

# THE JOY OF DISCOVERY

—DISCOVERING NEW AUDIENCES, THAT IS

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Inquirer Group of Companies

An extraordinary season of challenge and growth for the Philippine Daily Inquirer, INQUIRER.net, and other units of the Inquirer Group of Companies.

- Group: Central Desk takes convergence forward
- Print: Broke biggest PH story of the last 10 years
- Web: From 7M to 15M uniques every month
- Mobile: New audiences *in the chat app space*



**Korean chat app**

**The INQUIRER went live in September 2013**

**Today: 126,000 followers**



**Japanese chat app**

**The INQUIRER went live in February 2014**

**Today: 170,000 followers**



- **VIBER chat app**  
**The INQUIRER went live in November 2014**  
**Today: 56,000 followers**

**AS OF TODAY,  
350,000 NEW READERS,  
AND COUNTING**

# But who are “reading” us?

Different demographics

Different interests

Different stories

# The Kakao audience

- Predominantly young
- Primarily music-oriented
- In particular: K-Pop music
- Not much interest in news
- News and promos thru home page



# The Line audience

- Also young, but already working
- Also interested in music, but all genres
- Open to news
- News consumption is event-driven
- News cards seem to work

# The Viber audience

- High-end demographic
- Generally older
- Keen on news
- Very active Public Chat

Wed, 5/8

**Koko Narak added 3 new photos.**  
13 February · Tagaytay, Philippines ·   

**Capigiani Philippines**  
News · 11:51 AM

**Dear All,**  
Following commendable remarks made by House President on social media, Capigiani Technology Solutions Philippines, Inc. has taken disciplinary action against her and terminated his services with effect from May 4, 2015. He has been turned over to the Bureau of Investigation.

We continue to cooperate with the Bureau of Immigration, Embassy of Thailand, Philippine Economic Zone Authority (PEZA), and Department of Labor and Employment (DOLE) and will provide all possible support to help resolve the matter.

We take this opportunity to reiterate our commitment to the highest standards of integrity, reliability, transparency, and corporate governance. Thank you for bringing the matter to our attention. We look forward to your continued support.

Capigiani Technology Solutions Philippines, Inc.  
Like · Comment · Share

**Fired! Thai who insulted Filipinos axed** Tap for more



**Mayweather sued by ex-girlfriend for \$20 million** Tap for more

**Tax court lifts arrest warrant vs Jeane Napoles** Tap for more

6:02 PM

**INSPIRING DAILY INSIGHTS**

**JOB Market**

**JOB**



THE **INQUIRER** REPORT #purongpinoy

8:16 AM

**Inq** **FIGHT DAY! #LabanManny! Go to the Pacquiao Files for live updates on #PacMay: <http://inq.ph/thepacfiles>**

Or type #pacmay and get the latest updates right here on Line.

8:16 AM

55,848 Followers

**JV Rufino**

**UPDATE 03** 11 PM May 7, 2015

**TYPHOON DODONG**

- 17 Estimated 7h-9h Area Affected by May 7
- Moving steadily West-Northwest at 20 km/h
- Wind speeds will reach 20-30 kph by May 7
- Typhoon danger warning at 18h on May 7
- Heavy rain will be 115-200 mm per day
- Storm Signal 3 will be in effect at 7 am on May 7
- Storm surge of up to 4 m

Source: PAGASA **INQUIRER.net**

**UPDATE 02** 11 PM May 7, 2015

**STORM SIGNALS TYPHOON DODONG**

**SIGNAL NO. 1**

12h-18h Area Affected by 12h-18h on May 7

Source: PAGASA **INQUIRER.net**



Today

**Inq** **JV Rufino**

**UPDATE 03** 11 PM May 7, 2015

**STORM SIGNALS TYPHOON DODONG**

# Issues we're working on

- More precise profiling
- Tighter integration into social media
- More advertising partnerships

# Lessons-in-progress

- Each service's audience is different—so adjust the message
- Frequency is a function of urgency
- You can get good engagement
- Advertising combined with content is more effective

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