

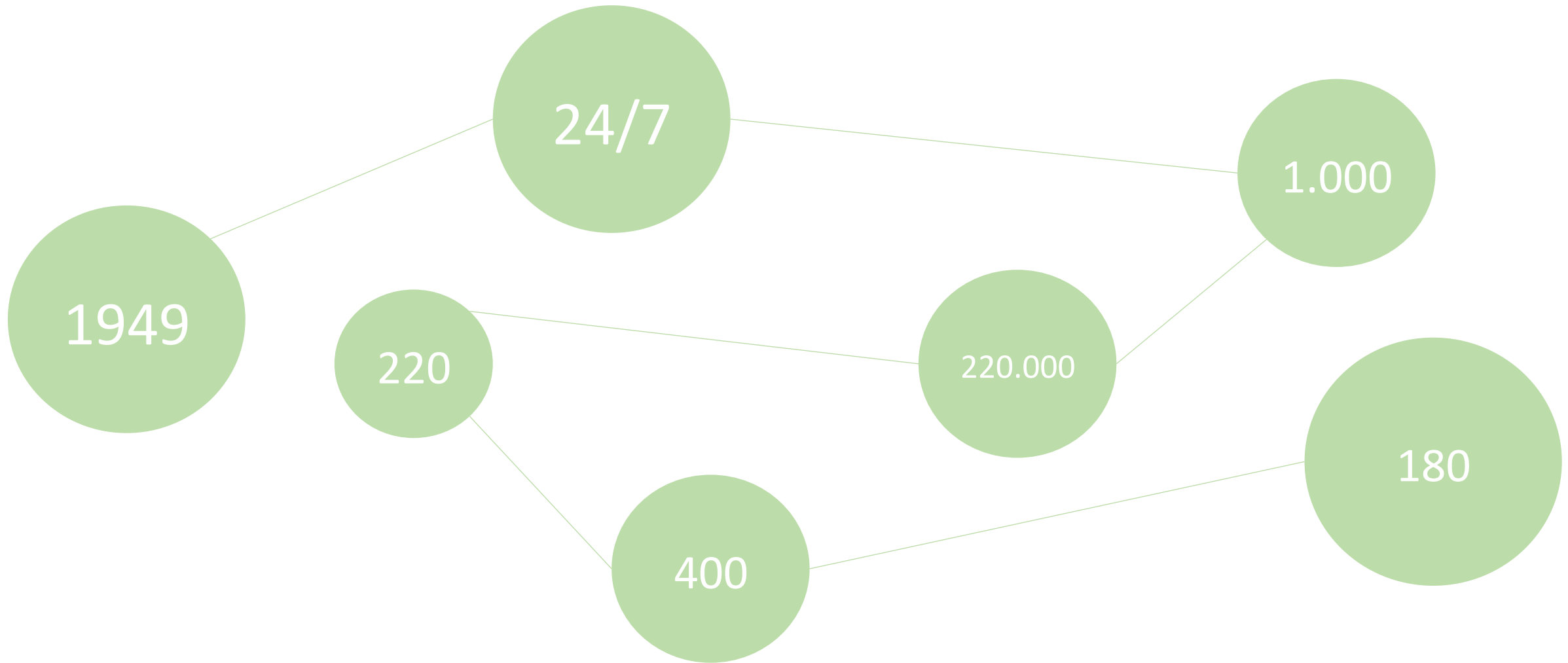
## Performing Content – Data Driven Publishing

أداء المحتوى – النشر المعتمد على البيانات

كارين سيبولد  
رئيس الأسواق  
وكالة الأنباء الألمانية

Caren Siebold  
Head of Marketplaces  
dpa German Press Agency

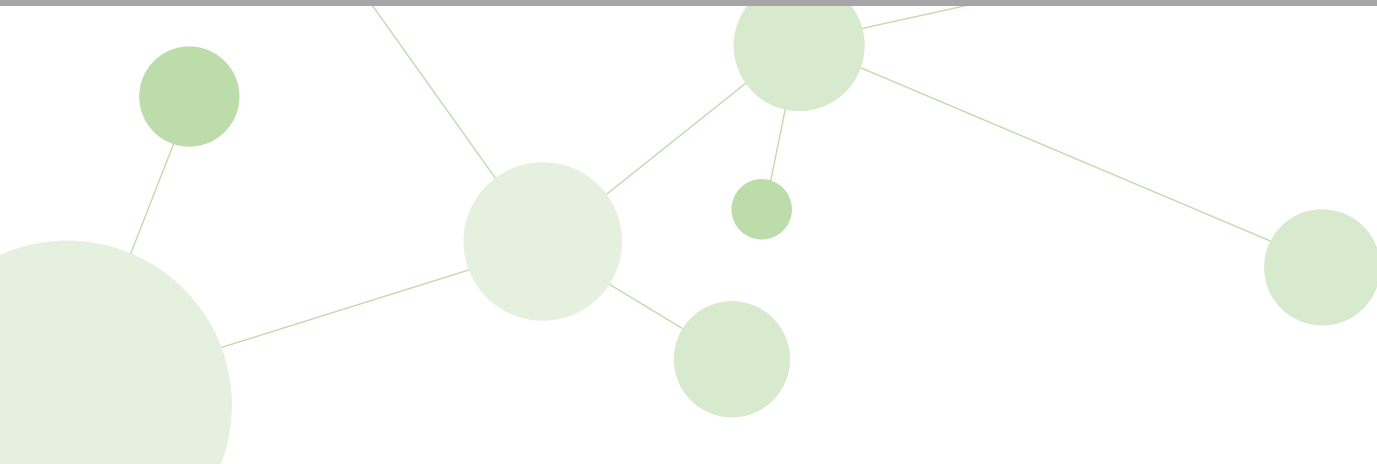
# The German Press Agency in numbers



„We want to help our clients

to convert their fly-by readers

into loyal, paying customers“ (Peter Kropsch, CEO dpa)



# Our mission: Loyalty

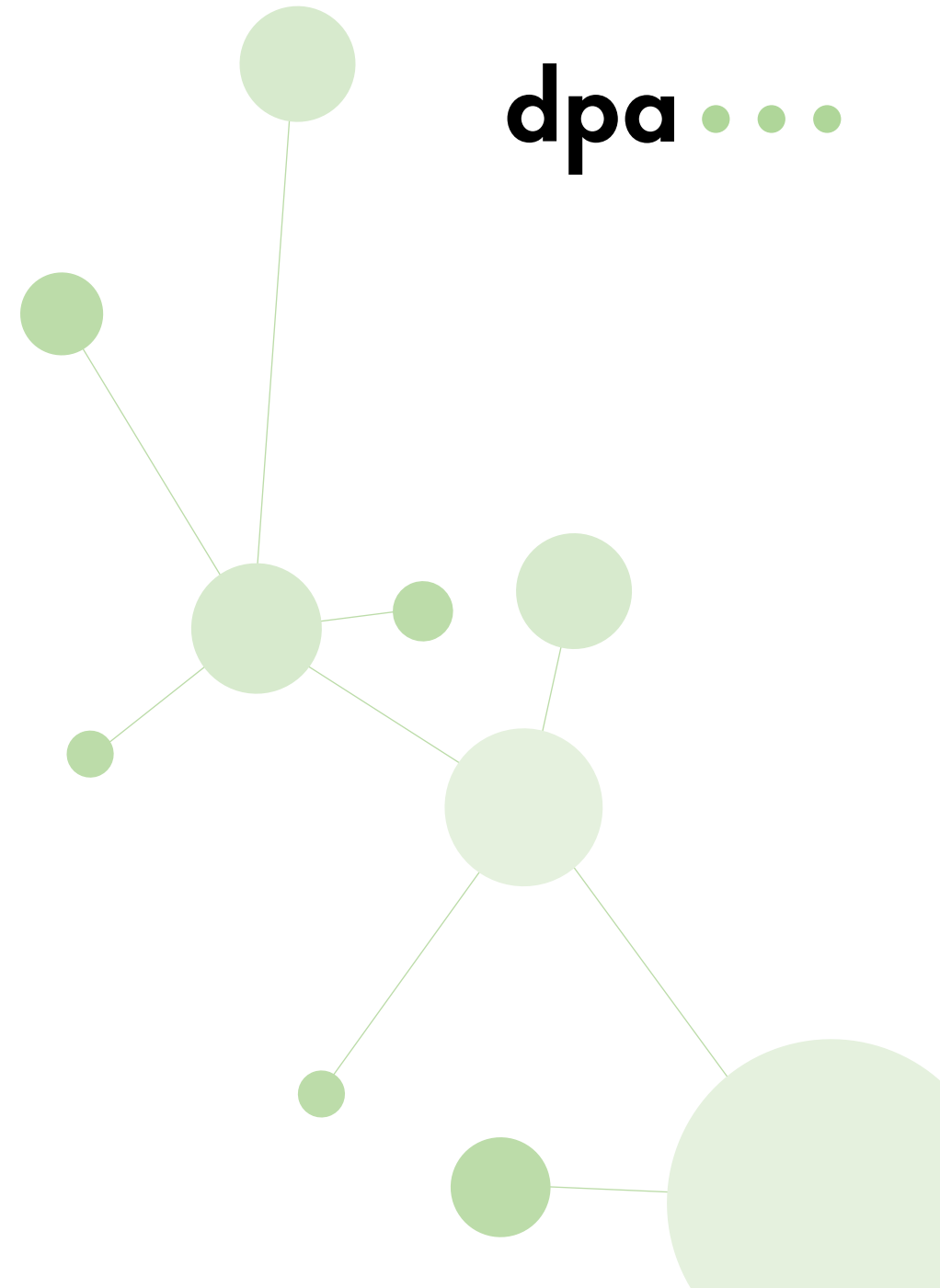
Support of digital business models:

- more registrations / subscriptions
- more reach
- successful advertising environment

Development of individual, user-relevant content

- Understand content by performance measurement
- Optimize content
- Match content to audiences
- Provide content with more metadata

dpa ...



## 3 Types of meta data: It's the mixture that does it!



Lifetime

Importance

Target  
Group

## Lifetime

How long will the story be relevant?

SHORT

MEDIUM

LONG

## **Newstype / Importance**

How newsworthy is a story?

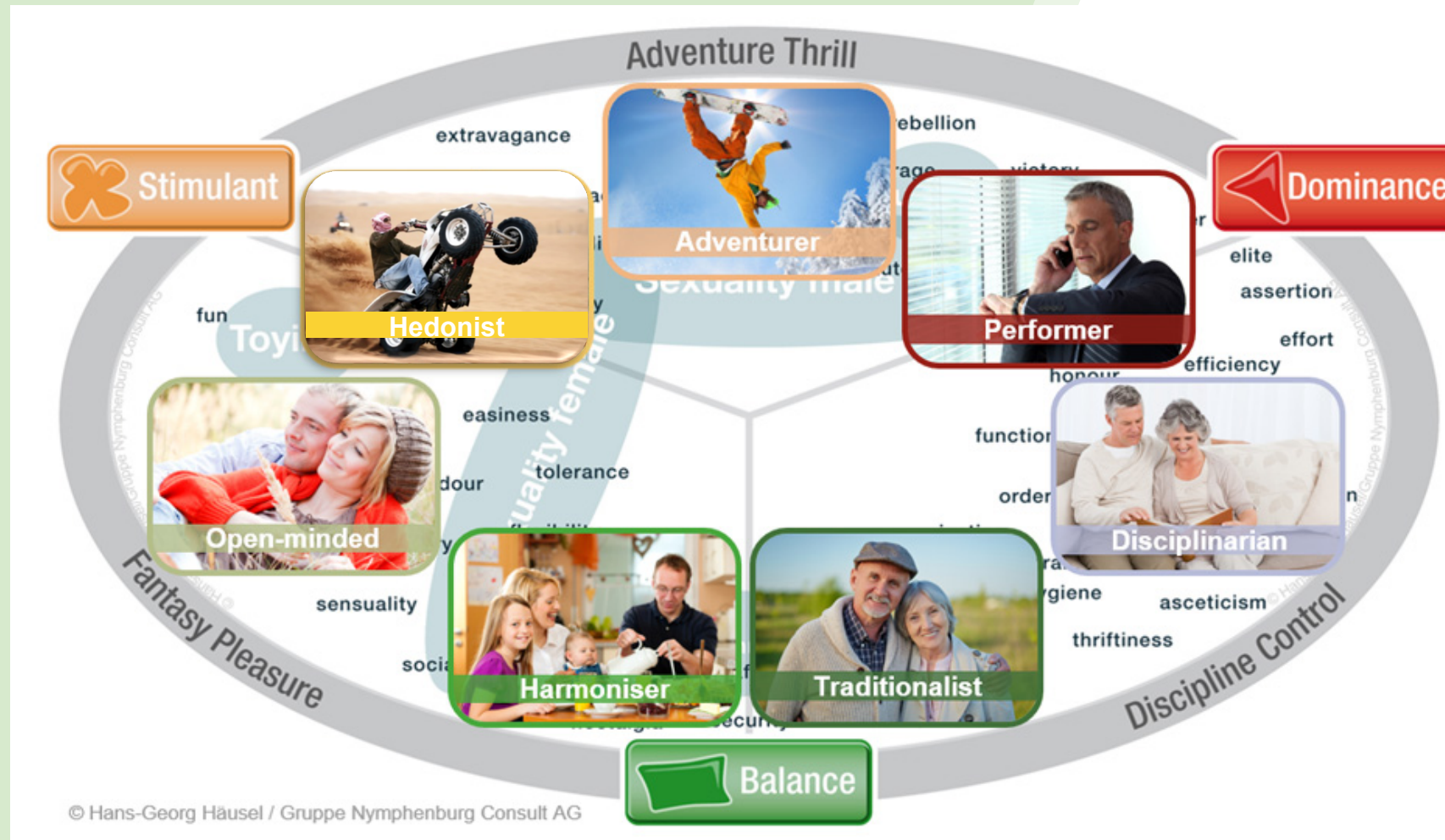
**ESSENTIAL**

**USEFUL**

**ENTERTAINING**

# Target Groups

To whom is the story relevant?





# Target Group Type: Adventurer



Suche in Produkten ▼ Suche im Wissensnetz ▼

suchen zurücksetzen

von 00:00 bis 23:59

Erweiterte Suche

Normalsicht ▾

speichern herunterladen drucken versenden entfernen

Mo, 19.09.2016, 12:16

## Trekking in the wilderness: These tips could save your life

By Oliver Kauer-Berk, dpa

Berlin (dpa) - The beautiful can easily turn into the beastly. When travelling, there is often nothing more enchanting than being out in lonely, wild nature. Many people seek this by leaving the beaten paths of civilization.

But even in sparsely inhabited parts of Europe such as the far north, it is easy to get lost where there are no more signposts. And if the weather turns nasty, an adventure can turn into a catastrophe.

Iceland, for example, is famous not just for its wondrous nature, but also for the sudden changes in the weather and plunging temperatures.

The country's search-and-rescue agency ICE-SAR said that accidents in the great outdoors are the second-biggest cause of death of tourists, after traffic accidents. On average three people a year die outdoors.

Sigríður Dogg Guðmundsdóttir of the Iceland tourism information office advises trekkers to take a look at his online site [www.safetravel.is](http://www.safetravel.is) (<http://www.safetravel.is>) for the latest weather forecasts and general safety tips.

He also advises them to leave a message on the site about their intended travel route, just to help rescuers if a worst-case situation arises later on.

The wilds of Norway are likewise perilous for those who do not prepare properly or overestimate their own physical capabilities. Other mistakes include letting cellphones run down their batteries and failing to establish emergency calling numbers.

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# Target Group Type: Disciplined



Do, 07.02.2019, 10:00

## Keep gardening for longer in old age with eye-level gardens

**Gardening can be a rewarding and fun hobby, but bending down to weed or tend plants can take a toll on ageing knees and backs. So why not raise the garden to the level of the gardener?**

(dpa) - Gardening can be tough on the body. Bending or kneeling down for hours of weeding, planting and raking can, over time, take its toll on your back and knees.

But there is an alternative: eye-level gardening. This involves raised flower beds that are easier to access for gardeners who prefer to stand, or sometimes even sit.

There are many raised bed models on the market, with some simply self-supporting plant boxes. More typically, though, they are a kind of frame which is open at the bottom.

There's a tried-and-tested way to fill the raised beds. The bottom layer should be made up of twigs and branches, onto which a mixture of chaff and compost is laid. On top of that should be a thick layer of potting compost or good quality potting soil.

The frame's contents will compact over the course of a year, so they should be piled as high as possible to start with, and they will need to be topped up to the original level every 12 months.

Care should be taken to make sure the raised beds are the right height for the gardener, says Brigitte Kleinod, an expert on back-friendly gardening. "A raised bed must be just as ergonomically well-adapted as a kitchen," she says.

It's also important to think about how the beds will look in your garden - and that might mean customising their shape if rectangular, box-like structures will look out of place.

And, as with all gardening, the choice of plants is also extremely important. If you're after immediate impact, go for fast-growing plants, and if you only have one bed, Kleinod advises including some herbs, and maybe lettuce.

Fruit trees pruned into espaliers also work well in raised beds. Shoots can be grafted on to weaker-growing rootstock to limit the size of the tree to manageable proportions, and the fruit-bearing crown should be at eye and arm level.

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## The 5 Stages to implement „Performing Content“

- Stage 1 Start a centralized performing Content Unit  
(as dpa in Germany)
- Stage 2 Understand the performance of stories
- Stage 3 Develop the mixture
- Stage 4 Establish editorial + technical workflows
- Stage 5 Create + enforce business models

## Stage 1

## Start a centralized performing Content Unit

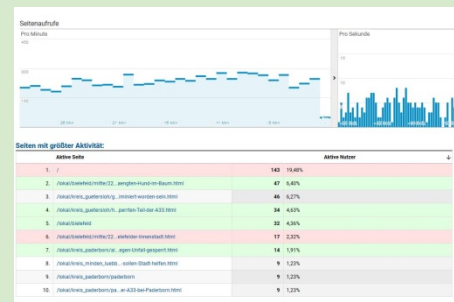
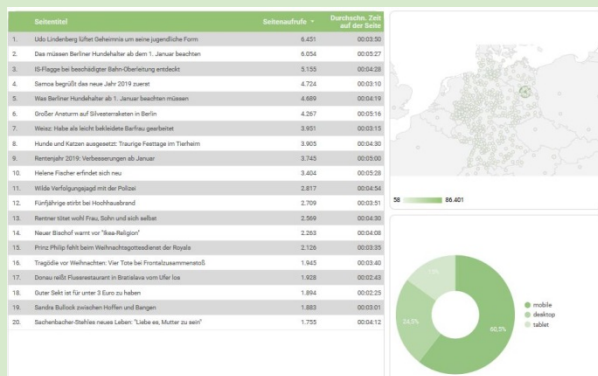


- Centralize Data Intelligence
- Think about Targeting
- Accumulate editorial Know-How for Special Interest Performing Content for all Paid Content-Publishers

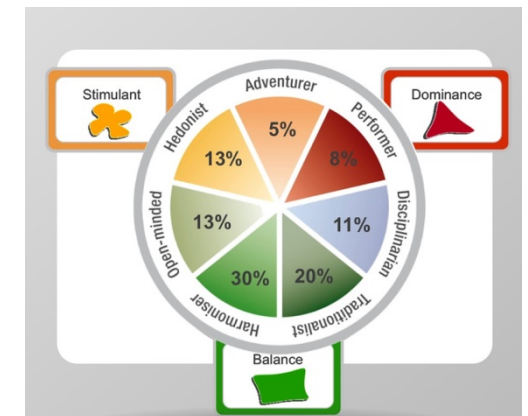
# Stage 2 Understand the performance of stories



- Article Score
- Tracking data from dpa/APA tablet solution MPS
- Tracking data from customer sites (Chartbeat etc.)
- Define customer target groups
- Understand user and target group motives and neuromarketing drivers



Article Title	Page Impressions	Sessions
1. A. Hecker: Diese Kiste werden 2019 zu Diktator: 10111401	6.539	1.260
2. A. Mergel: Berlin will Flüchtlinge der „Jesu-Weiß“ aufhalten: 10112248	2.140	149
3. A. Henschel: 18.000 auf dem Weg zum Weltkongress: 10110917	2.092	749
4. A. Jans: Mals als 130 Jahre und 100 Jahre: 10110184	2.060	81
5. A. Göttsche: Biller auf Passanten geworfen: Verleumdung: 10120272	1.800	120
6. A. Jahn: „Hochschule“: „Jahr 2019: Hochschulen, Roboter und ein Todefall“: 10113324	1.800	120
7. A. Tschir: Weihnachts bei Weihnachten: Mitarbeiter: 10113106	1.790	49
8. A. Henschel: „Hochschule“: „Jahr 2019: Hochschulen, Roboter und ein Todefall“: 10113324	1.790	120
9. A. Henschel: „Hochschule“: „Jahr 2019: Hochschulen, Roboter und ein Todefall“: 10113324	1.790	120
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13. A. Henschel: „Hochschule“: „Jahr 2019: Hochschulen, Roboter und ein Todefall“: 10113324	1.790	120
14. A. Henschel: „Hochschule“: „Jahr 2019: Hochschulen, Roboter und ein Todefall“: 10113324	1.790	120



## Stage 3      Develop the mixture

- Understand the goals and KPIs of customers
- Analyze usage data & content performance data
- Optimize and customize stories and services
- Experiment with new metadata categories
- Add predictive elements to planning process

```
<nardev:advice role="adviceRole:publish" environment="targetgroup:disciplined">  
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</nardev:advice>
```

## Stage 4

## Establish editorial + technical workflows



### Outbound

- Optimize stories + services (topics, tonality, images, formats, multimedia)
- Add new metadata categories like <Lifetime>, <Newstype>, <targetgroup>
- Enforce and promote these concepts and standards in the news industry

### Inbound

- Performance dashboards for the newsroom
- Predictive analytics as part of planning
- Integration in future editorial systems

## Stage 5      Create + enforce business models



- Mutual understanding on the generated value
- Definition of KPIs and a value based “currency” for pricing
- Flatfee plus success based kickbacks?



# Take aways:

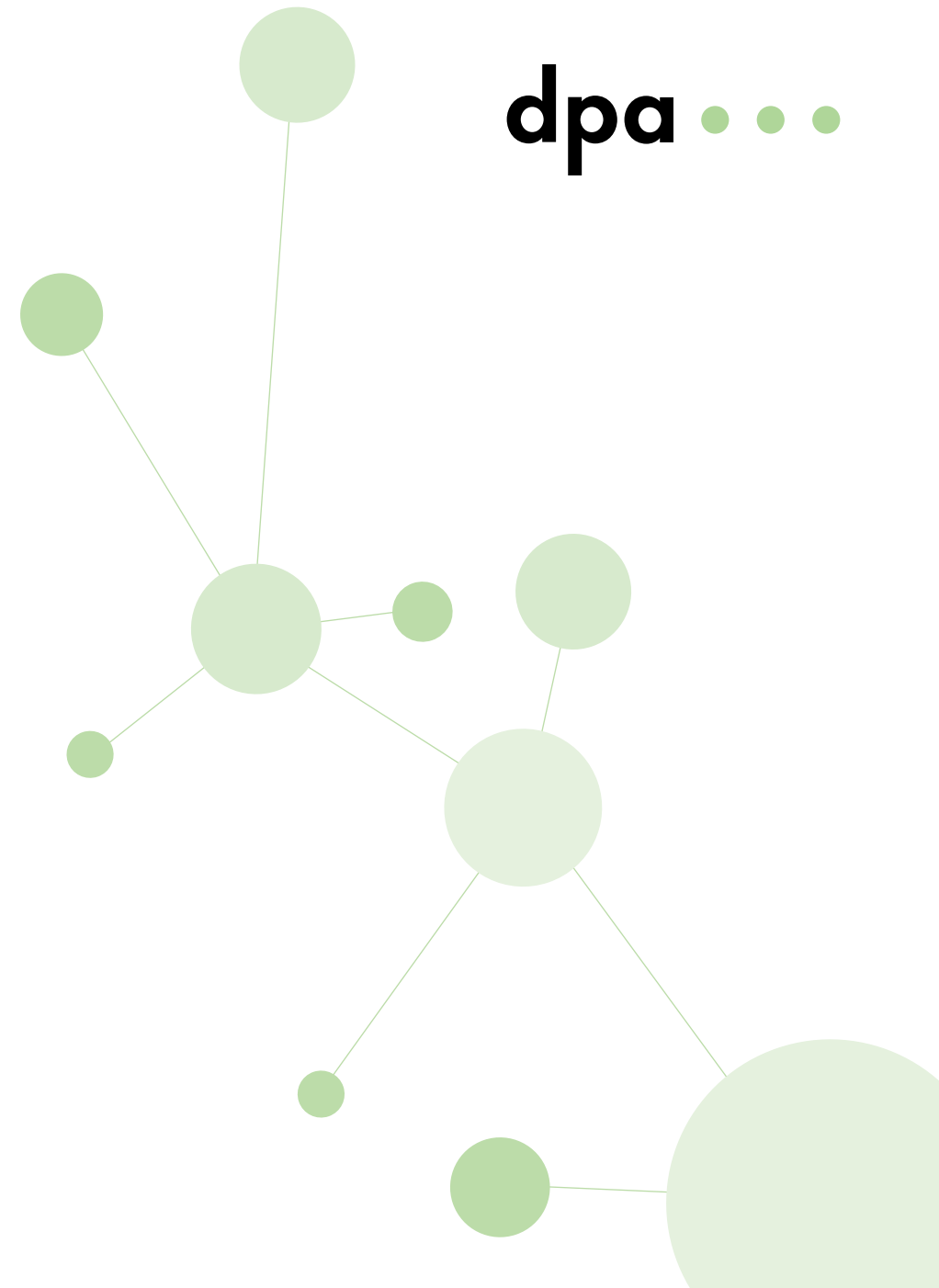
**Think** of the dpa Performing Content project as a blueprint

**Think** of Performing content as a non competitive advantage, but as a chance for publishers to sell their unique content with much more success

**Understand** that it is too expensive for one single publisher to move on alone

**Our strong advice:** Middle East needs a centralized Performing Content Unit

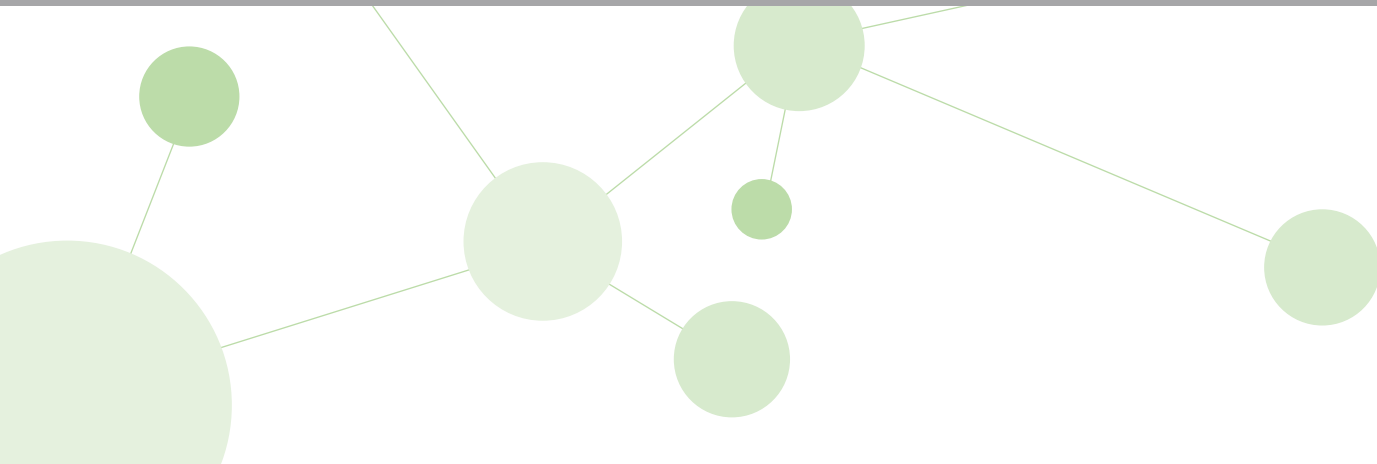
dpa ...



**The future vision:**

**a fully integrated workflow based**

**on feedback and performance - one for all**



شكرا جزىلا

Thank you very much

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dpa