



WHAT IS QUALITY?

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What is quality in an article?

So far we have measured quality like this:

1. Choosing a history based on traditional news criteria and estimating the articles from a professionnal point of view - such as choice of source, language etc.



2. NEW: Quality clicks – quality and quantity meet – based on the strategic and tactical goals for Ekstra Bladet



3. Hard clicks - only counting numbers of clicks

Quality clicks



Strategic goals for Ekstra Bladet until 2017:

- 1. Reach: 1,1 mill unique users every day
- 2. TV: Getting TV on the move
- 3. Getting more registered users 400.000
- 4. Getting EKSTRA to grow 100.000 paying customers
- 5. Make money



Sport: Goals support the strategy of EB by reaching:

 200.000 new digital users per month - now 1,1 mill per month

TV: 750.000 VOD per week





Strategy's answer to quality in our sports articles - free content at eb.dk:

- 1. The users' imminent need: Measured by clicks
- Loyalty: Targeting a bit fewer users harder by making a difference to them: Measured in time, likes, sharing, and that the users turn more pages
- 3. Articles making sense at a commercial level: Measured by clicks, time and tv



Quality clicks

Page views

+ Reading time



+Conversion percentage of embedded links

+ TV

+ TV conversion

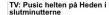






Der kunne derfor ikke indvendes alverden noget mod, at Randers FC kom på 1-1 lige efter pausen, da en hjørnesparkskombination gav Jeppe Tverskov mulighed for at smække udligningen ind. Randers FC havde fortjent mere... men det fik de ikke.

Se også: Engelsk avis: Sisto spøger i Manchester City







= QUALITY!

Hard clicks

| Ekstra |
|--------|
| Bladet |
| |

| Nr. | Titel | Sidevisninger | Læsetid | Score |
|-----|--|---------------|---------|-------|
| 1. | Nu afslører FCM: Derfor stoppede Guld-Glen | 139.179 | 2m:55s | |
| 2. | Prisen stiger for Schumachers kamp for livet | 126.585 | 1m:4s | |
| 3. | Eks-landsholdsspiller overrasker: Har fået nyt job | 122.669 | 0m:45s | |
| 4. | Snydt i 89. min: Sådan er Danmarks fire mulige modstandere | 84.631 | 2m:59s | |
| 5. | Hobro tæt på trænerfyring | 78.741 | 2m:28s | |
| 6. | Glen indrømmer: Det skulle jeg ikke have gjort | 75.127 | 2m:34s | |
| 7. | Kevin stopper hos McLaren | 75.021 | 0m:50s | |
| 8. | Danmarks playoff-modstandere: Vi vil ikke møde jer! | 73.535 | 3m:9s | |
| 9. | Ekspert flænser McLaren: Kevin bliver røvrendt | 68.629 | 2m:60s | |
| 10. | Ren Monty Python: Så meget betalte Esbjerg for Jonas Dal | 67.589 | 1m:41s | |



| Г | |
|---|--------|
| I | Ekstra |
| I | Bladet |
| | |

| Nr. | Titel | Sidevisninger | Læsetid | Score |
|-----|--|---------------|---------|-------|
| 10. | Nu afslører FCM: Derfor stoppede Guld-Glen | 139.179 | 2m:55s | 47 |
| 19. | Prisen stiger for Schumachers kamp for livet | 126.585 | 1m:4s | 44 |
| 81. | Eks-landsholdsspiller overrasker: Har fået nyt job | 122.669 | 0m:45s | 30 |
| 52. | Snydt i 89. min: Sådan er Danmarks fire mulige modstandere | 84.631 | 2m:59s | 35 |
| 15. | Hobro tæt på trænerfyring | 78.741 | 2m:28s | 46 |
| 6. | Glen indrømmer: Det skulle jeg ikke have gjort | 75.127 | 2m:34s | 52 |
| 85. | Kevin stopper hos McLaren | 75.021 | 0m:50s | 29 |
| 24. | Danmarks playoff-modstandere: Vi vil ikke møde jer! | 73.535 | 3m:9s | 42 |
| 11. | Ekspert flænser McLaren: Kevin bliver røvrendt | 68.629 | 2m:60s | 47 |
| 18. | Ren Monty Python: Så meget betalte Esbjerg for Jonas Dal | 67.589 | 1m:41s | 45 |



Quality clicks

| Nr. Titel | Sidevisninger Læ | esetid Score | | |
|--|------------------|----------------|----------------|----------------|
| Kæmpedrop skabte Arsenal-sejr 23.252 | | | | :50s 59 |
| 2. Patricks fa Se listen: Dansk tifo brager ind | | | | :53s 59 |
| 3. Se listen: Unity: | Value | Score | 4.095 3m | :33s 58 |
| 4. TV: Se Ne Page views | 64.095 | 15 | 6.870 3m | :27s 56 |
| 5. Ja da! Dar VOD | 3m:33s yes | 20 2 | 6.905 2m | :51s 53 |
| 6. Glen indrø TV conversion | 24% | 7 | 5.127 2m | :34s 52 |
| 7. Kraniebruc Facebook likes | 15.178 1.679 | 9 5 | 1.261 1m | :57s 52 |
| 8. Her sviner Conv.pct.links Total | 0% | <u>0</u> 58 | 8.044 2m | :41s 52 |
| 9. Endelig: D | | <u> </u> | 8.086 1m | :15s 48 |
| 10. Nu afsløre | | | 9.179 2m | :55s 47 |
| 11. Ekspert flænser McLaren: Kevin bliver røvrendt 68.629 2m:60 | | | :60s 47 | |
| 12. Håbløse hollændere hånet - I er det nye Andorra 51.707 2m:38s | | | | :38s 47 |
| 13. TV ⁻ Kæmpe ivsk skævert kan koste 600 000 kroner 44.865 2m:24 | | | :24s 47 | |



We believe.....

The customer gets a sense of quality and therefore behaves loyally to a brand on the basis of three parameters:

- 1. Repurchase
- 2. Customer share how much of the customer's 'budget' do we own compared to our competitors
- 3. Ambassador's effect the customer recommend us to others