

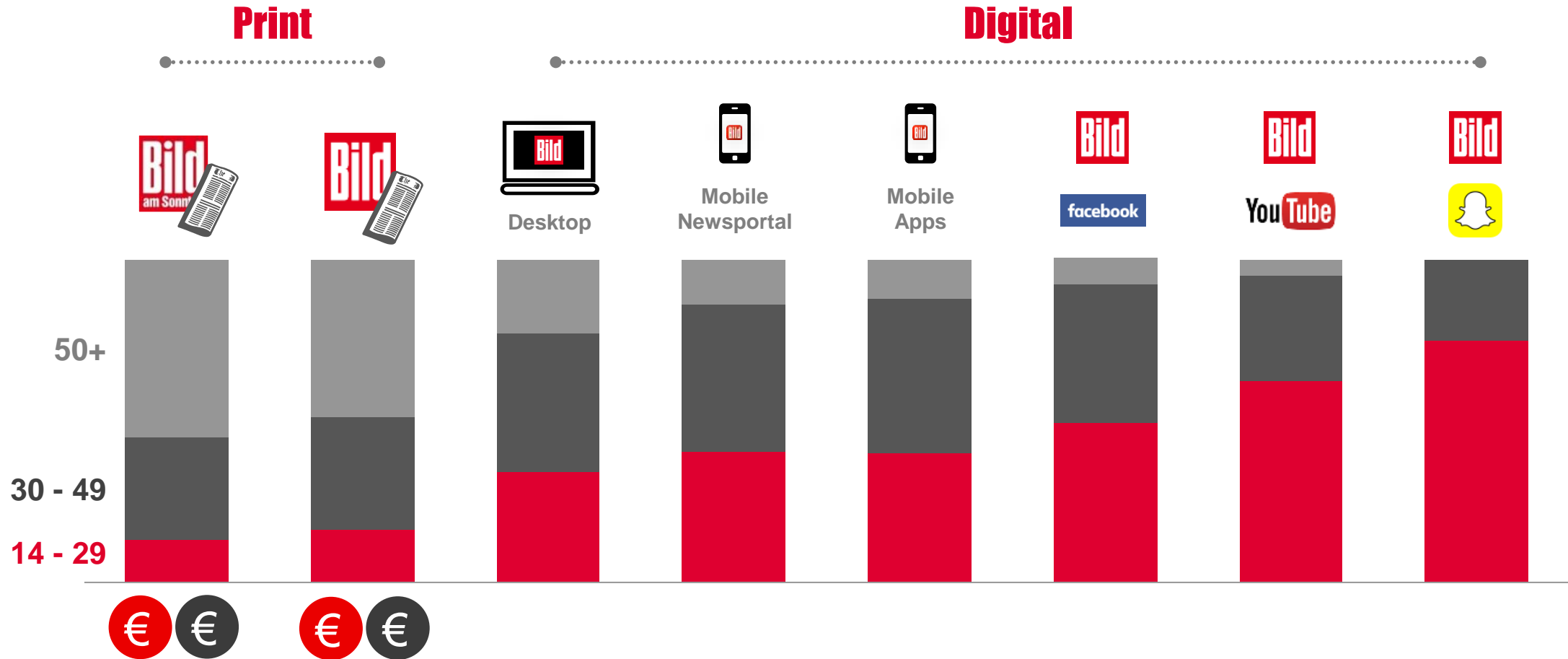
Optimizing Digital Subscriptions For Your Audience and Ecosystem

What is the right model?

BILD



Who is our audience? What are the relevant ecosystems?





Reaching all age groups through different channels

Digital monetization is the key challenge: (1.) ad sales

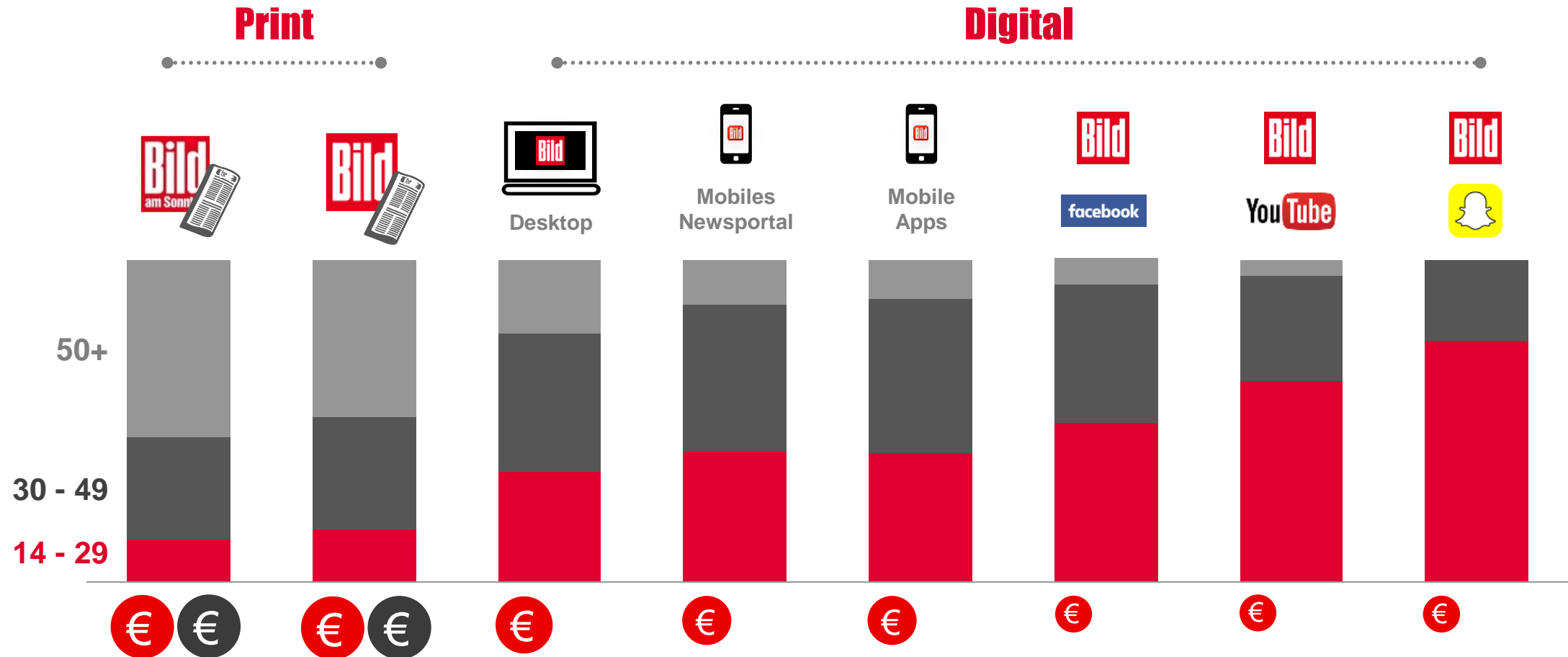
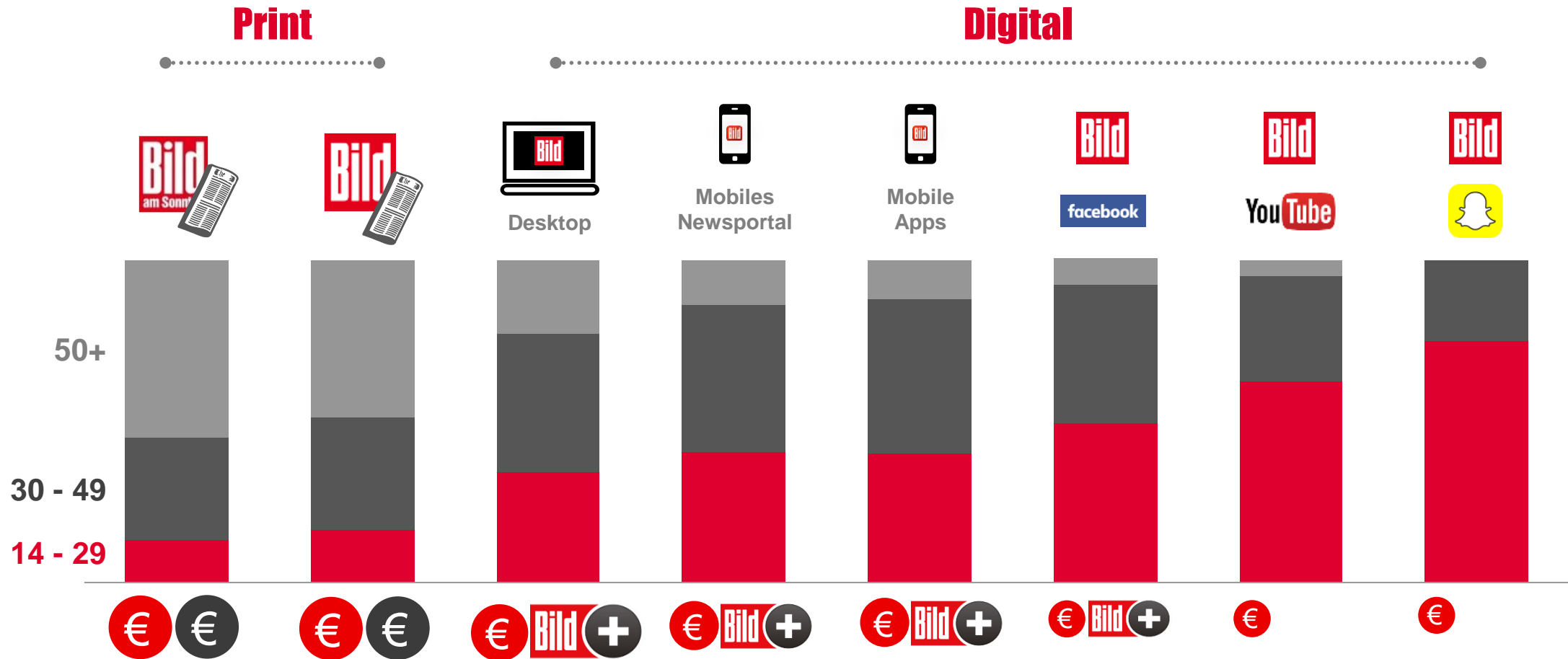


Bild Reaching all age groups through different channels
Digital monetization is the key challenge: (1.) ad sales and (2.) subscription sales



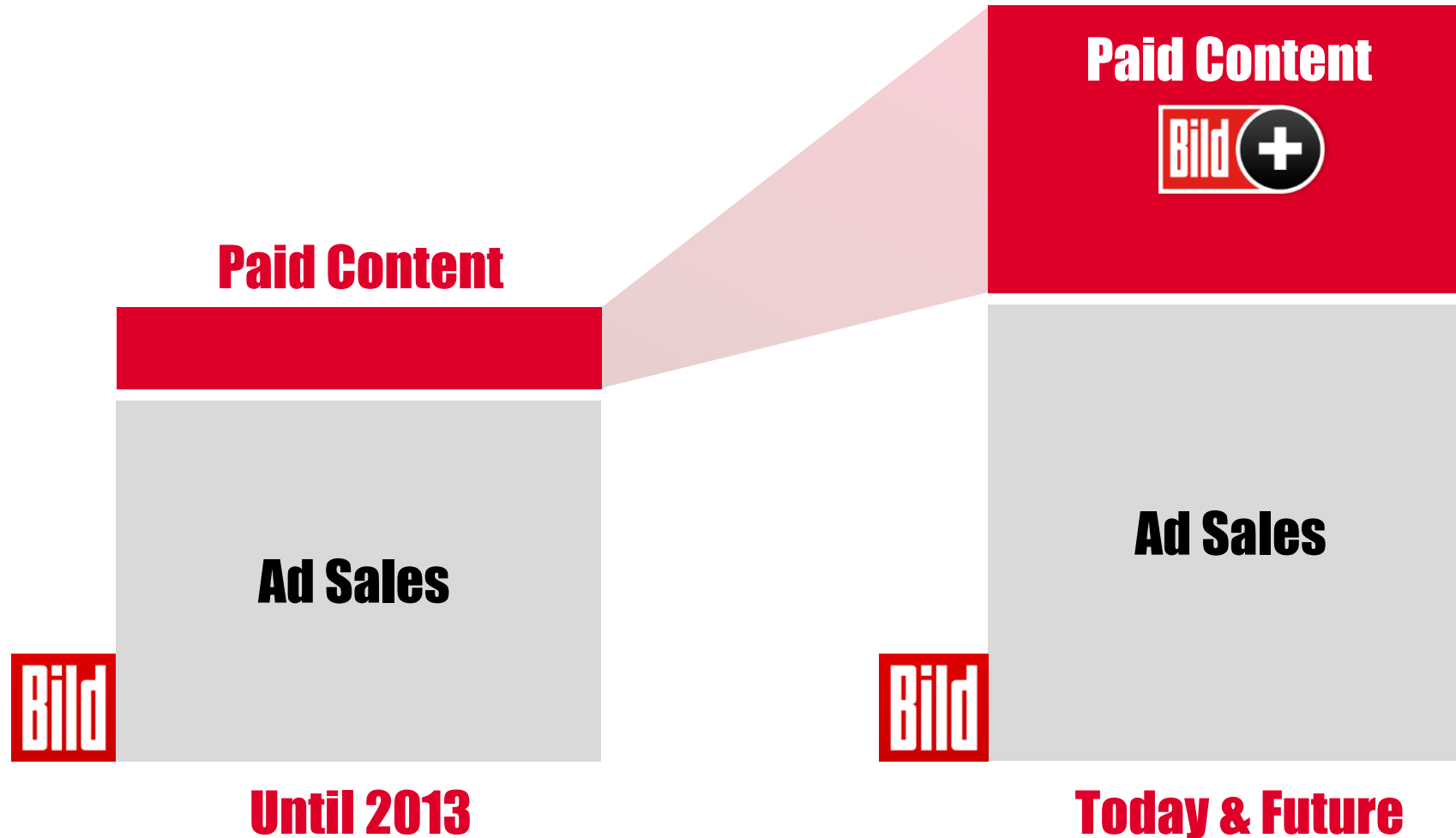
Bild Reaching all age groups through different channels

Digital monetization is the key challenge: (1.) ad sales and (2.) subscription sales





Ad Sales and growing reach is the fundament of BILD's digital future
Digital subscription sales is the main driver for BILD's digital growth



Key to success is the **right model** for the **right environment**

1

The New York Times

**Metered
Model**

2

AFTONBLADET

**Freemium
Model**

3

THE  TIMES

**Full Paid
Model**


Key to success is the right model for the right environment

1


Metered Model

2

Bild +



Desktop

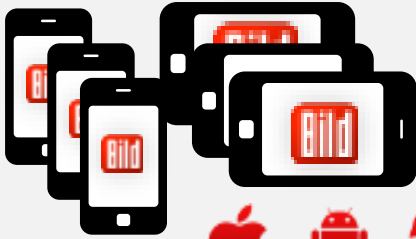


Mobile Website




Freemium Model

3

Bild +



Apps



Full Paid Model



Freemium is the right model for BILD's website



Selling content is in the DNA of every BILD journalist



No influence on traffic, reach and advertising sales



Targeting potential subscribers with best content



Clear branding for premium feeling and understanding



BILDplus is constantly growing



April 2017

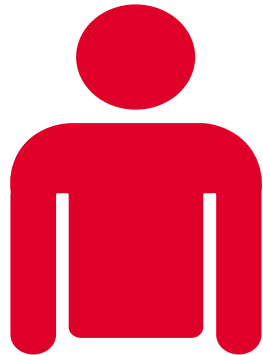
Juni 2013
Launch BILDplus

353.000
paying subscribers



An average digital BILDplus user has a **much higher Average Revenue Per User**

ARPU
BILDplus Subscriber













15 x

ARPU
Digital BILD Free User

BILD.de free




1		Stars & Show	6		Soccer Rumors
2		Exclusive Videos	7		News
3		Money	8		Every Day Tips
4		Stars & Show	9		Exclusive Interviews
5		Exclusive Photos	10		Every Day Tips



Key to success is the right model for the right environment
DIE WELT started with Metered Model

1



Metered Model

2

Freemium Model

3

Full Paid Model




Key to success is the right model for the right environment
DIE WELT switched to Freemium Model

1

Metered Model

2

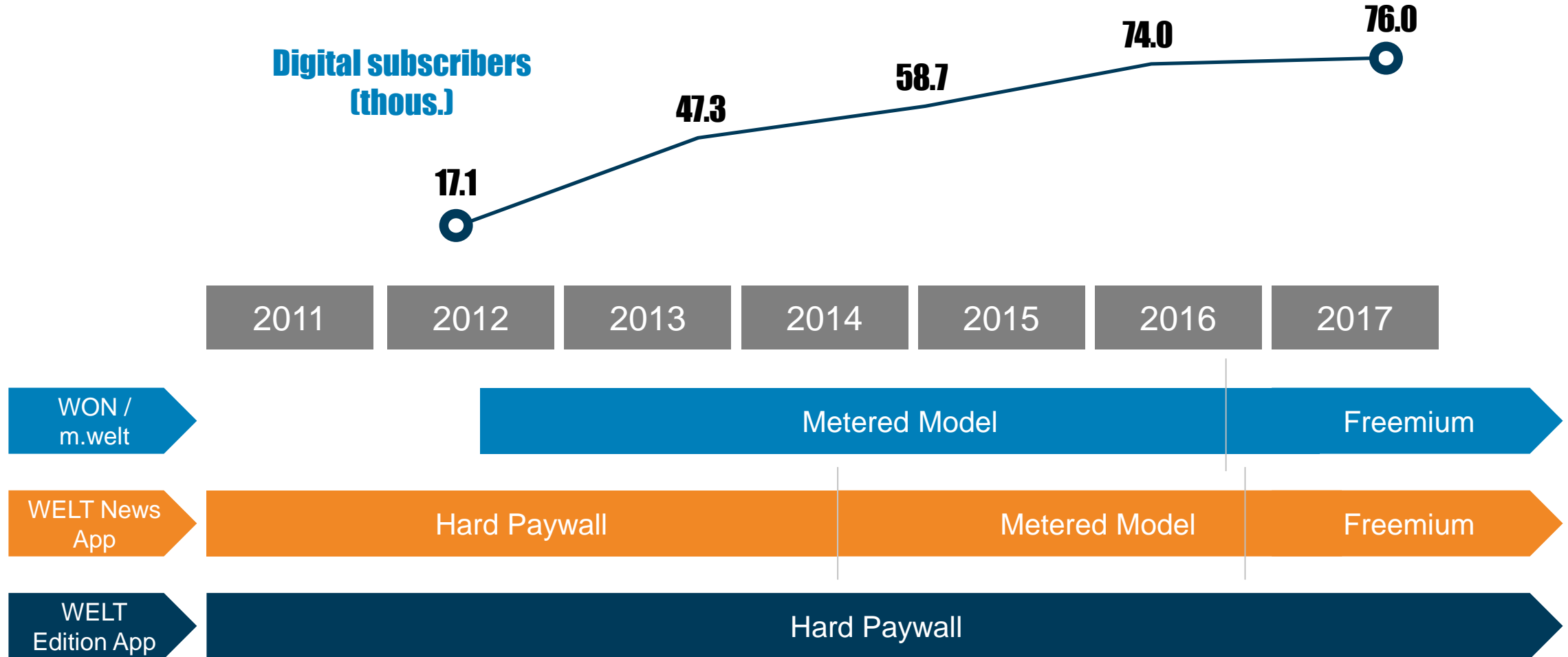


Freemium Model

3

Full Paid Model

4 years of paid content – constant subscriber growth



Why change from metered to freemium?

With the metered model the strategic goals were not achievable

Weaknesses of the metered model

- 'Punishing' the regular user and 'rewarding' the anonymous Drive-by-User
- Focus on quantity instead of quality

Also: With metered only ~4% of the website users notice the paywall

- No sustainable scaling possible
- Communication is a challenge
- Difficult marketing

Metered reaches only ~1% of all mobile and stationary users

Freemium model
– better control
with a higher
effectivity

Strategic advantages with change to freemium

- Freemium increases paywall awareness up to 99% and enables a curated article selection
- Concept ‘Premium Content’ gives a better user understanding
- Important **learnings for the editorial department**: What content is important? For what content are users willing to pay?

On top: High marketing potential through premium targeting and freemium articles



Key to success is the right model for the right environment

Full paid model is the right model for BILD apps

1

Metered Model

2

Bild +

Desktop Mobile Website

Freemium Model

3

Bild +

Apps

Full Paid Model



Full paid model is the right model for **BILD apps**



Never change a winning team



Willingness to pay is higher

AD

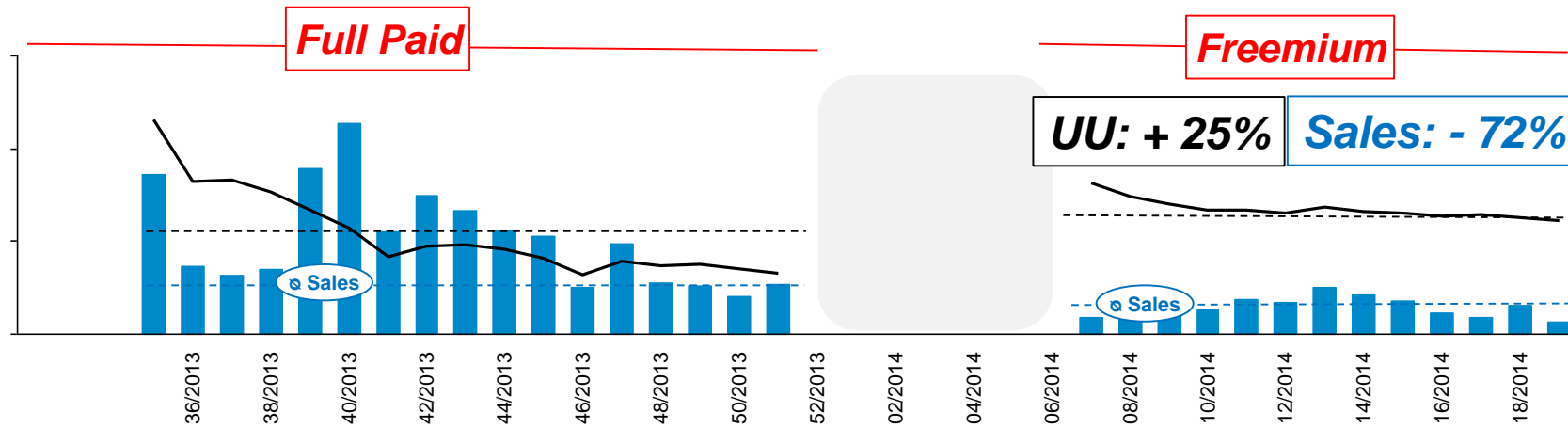
No relevant advertising sales at risk



Clear premium approach



Learning: Going **Full Paid to Freemium** in BILDplus Football App Subscription Sales dropped by 72%





Key to success is the right model for the right environment


What's the right paid model for **Distributed Content**?

1

Metered Model

2

Bild +




Desktop Mobile Website

Freemium Model

3

Bild +



Apps

Full Paid Model



Key to success is the right model for the right environment

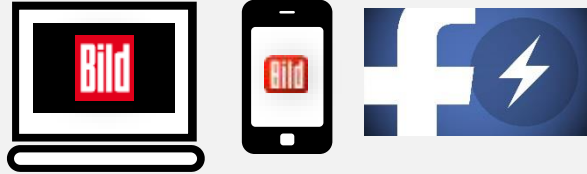
What's the right paid model for **Distributed Content Platforms?**

1

Metered Model

2

Bild +

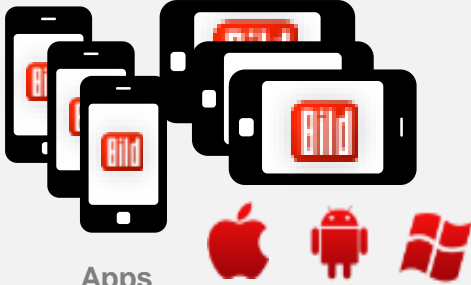


Desktop Mobile Website Facebook IA

Freemium Model

3

Bild +



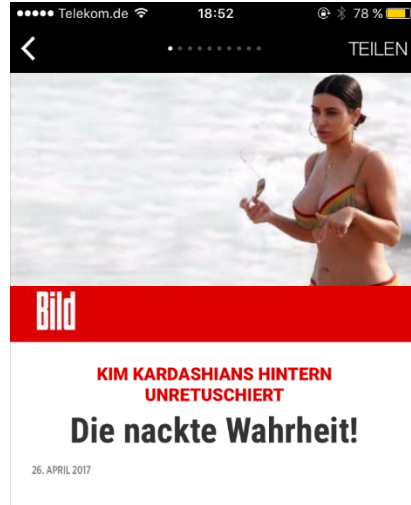
Apps

Full Paid Model



What's the right paid model for **Distributed Content?** **Facebook Instant Article Conversion Tests**

Conversion Instant Article



Hier sehen Sie Kim Kardashians (36) knackiges Strand-Dekolleté. Eine Etage tiefer sieht das allerdings ganz anders aus! In der mexikanischen Küstenstadt Tulum ließ die Zweifach-Mama die Seele baumeln, verpackte ihre Strandkurven in einen knappen Bikini – und der ließ einen unverfälschten Blick auf ihr berühmtes Hinterteil zu. **Hier gibt's die Fotos!** So haben Sie Kims Kiste bestimmt noch nicht gesehen!

Weiterlesen mit

Für 0,99 € im Monat testen

Abo-Login

Instant Article Call To Action



Hier sehen Sie Kim Kardashians (36) knackiges Strand-Dekolleté. Eine Etage tiefer sieht das allerdings ganz anders aus! In der mexikanischen Küstenstadt Tulum ließ die Zweifach-Mama die Seele baumeln, verpackte ihre Strandkurven in einen knappen Bikini – und der ließ einen unverfälschten Blick auf ihr berühmtes Hinterteil zu. **Hier gibt's die Fotos!** So haben Sie Kims Kiste bestimmt noch nicht gesehen!

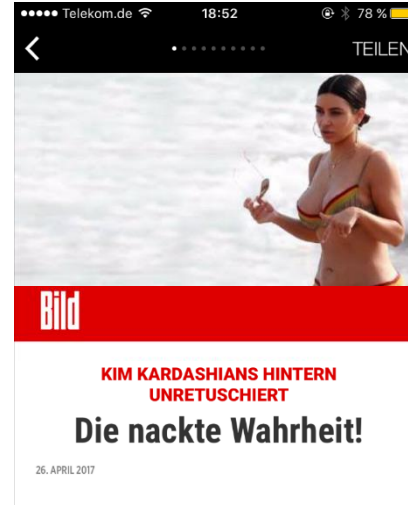


BILDplus 2 Wochen kostenlos & unverbindlich testen.

Durch deine Registrierung stimmst du den [Terms of Service](#) von Bild zu.

Mit Facebook anmelden

Instant Article Call To Apps



Hier sehen Sie Kim Kardashians (36) knackiges Strand-Dekolleté. Eine Etage tiefer sieht das allerdings ganz anders aus! In der mexikanischen Küstenstadt Tulum ließ die Zweifach-Mama die Seele baumeln, verpackte ihre Strandkurven in einen knappen Bikini – und der ließ einen unverfälschten Blick auf ihr berühmtes Hinterteil zu. **Hier gibt's die Fotos!** So haben Sie Kims Kiste bestimmt noch nicht gesehen!



BILD App kostenlos testen

App herunterladen



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