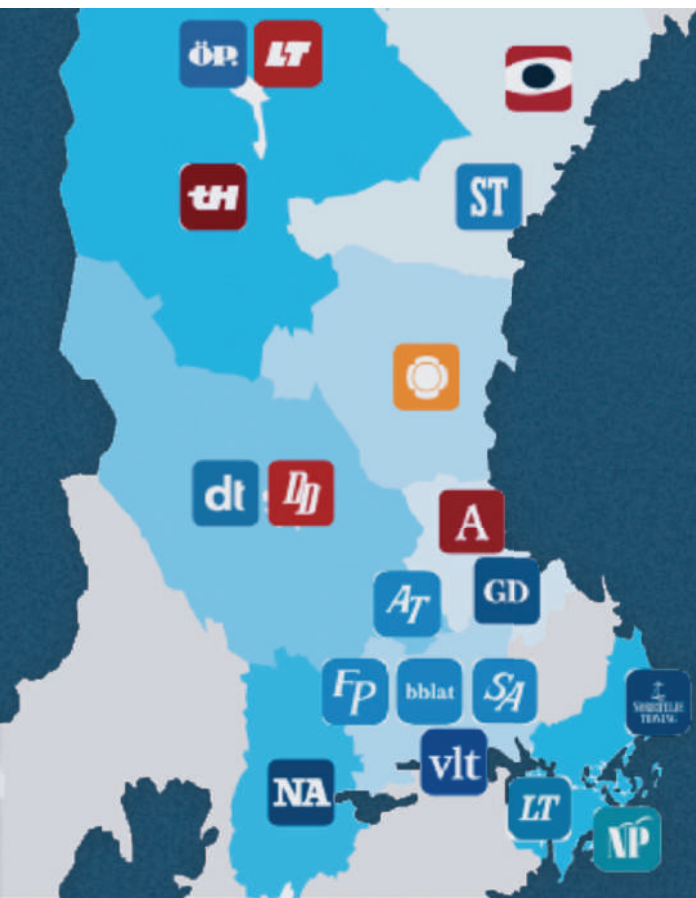




Mittmedia

Use of data, user knowledge and machine learning to drive engagement and create a sustainable subscription business



Largest local media company in Sweden.

19 news destinations covering a large portion of Sweden.

400 000 active digital customers.

A booming digital advertising business.

A digital ecosystem: Products, platforms and tech for data, content and ad business.

In-house development of products and tech.

A mission to uphold local democracy by staying relevant to readers and customers.

To do so, we must transform fast and agile.

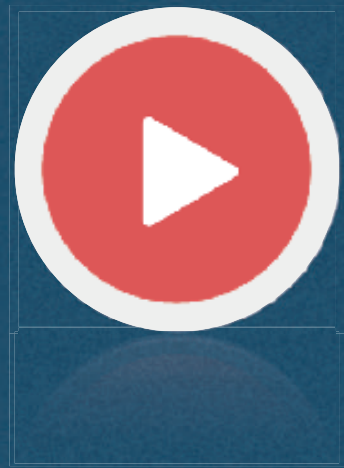
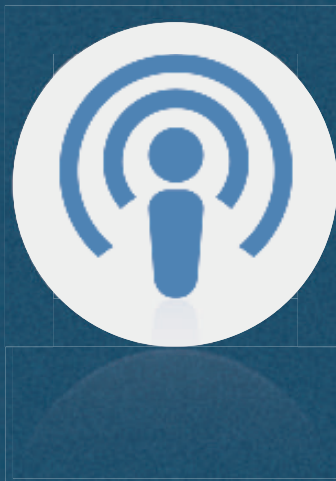
To uphold mission, we must transform from legacy media company to local information partner



Real challenge is NOT primarily about changes in media interfaces









Challenge: Regain position in new contextual reality of customers

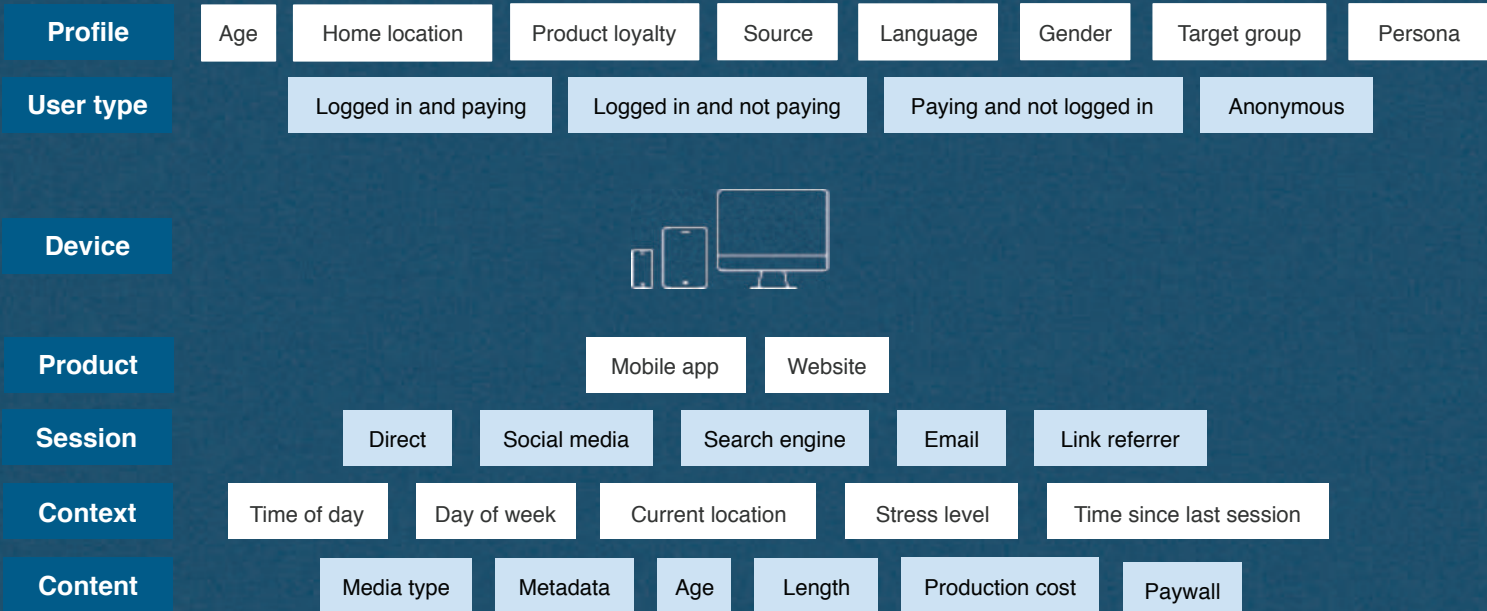


Strategy: Presence in customers routines by personalized products
First step: Understand their routines



Routine patterns: A needle in a haystack





	Morning	Lunch	Afternoon	Evening	Night
Persona #1	25%	15%	30%	25%	5%
Persona #2	5%	10%	50%	30%	5%
Persona #3	20%	10%	10%	40%	20%
Persona #4	70%	10%	5%	5%	10%
Persona #5	25%	15%	30%	25%	5%

Quantifying routines

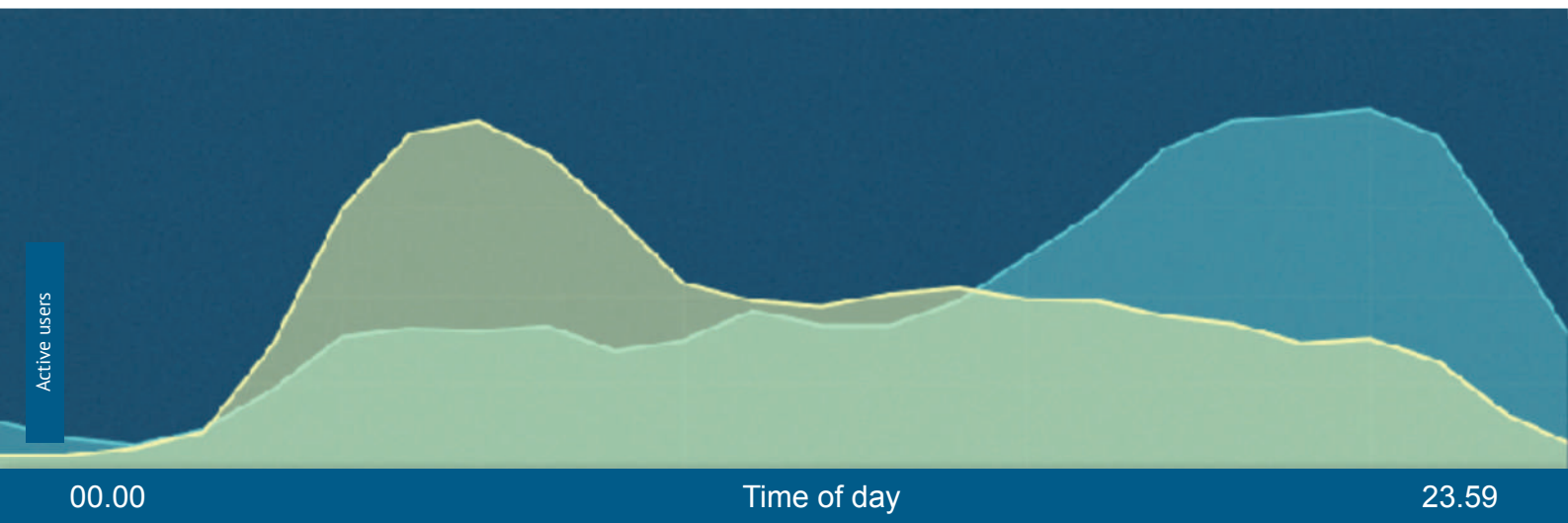
Cluster 9

Morning: 74%
Lunch: 10%
Afternoon: 7%
Evening: 9%

Cluster 13

Morning: 8%
Lunch: 7%
Afternoon: 11%
Evening: 74%

Example: comparing two clusters



Visualization of cluster specific routines

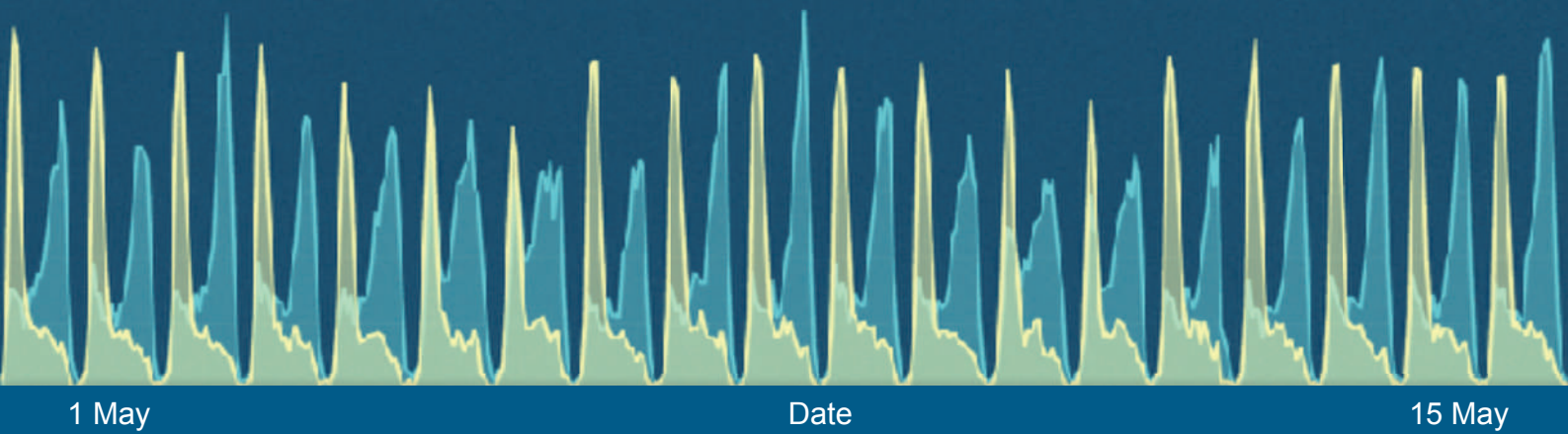
Active users

00.00

Time of day

23.59

Routines stay the same over time



Day for day comparisons

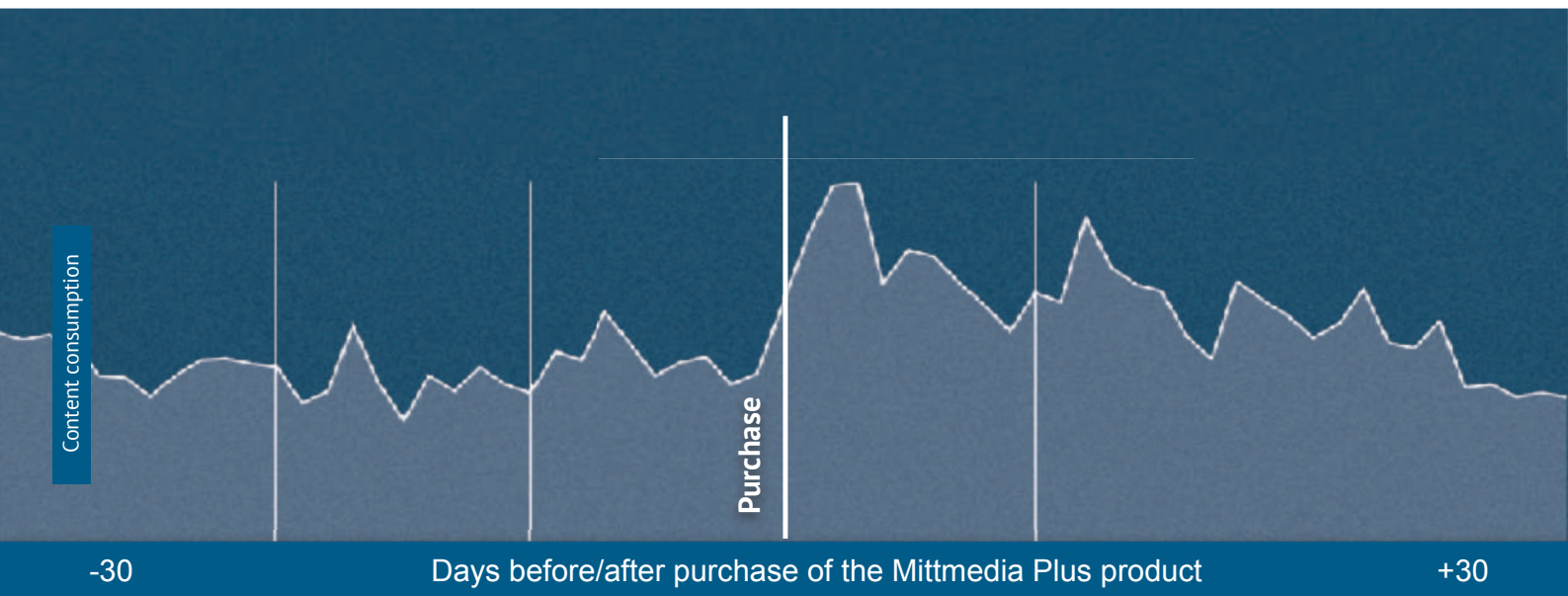
	Morning	Lunch	Afternoon	Evening	Night	Age	Churn prob.	Interest
Persona #1	25%	15%	30%	25%	5%	46	11%	Sport
Persona #2	5%	10%	50%	30%	5%	57	23%	Crime
Persona #3	20%	10%	10%	40%	20%	68	7%	Traffic
Persona #4	70%	10%	5%	5%	10%	73	14%	Opinion
Persona #5	25%	15%	30%	25%	5%	44	30%	Business

The full image of our customers daily consumption routines

Why do we need a personalized experience to monetize and drive reader revenue?



It's a simple matter of supply and demand



**The churn process from a supply-demand perspective
in a average based/non-personalized information product**



User

Content



Relative consumption in an average product

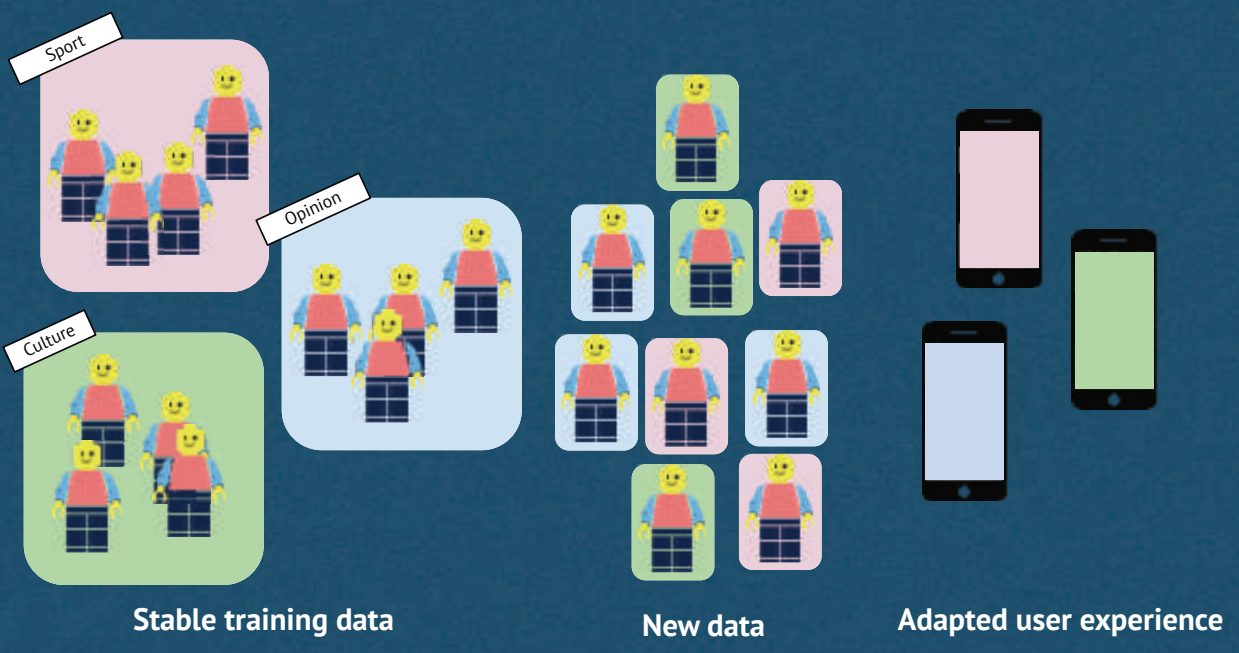


User

Content

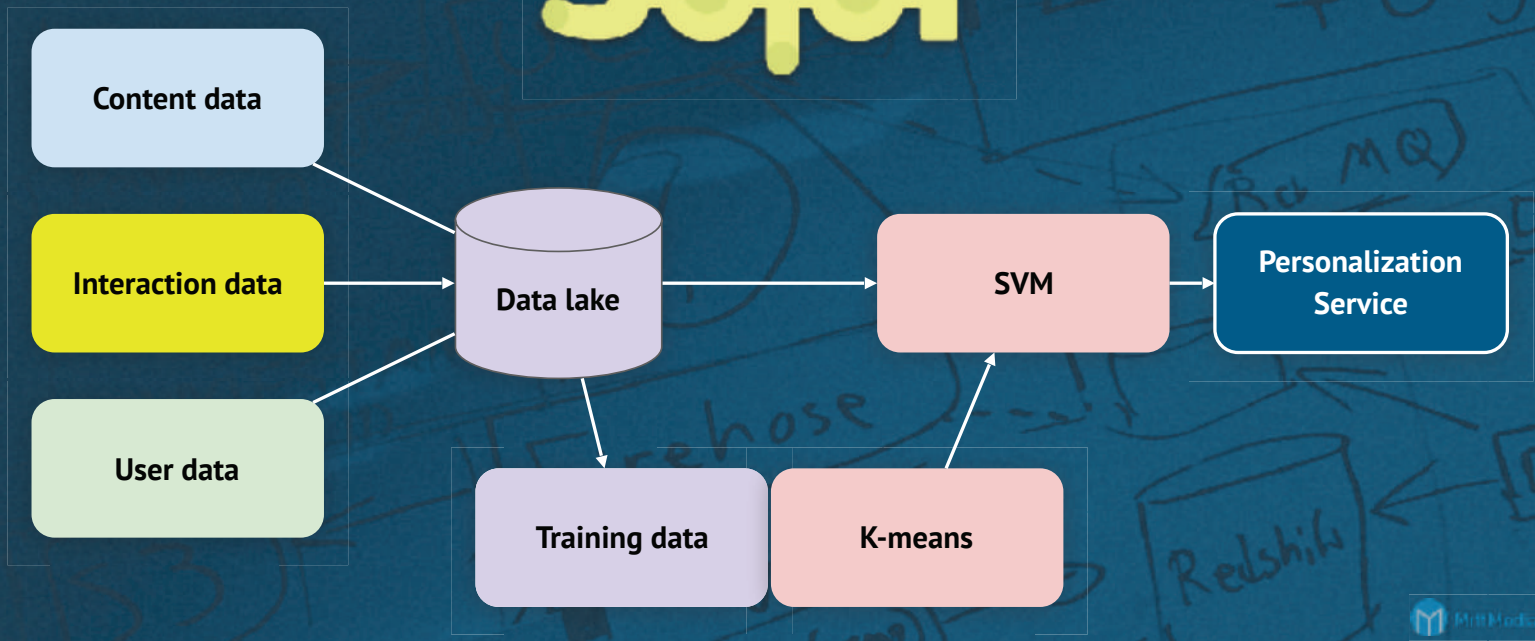


Relative consumption in a personalized product



Optimizing content distribution

Soldr



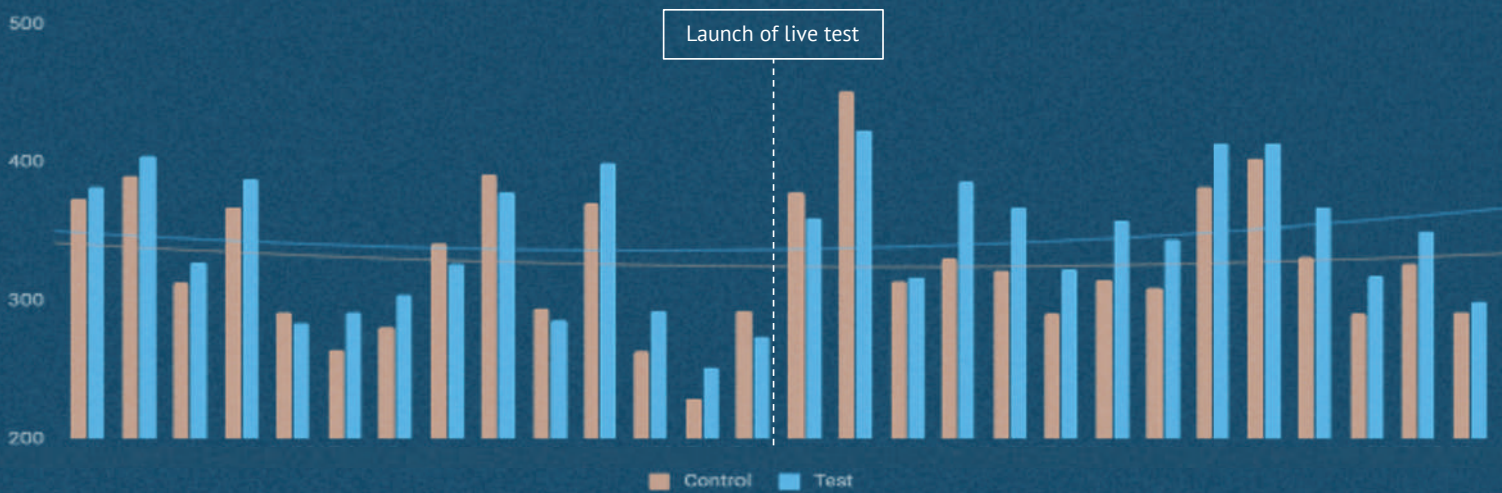
articles per user/hour

Launch of live test



Day -15

Day +15



Content consumption during live test



User

Content



**Proven effect in Mittmedias
machine driven personalization**



Soldr





Mittmedia Questions?