are some of the different ways you have gotten any type of news or information from each of the following sources in the past week?

Q24: How many times during the day do you look at your smartphone for any type of news or information?

SOURCE:

SMITHGEIGER CMG STUDY, MARCH 2016

# News is Social



Social initiates  
the news cycle



Community and crowd  
sourcing are both content  
creation and distribution

"I just  
saw..."



Engagement is the  
new currency



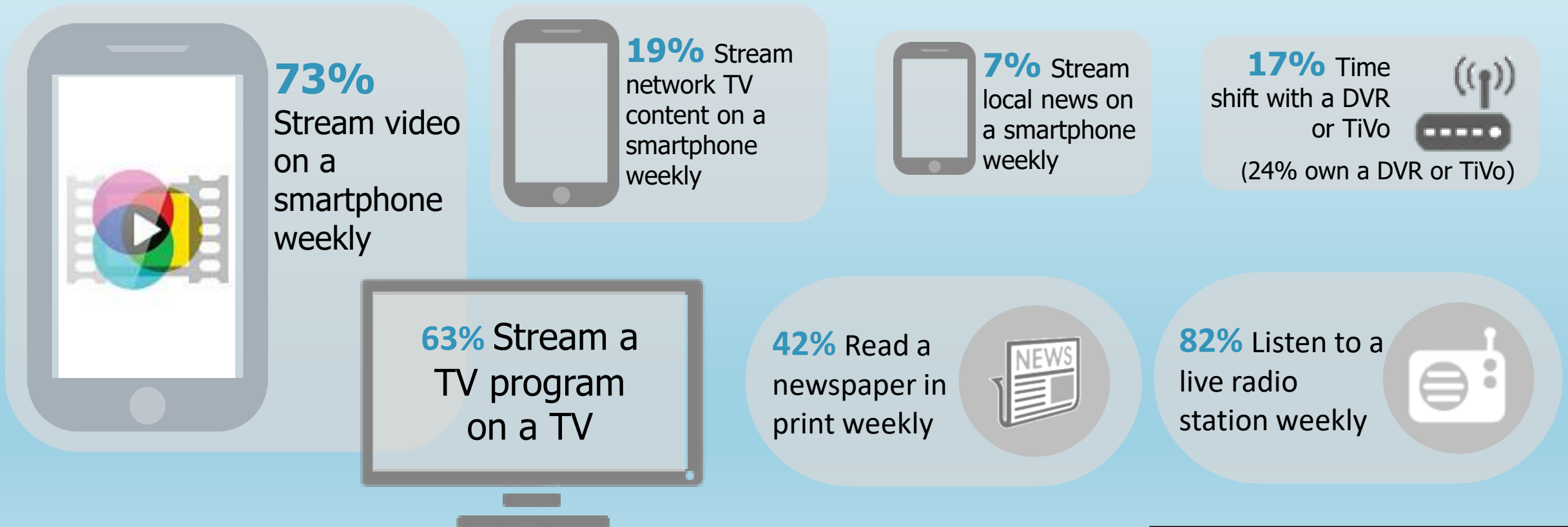
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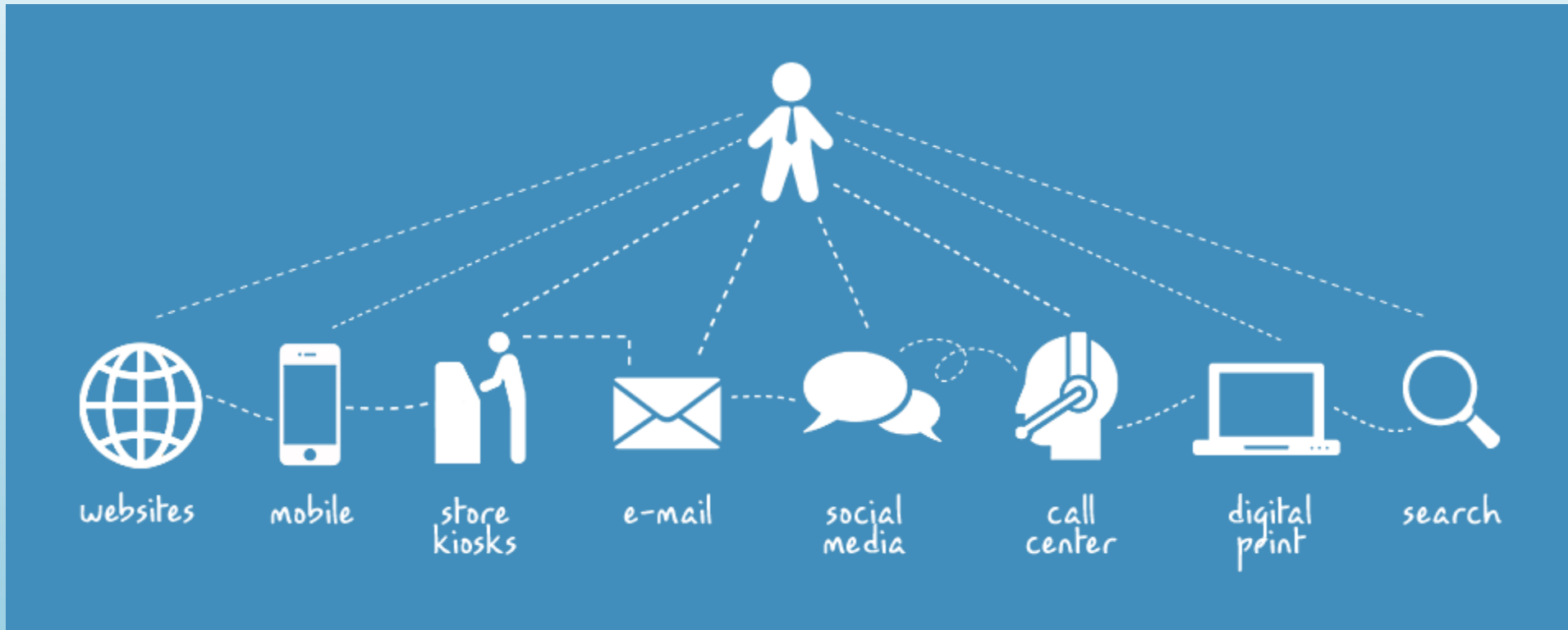
# Video Consumption is Proliferating

## LINEAR USAGE VS. TIME SHIFTING

- Linear is giving way to time shifting



# Orchestrating the Multi-Platform Story



## Key Distribution Means

Free websites  
Paid websites  
Push alerts  
Print products  
E-mail newsletters  
Social media posts  
ePaper





# Paid and Free Content Differentiators



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Very simple, as focus group respondents put it:

*"Paid content is what I can't find anyplace else for free."*



# General Content Expectations

Newspaper Expectations	Free Website Expectations
Detail and depth	Headlines
Community level content	Breaking, up-to-date news
Human interest and feature content	Immediacy
Coupons and inserts	Traffic and weather
Events and entertainment	Classifieds
	Much of the newspaper, but not all

# Summary: Paid vs. Free Website Expectations

Paid Expectations	Free Expectations
"Reader's Experience"	"Grazer's Experience"
Non-Intrusive Advertising	Dominant Ads
Completeness	Find It, Maybe
Advanced Features	Basic Navigation
Premium Content	Commodity Content
Special Deals and Coupons	Limited Savings

# Free and Paid Digital Personas

JASON



## THE BUZZ ENTHUSIAST

32

Buckhead  
Project Manager

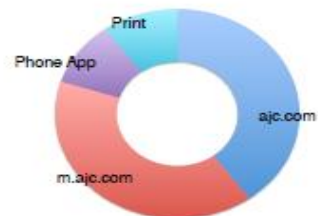
*"Keeping up with news, entertainment, and trends is important - connecting with other people is part of that."*

### DESCRIPTION

Buzz enthusiasts are just as interested in what people are talking about as they are about news.

### GOALS

- Reading the most talked about stories of the day
- Sharing information easily
- Staying ahead of the curve and knowing trends before others



GALE



## THE PLANNER

42

Smyrna  
Claims Supervisor

*"I often need to find things to do or places to go. Anything that helps me access information quickly, plan ahead, or get ideas is appreciated."*

### DESCRIPTION

Planners often have a task in mind when online; typically they look for information, guidance, or tools.

### GOALS

- Planning for her family including weekend activities
- Getting trustworthy guidance
- Finding something specific in the news that support her interests



ANNE



## THE PRINT STYLE READER

62

Alpharetta  
Retired Nurse

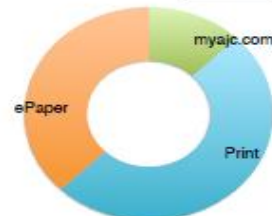
*"The AJC ePaper is a great way to experience the newspaper, especially when I don't have access to the real thing."*

### DESCRIPTION

Print style readers are avid book and magazine users. Organized, easy-to-find topics are key needs online.

### GOALS

- To enjoy the experience of reading online as much as print
- Finding information quickly and easily through topic organization
- Staying up to date on information that enhances her everyday life



MELISSA



## THE DIVERSIONIST

33

Decatur  
High School Teacher

*"The internet is a way for me to take a few minutes out of my day to just breathe, catch up, or divert my mind to something else for a while."*

### DESCRIPTION

Diversionists are looking for an interesting or entertaining diversion to their day or during downtime.

### GOALS

- Relax and take a break in the day
- Get a sense of what's going on in the world and with friends
- Get entertained
- Have fun during down time



STEVE



## THE RESEARCHER

27

Midtown Atlanta  
Graduate Student

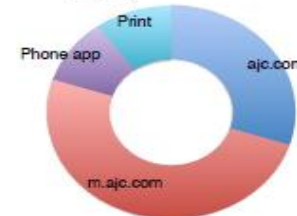
*"Looking for something specific to a topic I care about takes time. The easier to access and more informative, the better."*

### DESCRIPTION

Researchers are goal oriented in understanding a particular subject or topic in depth.

### GOALS

- Finding information on a specific topic quickly and easily
- Get frequent updates on topics he cares about
- Easily compile, organize or share information



MICHAEL



## THE NEWS MAVERICK

51

Roswell  
Consultant

*"I like to know what's going on in the world and get multiple perspectives on the news. I feel out of touch if I'm not on top of current events."*

### DESCRIPTION

News mavericks have rituals for tracking news across sources, and seek stories they haven't seen.

### GOALS

- Scan headlines and article excerpts to get a sense of what's going on
- Check multiple sources to gain perspective and context
- Read the news across a variety of platforms





# Free and Paid Digital Personas



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- Buzz Enthusiast – Free
- The Diversionist – Free
- The Researcher – Free
- The Planner – Mostly Free
- The News Maverick – Mostly Paid
- The Print Style Reader – Paid



Or...another way to put today's  
Personas...it's all about me 😊

