
Newspaper Possible :

The spectacular dynamics of Korean newspaper marketing

Chang-hee Park
COO, JoongAng Ilbo, Korea



CASE STUDY

Applicability





KOREA

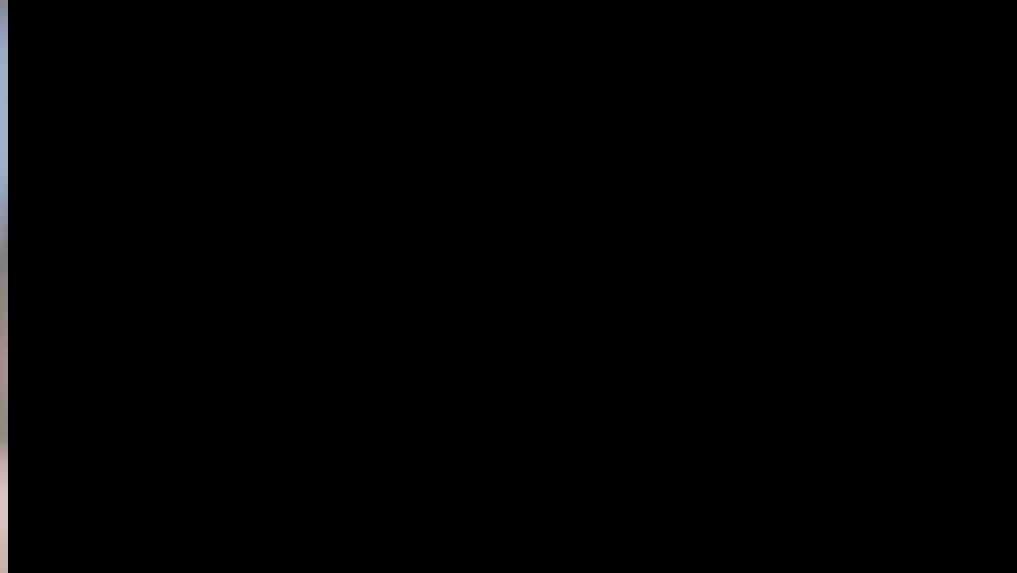
KOREA

KOREA??



Emphasis on education

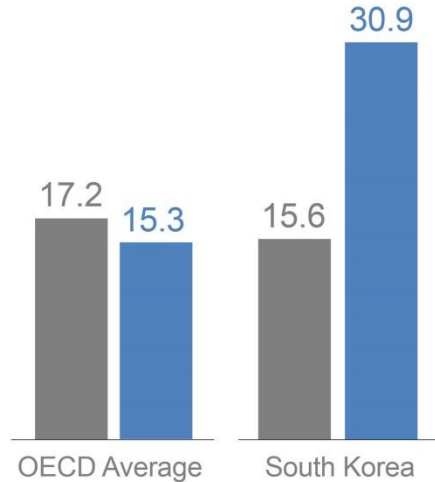
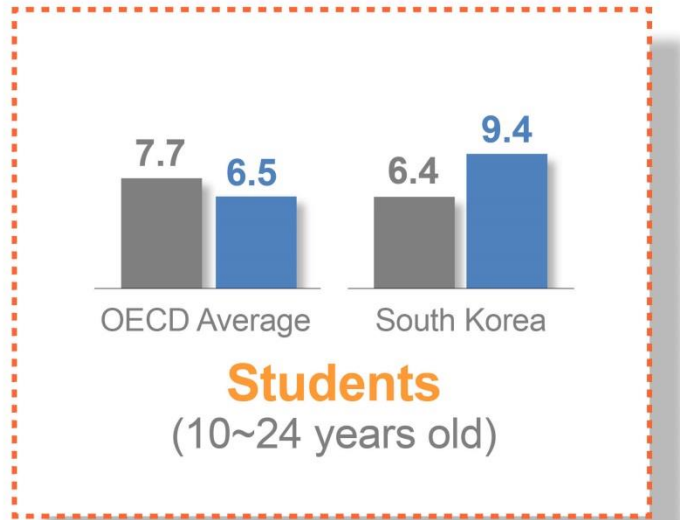
President Barack Obama



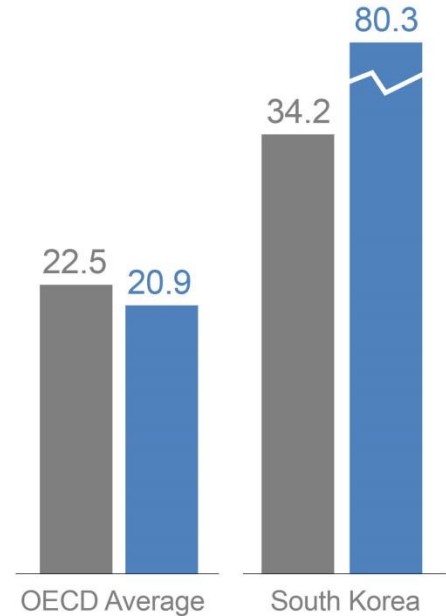
Suicide Rate

(Per 100K persons, 2010)

■ 2000 ■ 2010



Economically Active Populations
(15~64 years old)

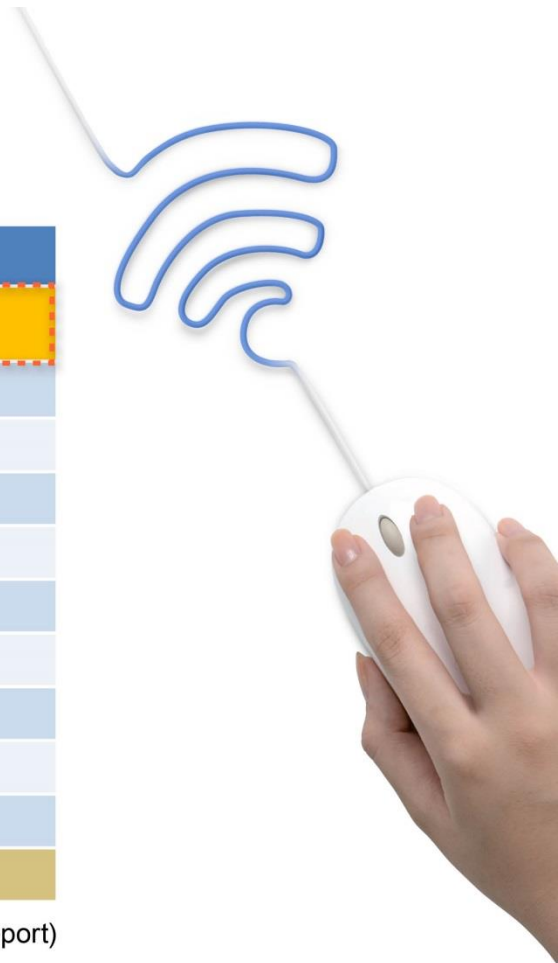


Senior Citizen
(65+ years old)

Internet Speed

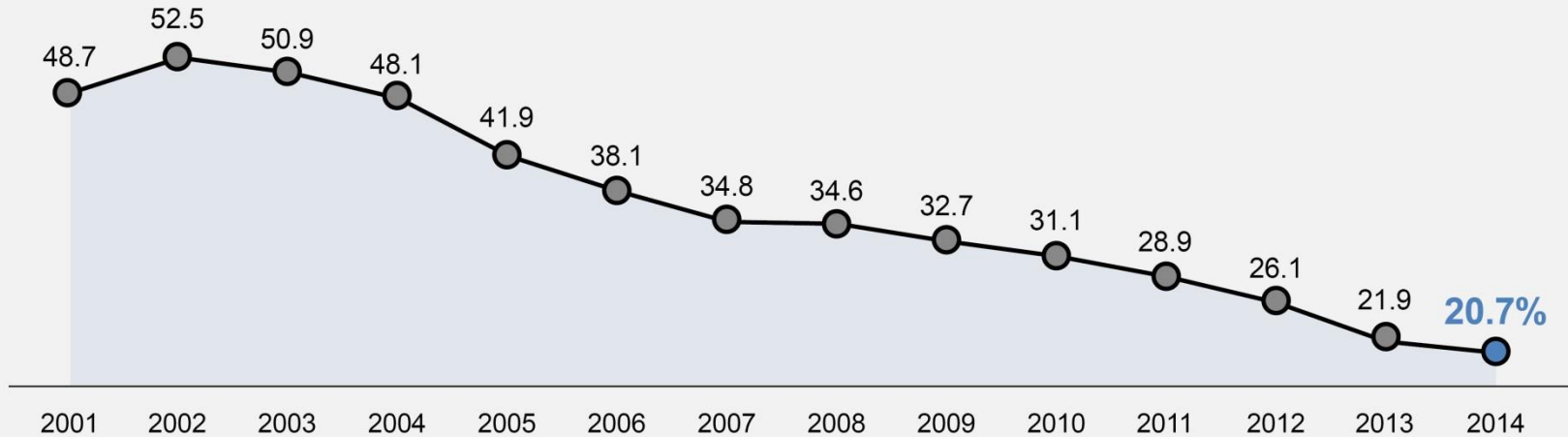
Rank.	Country / Region	Q2'14 Avg.Mbps
1	South Korea	24.6
2	Hong Kong	15.7
3	Switzerland	14.9
4	Japan	14.9
5	Netherlands	14.3
6	Sweden	13.6
7	Latvia	13.5
8	Ireland	12.6
9	Czech Republic	12.6
10	Romania	11.8
Global Avg.		4.6

(Source : Q2 2014 Akamai's State of the Internet Report)



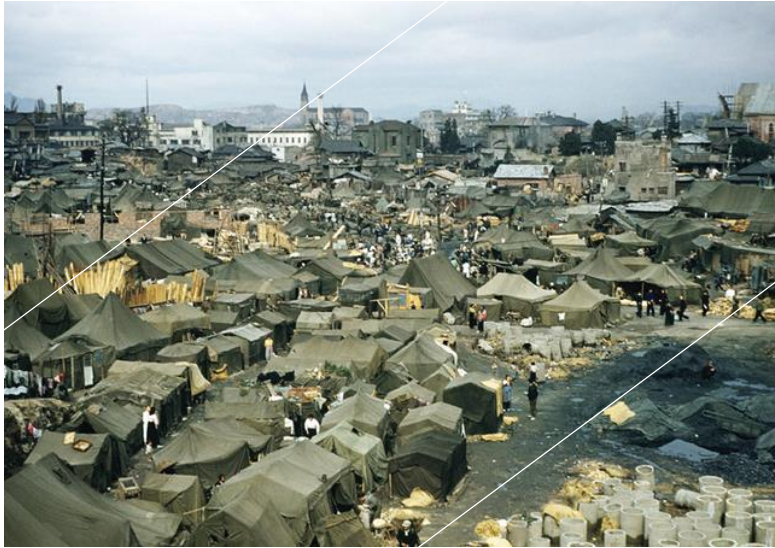
Newspaper subscription rate in Korea

(%)



(Source : HRC)

SEOUL, KOREA

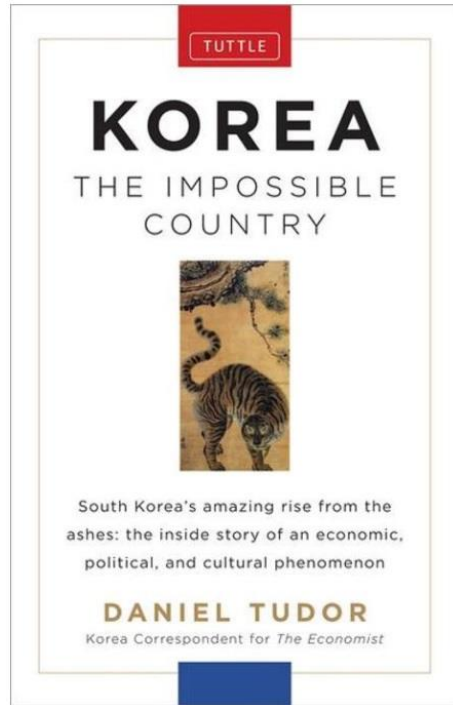


1950



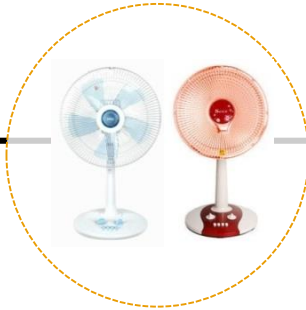
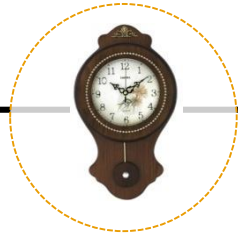
2015

KOREA, THE IMPOSSIBLE COUNTRY



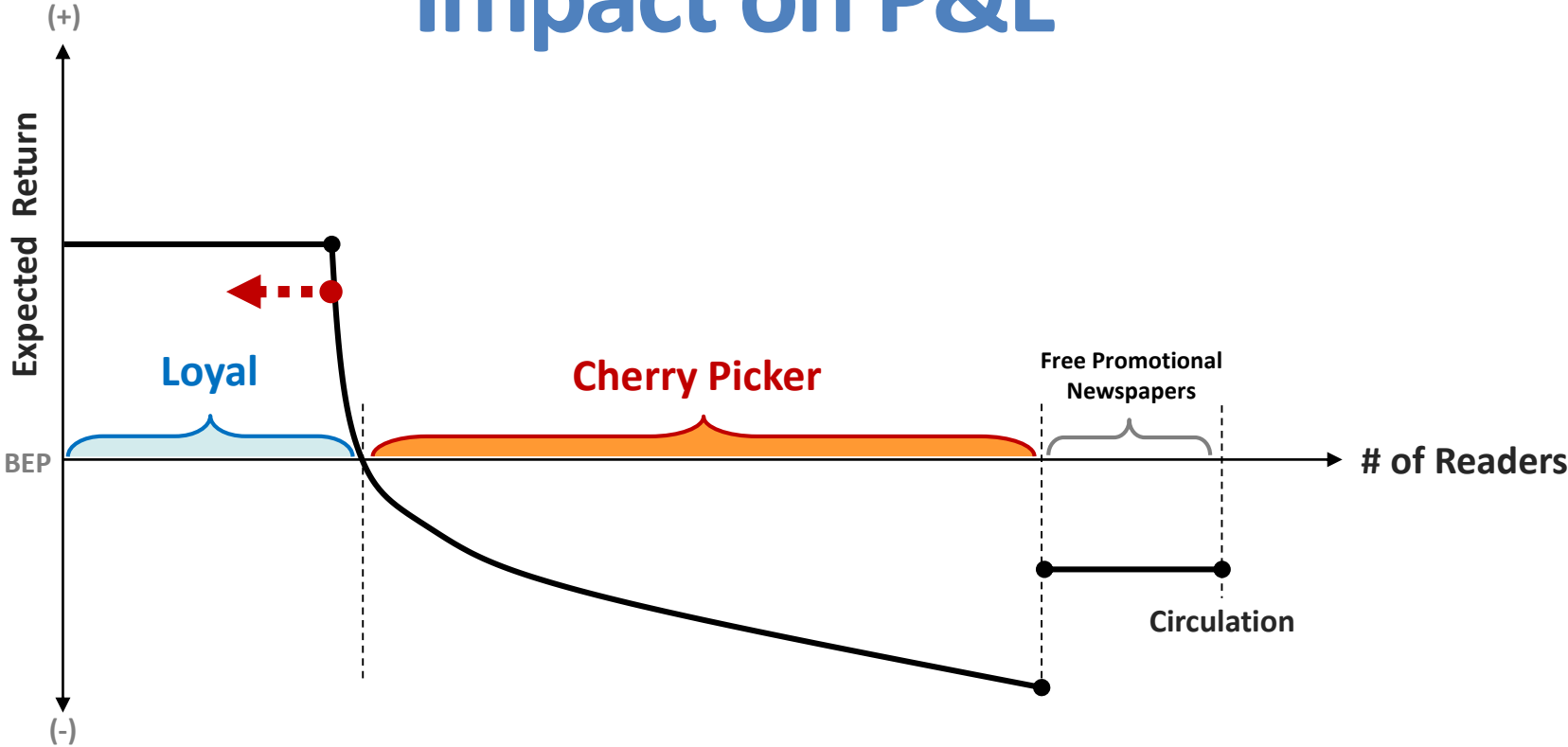
**Former Korea Correspondent
for The Economist**

Rewards Incentives (free gift) Trend



Provide a **free gift** for every new subscription

Impact on P&L



HOW

do we maintain our target subscribers
while spending less marketing costs?



Global KidZania



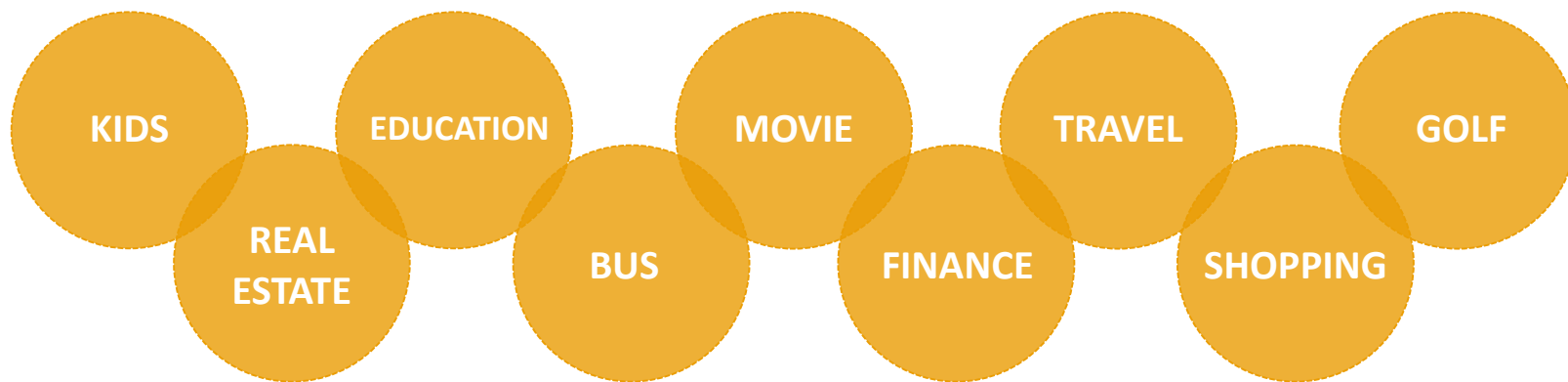
1 Million Membership



JoongAng Ilbo



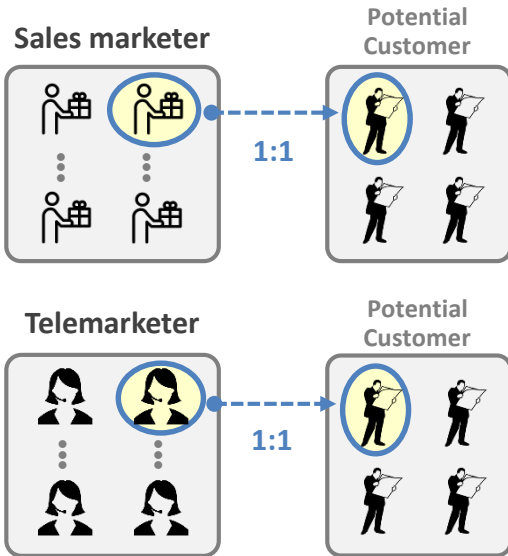
Segmented generation of new readership based on various themes



STEP 1

Personal Selling

(Door to door Sales / TM)

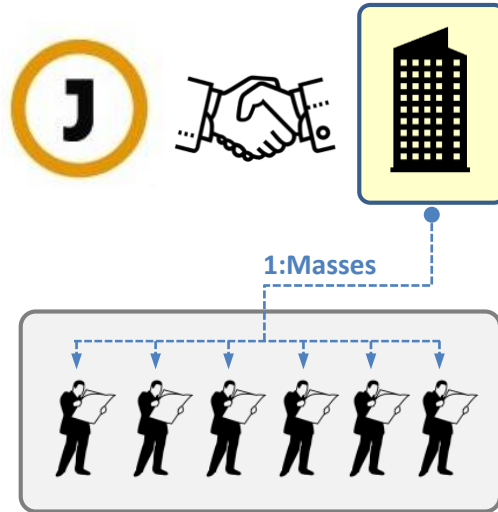


Search costs 「High」

STEP 2

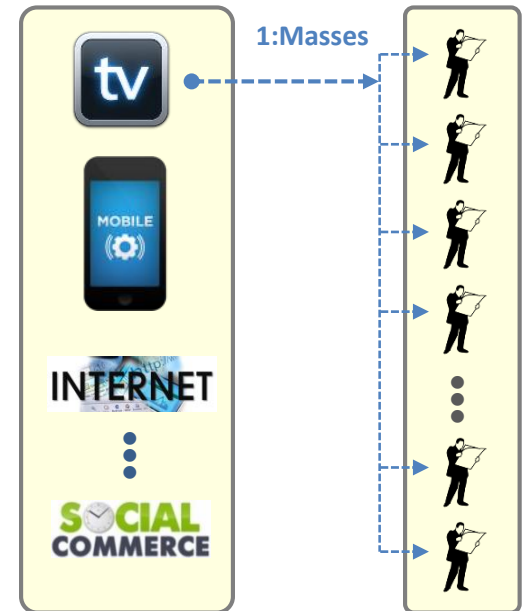
B2B Sales

(Partnership)

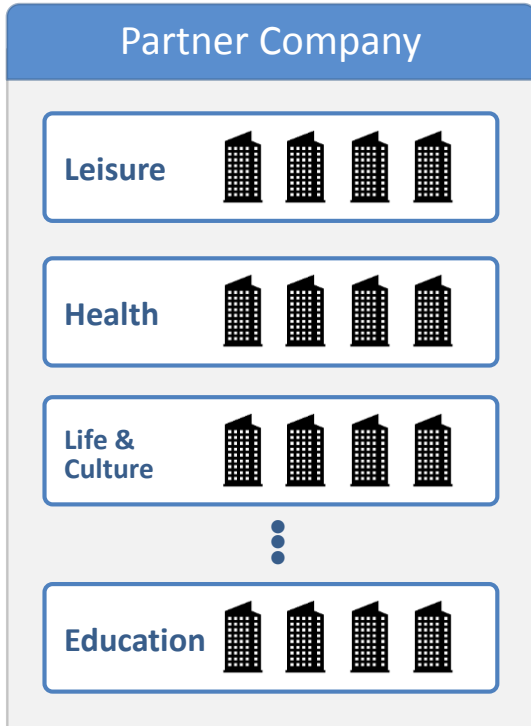


STEP 3

Membership Service



Membership Service



 JoongAng Ilbo

Membership Service

 JoongAng Ilbo

Existing Customers
Potential Customers



How to survive...?!





Thank you