Thessaloniki, Oct 2019
Advertising Expenditure: Greece

AD Spend 2010-2017 - GRC (Gross)

Mediaservices: From 2670 MEUR in 2008 to 1190 in 2013

Source: Ad agency internal data
Press (newspapers)

Newspaper Circulation

Copies per year (million)

Year

R² = 0.99
Internet

- Digital fragmented
- Numbers for web traffic «healthy»

ENED News Sites (Aug '19)

<table>
<thead>
<tr>
<th>Website</th>
<th>Unique Visitors (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsbomb</td>
<td>5.6</td>
</tr>
<tr>
<td>News247.gr</td>
<td>4.4</td>
</tr>
<tr>
<td>newsbeast</td>
<td>3.9</td>
</tr>
<tr>
<td>cnn.gr</td>
<td>3.1</td>
</tr>
<tr>
<td>dikaiologitika.gr</td>
<td>2.7</td>
</tr>
<tr>
<td>huffingtonpost.gr</td>
<td>2.3</td>
</tr>
<tr>
<td>athensmagazine.gr</td>
<td>2.1</td>
</tr>
<tr>
<td>capital.gr</td>
<td>1.8</td>
</tr>
<tr>
<td>naftemporiki.gr</td>
<td>1.6</td>
</tr>
<tr>
<td>efsyn.gr</td>
<td>1.4</td>
</tr>
</tbody>
</table>
News avoidance

Source: Reuters Institute Digital News Report 2019
Trust in news

“I think I can trust most news most of the time”

Source: Reuters Institute Digital News Report 2019
What is inside story.

A subscription-based digital-only medium that offers quality, in-depth journalism

• Ad-Free
• Long-form journalism
• Deliberately off mainstream news rundown
• Persistent effort to cultivate a subscriber community
Actors that we need to address

- Readers
- Journalists
- Corporations
- State
Core element!

Engagement of the community

- “Convert” readers to members (i.e. feel ownership)
- Experience the process of publication
- Get both readers and journalists to interact with each other, listen and learn
- (create trusting relationship with journalists, increase trust in media)
Means of engagement

- Newsletters
- Meetups
- FB group
- Events
- Open newsroom
- Podcasts
#YourStory

A collaborative journalism initiative aiming at the direct involvement of readers and the co-creation of articles with inside story journalists

insidestory.gr/yourstory3

insidestory.gr
#YourStory3 Published

**Διαδραστική τροφίμων και πολιτιστική διαδραστική**

Πίστε, έχουμε δείξει το πολύχρωμο πάθος σε σε διαδραστική επεξεργασία. Η μαθησιακή διαδραστική και το πολιτιστικό είναι σαφές και διαφανές. Το 12ο έτος είναι ένας επεξεργασίας, διαδραστική και κουλτούρας, είναι η εκπαίδευση μιας τεχνολογικής εκπαίδευσης. Είναι η εκπαίδευση, όπως η εκπαίδευση, η χρήση των ιστοχώρων και της εκπαίδευσης από την εκπαίδευση του ιστού.
Inside story visibility

- "To rebuild trust, it is necessary to engage readers. They are more willing to pay for stories if they are aware of the whole process of creating." - @monachus

- Why supporters pay for journalism (hint: it's not about exclusive access)

- 70+ European news organisations that will inspire your community engagement work

- Practical tips from 19 news sites around the world for how to involve your supporters in the work

- Making journalism more memberful

- Researchers & co-authors
  - Katharine Quaney
  - Emily Golisowski
  - Joy Jenkins

- Strategic guidance
  - Jay Boon, New York University
  - Allison Viscillo, ACRS

- https://membershippuzzle.org/articles-overview/memberful-routines
- https://amiretreat2018.advancedmediainstitute.com/
- https://membershippuzzle.org/articles-overview/why-supporters-pay-for-journalism
- https://medium.com/we-are-the-european-journalism-centre/70-european-news-organisations-that-will-inspire-your-community-engagement-work-73efbb4465ba
- insidestory.gr
How likely to recommend inside story to someone?

Source: 2018 inside story subscribers questionnaire
Questionnaires

#YourStory engagement cohorts

- “YourStory”
  - They responded that they have engaged somehow with the YourStory project, e.g.
    - Submitted proposal
    - Participated in the Workshop
    - Came to the final event
    - etc

- “Not YourStory”
  - Have not heard of YourStory

- close to 100 responses
How likely to recommend inside story to someone?

Members

Source: 2018 inside story subscribers questionnaire
Get in touch

dxenakis@insidestory.gr
“I think I can trust most news most of the time”

Source: 2018 inside story subscribers questionnaire
Who are the subscribers?

**Age**

- 20-29: 10%
- 30-39: 20%
- 40-49: 30%
- 50-59: 40%
- 60-69: 30%
- 70-79: 20%
- 80 και πάνω: 10%

**Gender**

- Female: 29.50%
- Male: 70.50%

Source: 2018 inside story subscribers questionnaire
Who are the subscribers?

Education level
- Postgraduate studies / PhD: 61.54%
- University: 34.80%
- Secondary education: 3.66%

Occupation
- Private sector employees: 34.67%
- Freelancers: 27.74%
- Businessmen/entrepreneurs: 10.58%
- Public sector employees: 15.14%
- Retirees: 8.76%
- Students: 1.82%
- Others: 0.36%

Source: 2018 inside story subscribers questionnaire
Who are the subscribers?

Residence

Europe (besides Greece)
- 14.50%
- 2.29%
- 1.15%
- 1.15%
- 2.67%
- 1.53%
- 1.15%

Attica
- 58.78%

Have you ever lived abroad, for more than six months?

- NO: 31.97%
- YES: 68.03%

Source: 2018 inside story subscribers questionnaire
First they came for the journalists.

We don't know what happened after that.