

Le Monde

Editorial and product innovations to reach a new audience

Anne Tostain, Subscriptions Deputy Director

520+

Journalists

x1,5 vs 2012

540K

subscribers

+12% YOY

58%

paid content

33% in 2017

186M

monthly visits

+10% YOY

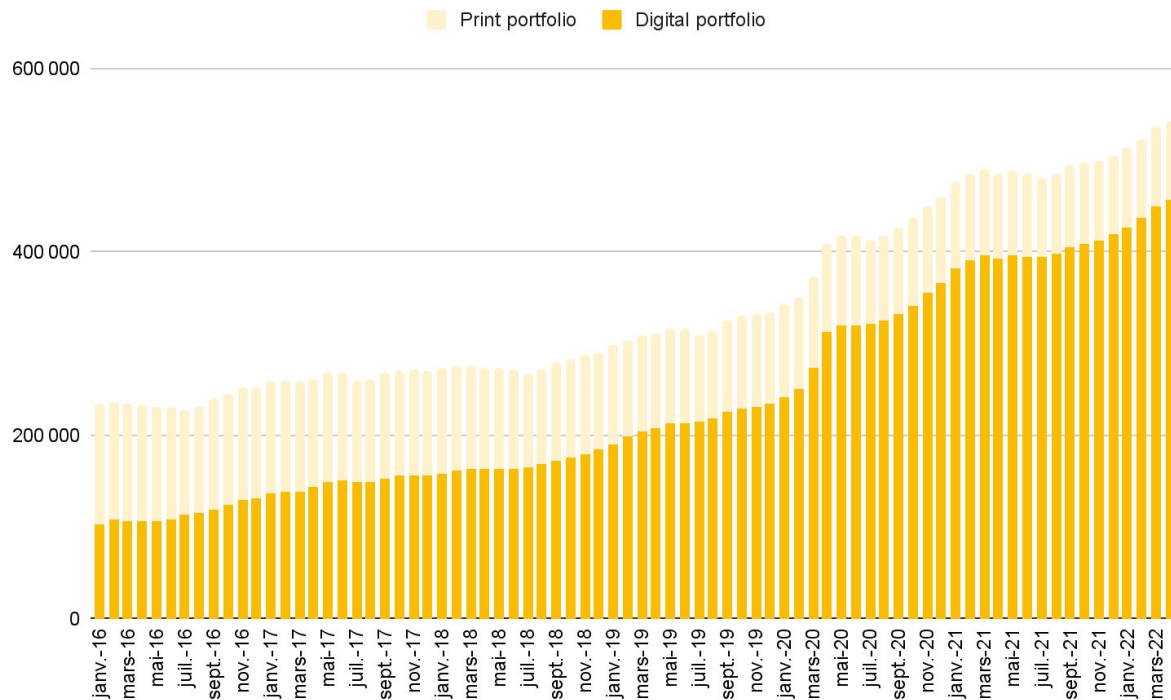
46%+

revenue from subscriptions

x2 vs 2019

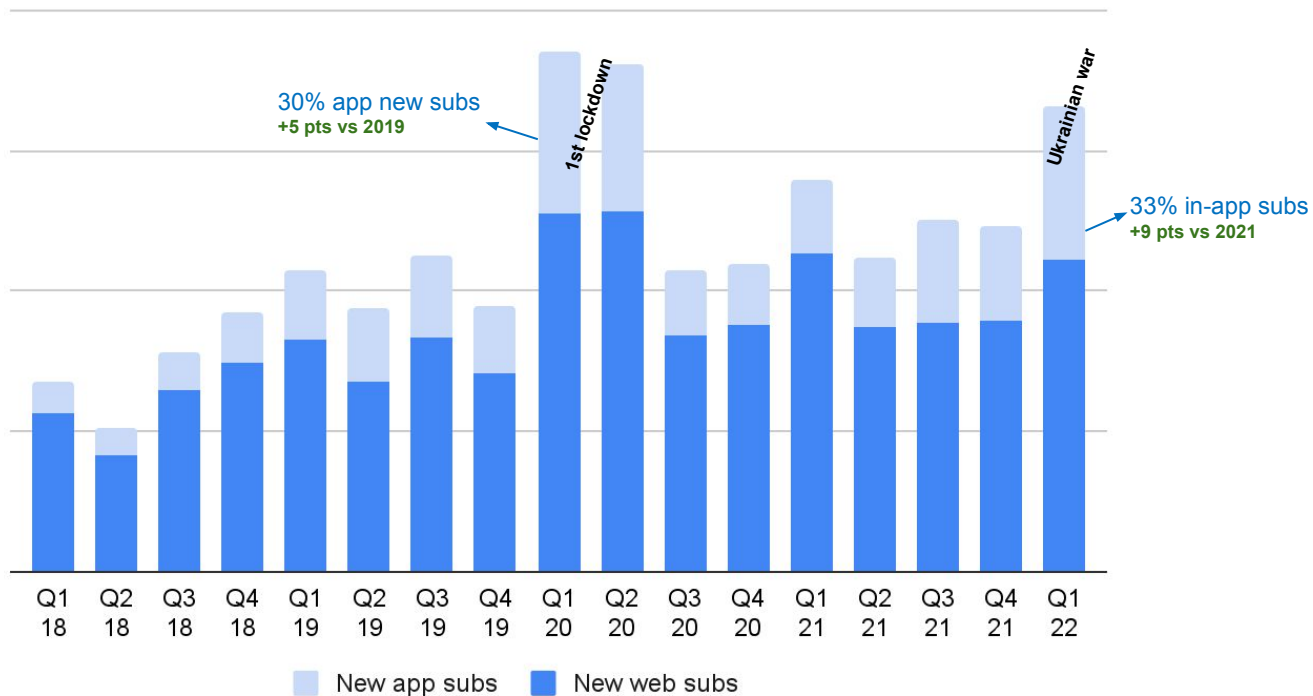
M | Key figures

A growing digital portfolio (+16% YoY) and a stable print portfolio

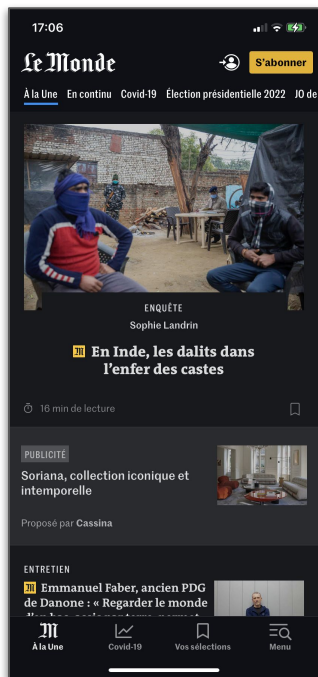


M | Key figures

The share of in-app recruitment increases during major editorial events



Redesign of the black application : +38% in-app new subscriptions



Goals

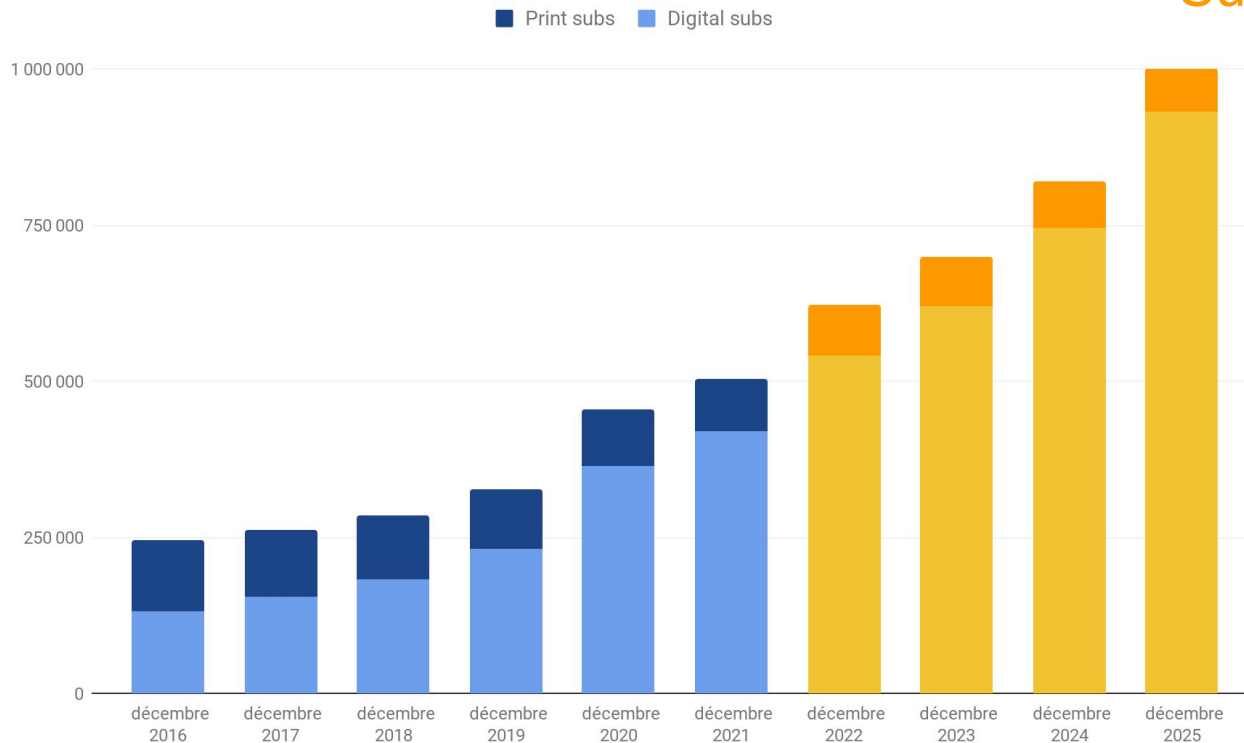
- Allow a new editorial animation
- Enhance the value of subscriptions: acquisition and loyalty
- Show the diversity of Le Monde's content and services
- Modernize the app: design, functional and technical

Results

- **+38% of in-app subscriptions**
- In S2 2021, in-app subscriptions represent 28% of total subscriptions (vs. 20% in S1 2021)
- Better read quality

1M

Subscribers in 2025



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Le Monde, strongly implemented on historical social networks



Created in 2008. **5 millions subscribers.**
75 posts per day. 4% of our web traffic comes from FB



Created in 2009. **10 millions subscribers.**
108 tweets per day. 1% of our web traffic comes from Twitter



Created in 2012. **1,6 millions subscribers.**
3 posts per day.

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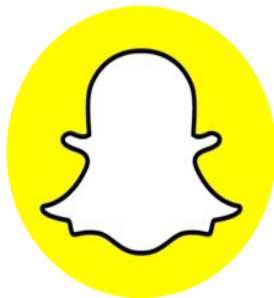
Le Monde adapts and develops free content with new audience habits
to invest younger social media

Since 2016

1 edition / day

300 000 visitors every day

1,5 million subscribers



**More than 50% of our audience
are less than 24 years old**



Since 2020

3 videos / week

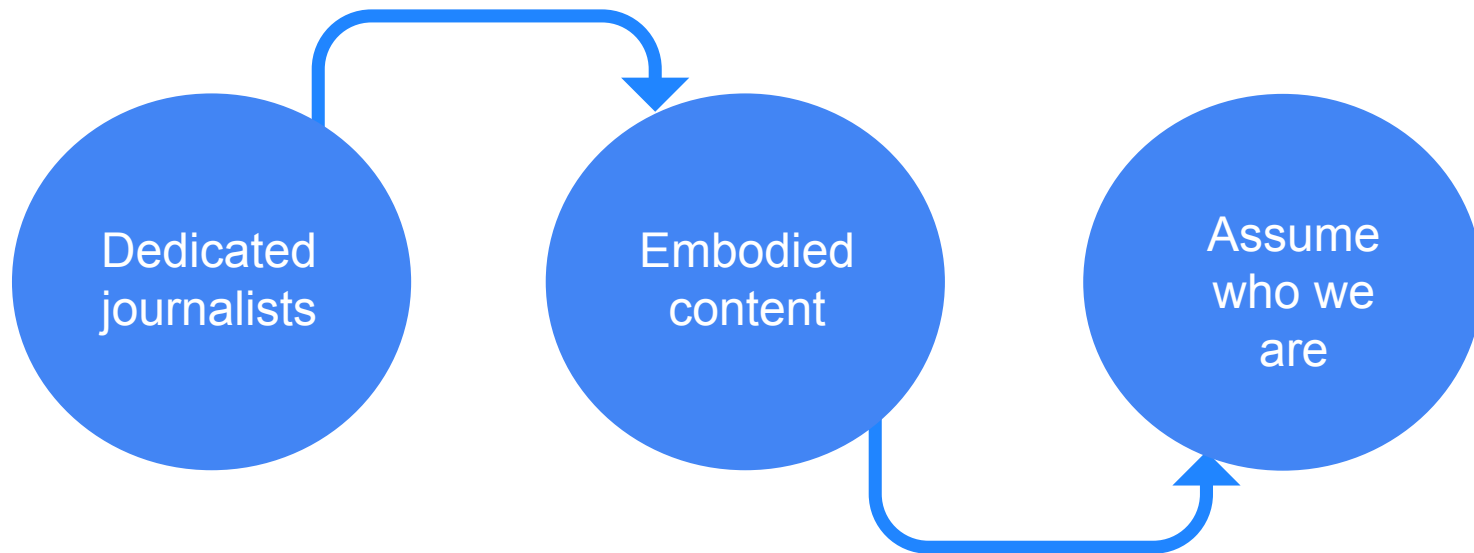
172 000 viewers / video

400 000 subscribers

**11% engagement rate
(the highest of our platforms)**

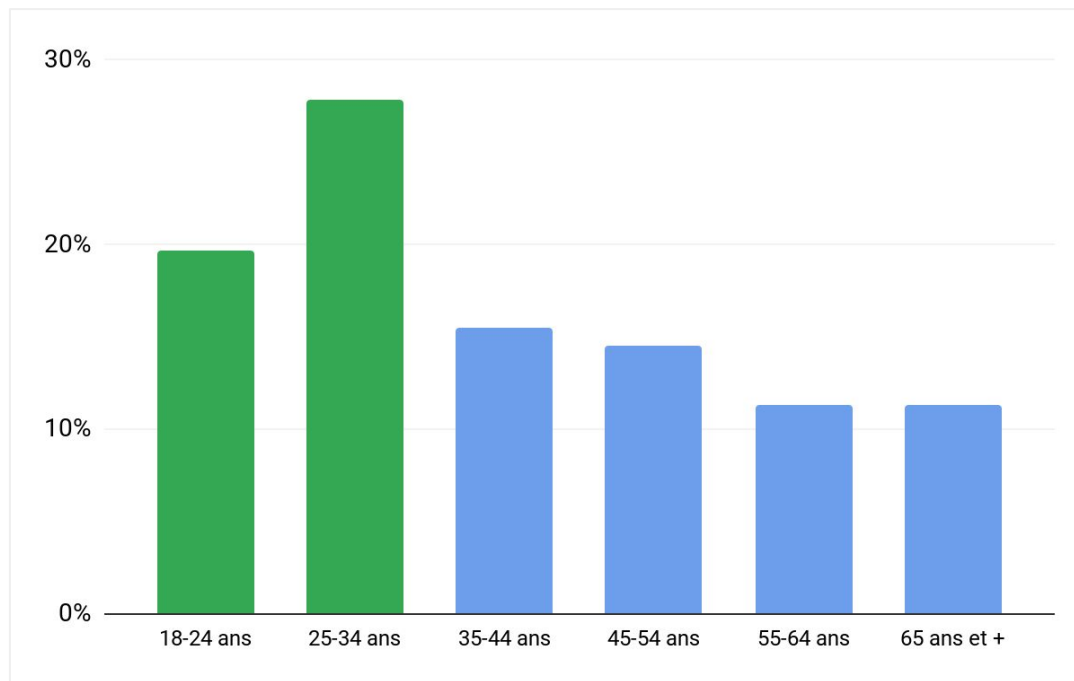
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A successful mix between adopting new codes and staying loyal to our identity



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In 2021, 48% of new subscribers are under 34 years old



Source : Google Analytics 360

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Lives, a way to engage subscribers and free audience

Context : Free permanent live since the beginning of the Ukrainian war with dedicated journalists every day.
Possibility for the audience to ask questions. More than 300 questions each day.

30% of our traffic was on these daily lives the first weeks of the conflict.

[Some results of the survey \(500 people interviewed\)](#)

**83% of people consult the live
site several times a day**

**More than a third of people have
asked a question**

**96% of people read it since the
beginning of the war**

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Podcasts to diversify ways to enjoy content

"I have no time to read all the articles" - An anonymous unsubscribed



L'heure du Monde

Daily podcast
Top 3 podcast Spotify



M | Cross borders to spread Le Monde internationally

Le Monde Afrique, a dedicated section on the site, since 2015

Le Monde



35
journalists

55
countries
covered

4 000
articles / year

Top country



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Subscription in Africa, a challenge to take up !



New way of payment via mobile banking

Orange Money and career billing

Adapted price to purchasing power

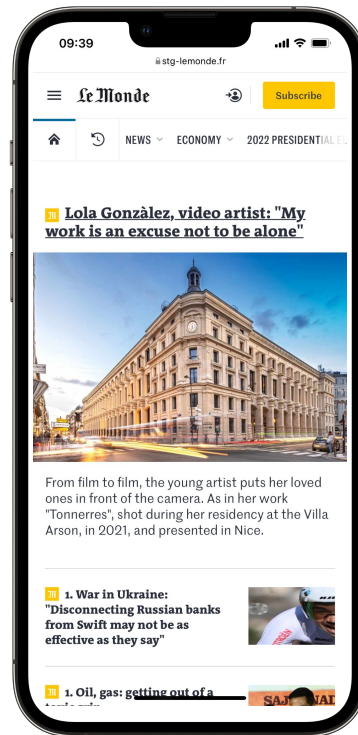
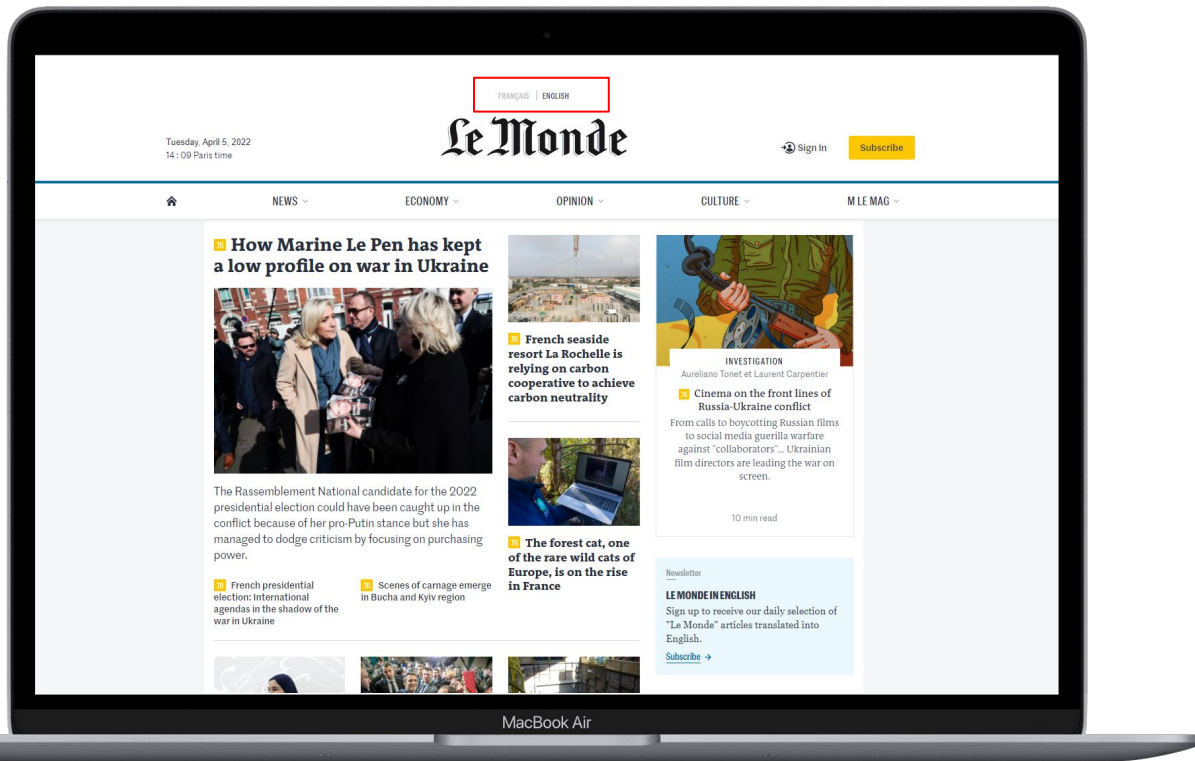
4,5€/month instead of 9,99€/month

Diversify our editorial african coverage

Society, Culture, Parenthood, Sexuality

M | Cross borders to spread Le Monde internationally

April 2022, *Le Monde* offers a daily digital edition in English



M | Cross borders to spread Le Monde internationally

An alternative look at European and international news, politics,
the environmental crisis, the economy or culture.

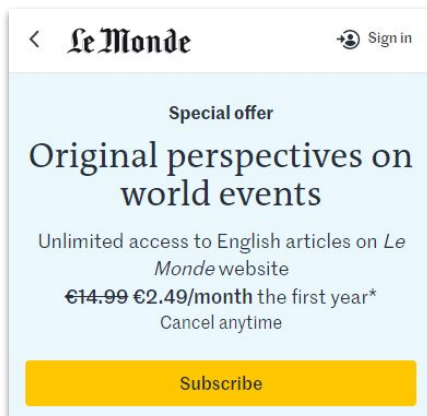
Committed journalism
for news you can trust.

Le Monde
now available in English

70 translated articles / day

A committed journalist team in Paris and LA

Subscription from €2.49/month



The image shows a mobile app interface for Le Monde. At the top, there is a navigation bar with a back arrow, the Le Monde logo, and a 'Sign in' button. The main content area has a light blue background. It starts with 'Special offer' in a small font, followed by 'Original perspectives on world events' in a large, bold font. Below this, it says 'Unlimited access to English articles on Le Monde website'. The pricing is shown as '€14.99' crossed out and '€2.49/month the first year*' in bold. A 'Cancel anytime' link is below the price. At the bottom, there is a large yellow button with the word 'Subscribe' in black text.

< **Le Monde** Sign in

Special offer

**Original perspectives on
world events**

Unlimited access to English articles on *Le
Monde* website

~~€14.99~~ **€2.49/month the first year***
Cancel anytime

Subscribe

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First results and perspectives



Merci !

Anne Tostain, Subscriptions Deputy Director

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