Engaging audiences through innovation

Opportunities and trends for digital journalism

Trinity Mirror Regionals

Why audience engagement matters

If you build it, they will come

- An ability to command a local audience makes our regional brands unique
- We have to appeal to that audience, but resources are finite
- Everything we do MUST work on mobile and be app-compatible
- To continue growing as a digital business, we must keep developing our local audience (not least to provide more commercial opportunities for our colleagues in advertising)
- This means converting visitors to loyal readers who spend more time on our sites, accessing more content
- Get this right and we make money…
- …So we can do more editorially
- We aim to address 3 need states: Tell Me; Help Me; Indulge Me
- Content we create is made purely for a digital audience; in newsrooms, small, talented print teams finesse this content back into newspaper pages

Driving engagement: Live and interactive

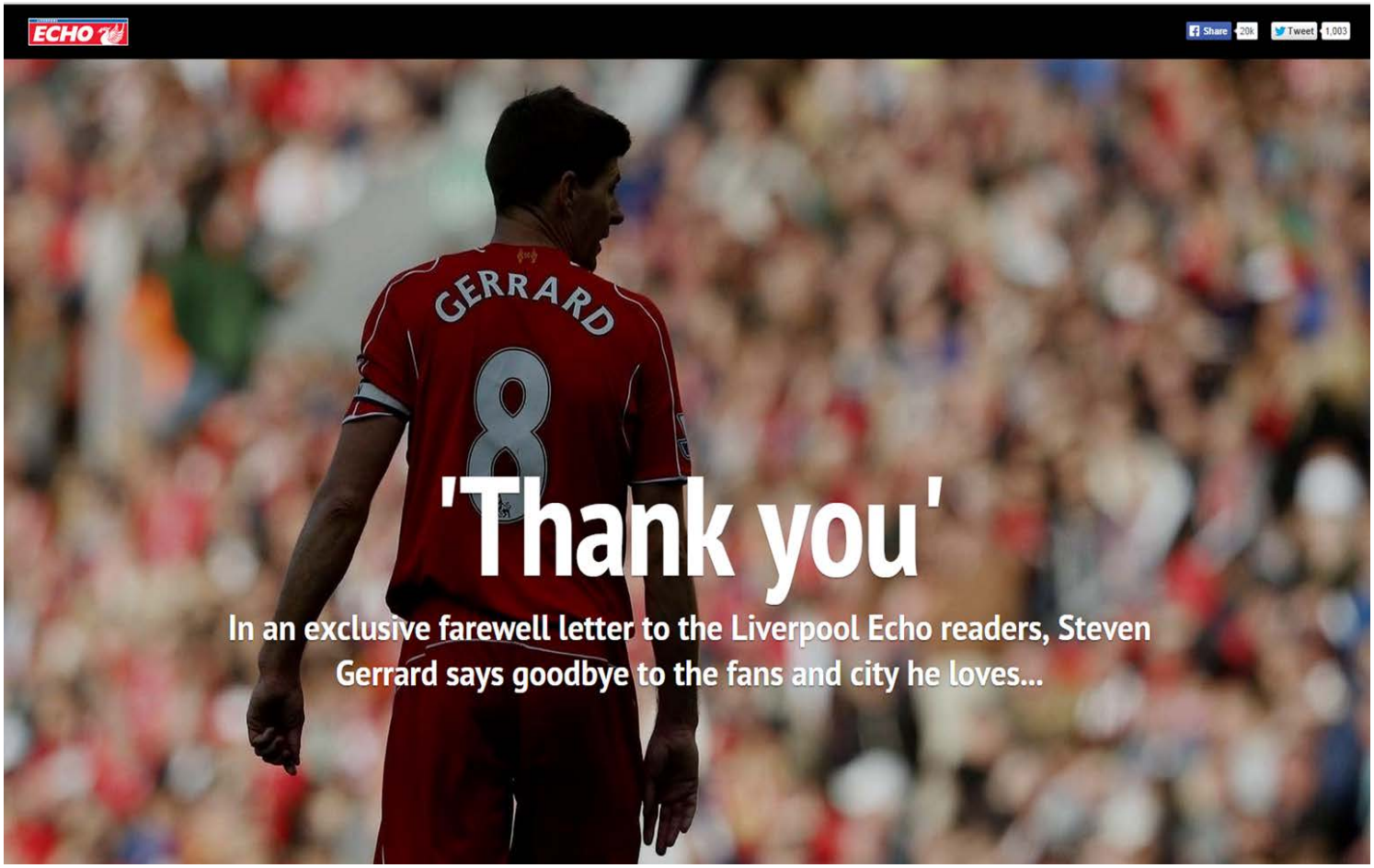
Telling stories in new ways, on new platforms

- Live video - Hangouts on Air
- Live streaming
- Live webcams
- Interactive **panoramas**: like this and this
- Interactive images like this
- Interactive/animated maps

Hangouts and live streams invite audiences to be part of the story; interactives mean they stay with the story; maps add familiarity/context for local audiences

Immersive storytelling

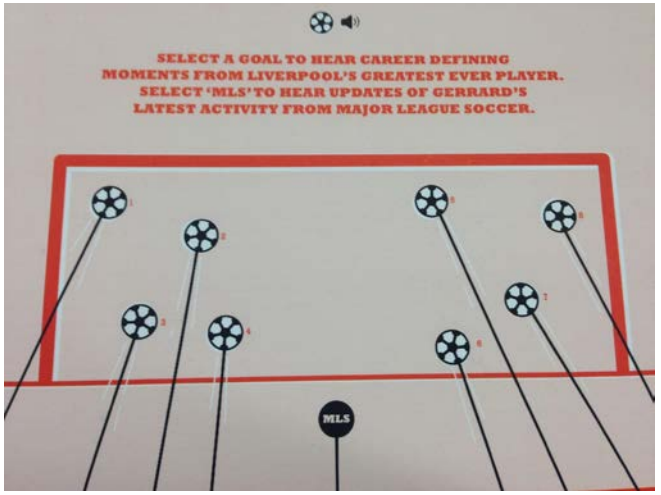
Increasing engagement and dwell time



Steven Gerrard's farewell - 300 words of text, 5 minutes of 'actively' reading the content, 70k uniques; 86k pageviews, 5.25minutes average dwell time. **Longform ≠ ALL THE WORDS**

Conversations with…

Inform, surprise, entertain… build a relationship



TWEETS 139 FOLLOWERS 12

Arndale Postbox MEN
@ArndalePostbox

Ask me about: 'rain', 'latest', 'popular', 'burger', 'vote', 'safe', 'random crime'. Keep it simple. I'm not very bright yet.

Manchester

Tweets & replies

Arndale Postbox MEN @ArndalePostbox · Jun 29
@pdgallagher Good morning. Excellent! Looks like a dry hour from here.
View conversation

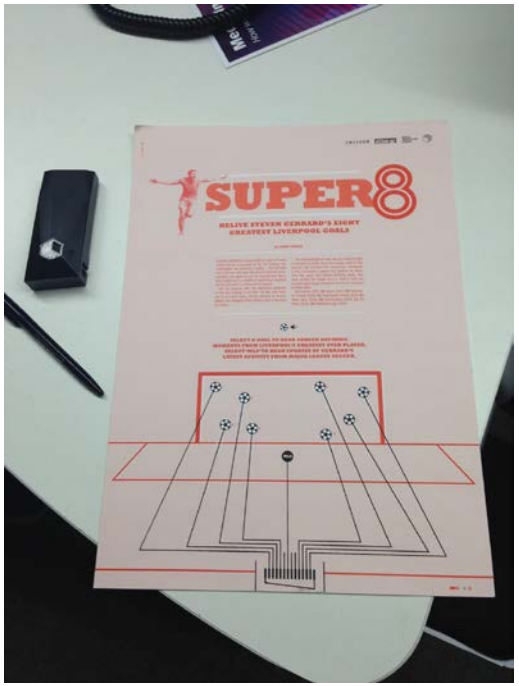
Arndale Postbox MEN @ArndalePostbox · Jun 22
@pdgallagher I bring to you: City centre crackdown on litterbugs as new enfor[...] manchestereveningnews.co.uk/news/greater-m… It's 2 days old.
View summary

Arndale Postbox MEN @ArndalePostbox · Jun 16
@pdgallagher Try Archies Burgers and Shakes on Oxford Street. It's good. A burger costs £-. Here's directions: google.com/maps?saddr=My+…
View conversation

Arndale Postbox MEN @ArndalePostbox · Jun 16
@pdgallagher I bring to you: Heart of the city - Find out what's happening in[...] manchestereveningnews.co.uk/incoming/heart… It's 20 minutes old.
View summary

Arndale Postbox MEN @ArndalePostbox · Jun 16
@pdgallagher Good afternoon. Excellent! Looks like a dry hour from here.
View conversation

Arndale Postbox MEN @ArndalePostbox · Jun 15

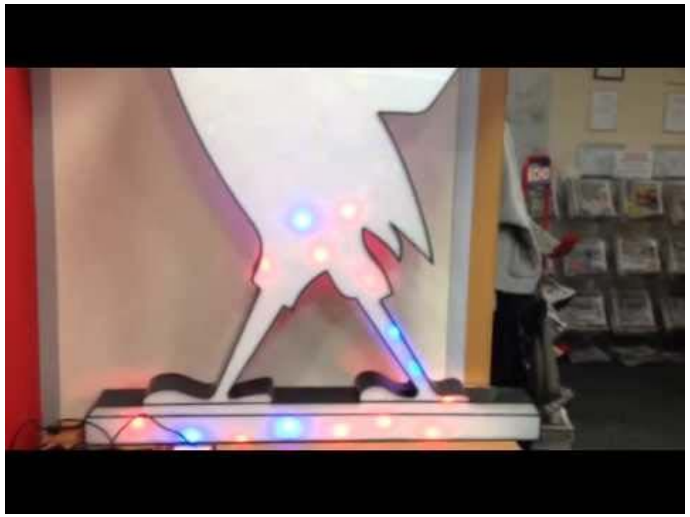


Wearables and tangibles

Opportunities for storytelling in unexpected places

Google Glass: Give a the audience a journalist PoV

Liver Bird 'Internet of Things' - connecting an object to live data to tell stories



Sport engagement

- Breaking news and transfer blogs, especially for the Championship
- News games, data tools, immersive storytelling

Visual storytelling

Drones to produce 360 video, Augmented Reality and interactive panoramas with hotspots, utilising mobile devices' gyro functionality.

Trends and explorations for the next 6 months

- Snappy AND immersive reads: Serving content to meet audience behaviour/device use
- Interactivity: Images, virtual reality, data visualisation
- Live and ‘as live’ content
- Silent video: Text over images/animation - recognition of the damage autoplay does
- Publishing outside the CMS: Facebook Instant Articles, Apple News
- Personalised/intimate journalism/commercial: Continued rise of messenger apps and peer-recommended news

Skills

- Social media: Social search, ethics, verification, conversation; building audiences
- Multimedia: Predominance of the MoJo
- Data: Finding, packaging, visualising, making data available
- Coding - enough to wrangle widgets or articulate a requirement

Commercial/editorial intersection

- Native, Video, Social media
- Push
- Bundling (linked to Native)

THANK YOU

Questions?

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