

BUILDING A MEMBERSHIP STRATEGY AT NEWONCE

or how to sell content to 'goldfish'



DIGITAL MEDIA
EUROPE 2022 • 1-2 JUNE

who's **SPEAKING?**

Strategist and Consultant

Executive Board Member
and Director of Membership Strategy
at **newonce.media**

Director of Subscription Strategy,
Director of Online Strategy at **Gazeta
Wyborcza, Agora**



Danuta Breguła
Poland

WE ARE newonce

URBAN CULTURE POWERHOUSE

LOVE BRAND

We are a rapidly growing independent media group from Poland (no big media corporation backing us), based in Warsaw.

Our brands reach mainly Millennials and Generation Z.



START WITH 'WHY'

newonce's mission is to strengthen critical thinking and encourage discussion, exploration and openness in an increasingly polarised Poland

We have grown out of urban culture, which is why in our form we focus on accessible language, humor and energy.

Together with our audiences we look at the world around us through the prism of pop culture, social and political issues, health, technological development or sport.

We believe that it is possible to make media that combine "cool" and "meaningful", where qualitative knowledge is combined with quality entertainment.

VOXMEDIA

VICE

VULTURE

WIRED

BBC

NEW YORK

The Atlantic

THE NEW YORKER

COMPLEX

The Athletic

B-R BLEACHER REPORT

a story of

AMBITION AND CONSISTENCY



SEPTEMBER 2015



MARCH 2018



JANUARY 2020



DECEMBER 2021



JUNE 2017



APRIL 2019

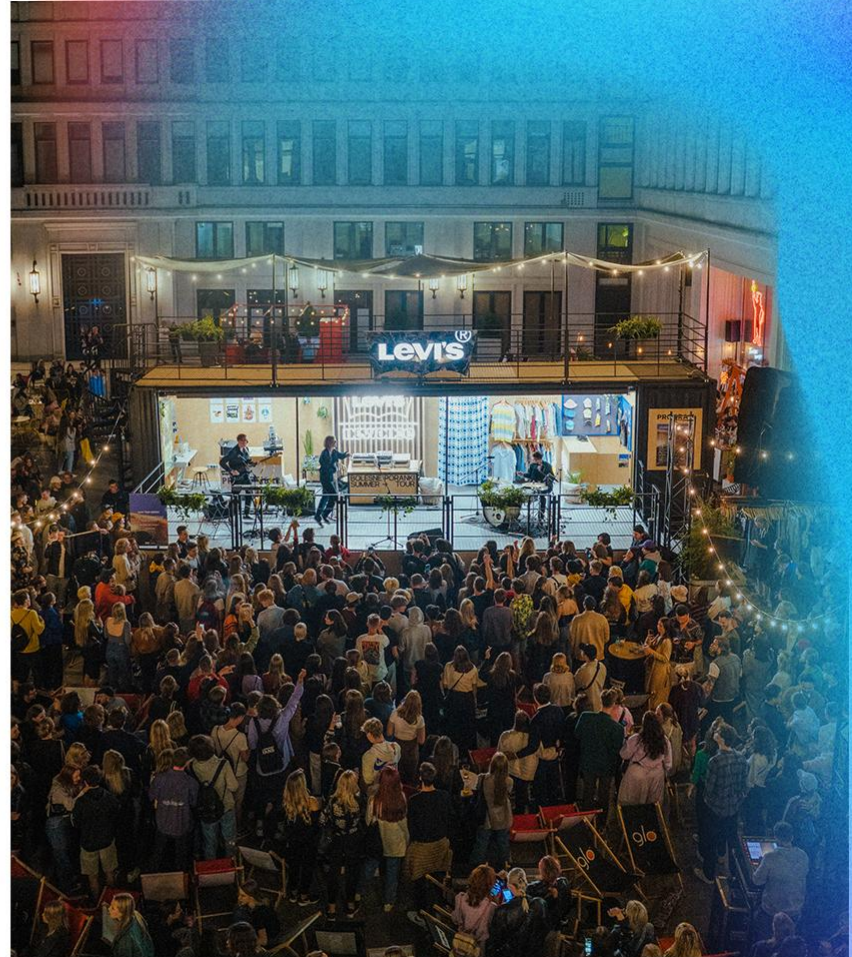


APRIL 2019

newonce.bar // outdoor

Our bar in Warsaw is our strategic touchpoint.

In the spring-summer season there are up to **5,000 people** partying around it each weekend.



demographics of

newonce

Our channels generate **over 50M**
contacts monthly with our core
audiences.

15% > Age 15-18

37% > Age 18-24

35% > Age 25-34

13% > Age 35-44

FLAGSHIP FORMATS

Prof Alexandra Przegalińska - **ARTIFICIAL INTELLIGENCE**

Dr Joanna Podgórska - **NEUROSCIENCE**

Dr Adam Bodnar - **HUMAN RIGHTS**

Wiktoria Jędruszkowiak (Youth Climate Strike) - **CLIMATE CRISIS**

Kacperczyk brothers - **BROTHERHOOD**

Dr Maciej Lorenc - **PSYCHEDELICS**

Girls in the hood - **MUSIC AND SISTERHOOD**

Status - **CURRENT SOCIAL ISSUES, POLITICS**

Dwie Dupy - **SEX WORK**

Cegielski, Walkiewicz - **LITERATURE AND MOVIES**



**IT'S NICE TO BE RECOGNIZED
FOR THE WORK YOU DO.
IT'S NICER TO BE AWARDED.**



**3X KTR (Polish creativity festival)
2X gold | 1X silver**



**listed in 50 most creative
in business 2020**

**Grand
Press**
2020

**grand press digital
- innovation technology
in journalism**



NEWONCE.CLUB

a new membership service
for the 'oriented' crowd

**our forever promise* - as a member
of our community, you're the first to
know first hand what's cool, meaningful,
and impactful**

**Robbie Kellman-Baxter,
The forever transaction*

WHAT TO COPY AND WHAT NOT

Publisher's dilemmas

Universal worries

reaching plateaus
paying for intangibles
dealing with platforms
'subscription fatigue'
retention rate
access at critical times (covid, war)

common problems and benchmarks

Local obstacles specific to different markets or audiences

hyperlocal brands
people's habits
market maturity
news distribution
formats other than text
audience demographics
users' preference for micropayments
multilingual markets

few benchmarks, new challenges

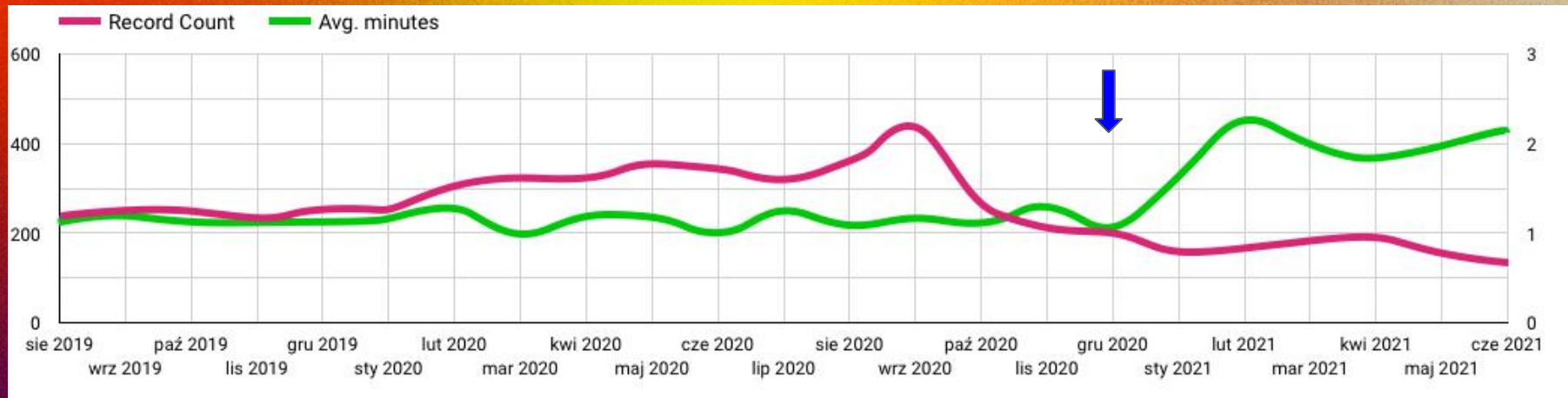
how we cracked

“THE SPRINT”

THE RIGHT MOMENT TO START 'THE SPRINT'

(the groundwork)

Our new website
and app



The pivot toward quality
1 year before the launch of
subscriptions
we laid the groundwork
with fewer, better articles

2021

THE YEAR OF AUDIO AT NEWONCE

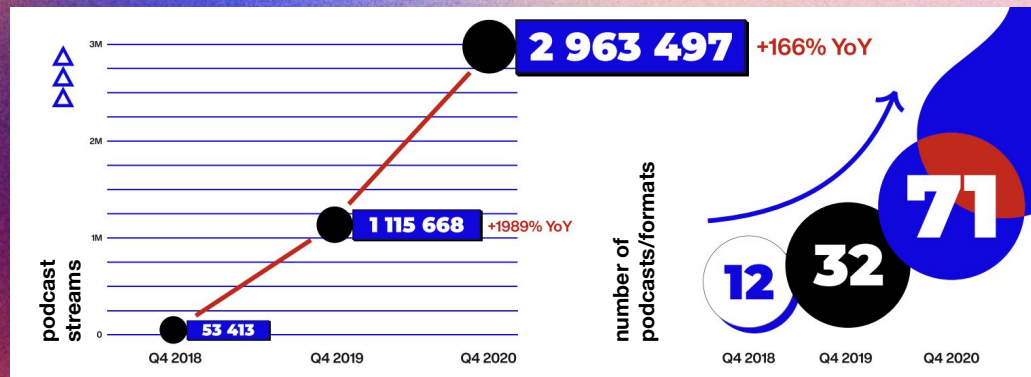
In 2021, we recorded the best result since the company's inception.

Radio on air gained 43% more live listeners YoY

Podcasts (over 3,500 episodes) recorded 34% more listens YoY (up to 1.5 M streams monthly)

Our podcasts thrived regularly in the TOP 10 chart podcasts in Poland

Up to 30 new episodes per week



newonce

Spotify

TIDAL

Apple Podcasts

MI-XCLOUD

STITCHER

TUNE IN

THE SPRINT: WHAT WE DID PRE-LAUNCH SUMMER-FALL 2021

- ✦ Partnership with Piano and our software house (took us just 5 months)
- ✦ Multiple polls on Discord, Facebook, website around product, pricing, needs, fears
- ✦ Major changes in editorial workflow and team management (OKR)
- ✦ **Building data architecture and capabilities**
- ✦ Evangelizing commercial clients and podcast hosts about the background and possible scenarios
- ✦ Creating full-on onboarding flows both on-site and e-mailing
- ✦ 'Audio paywall'

'AUDIO PAYWALL' FOR OUR 'CROWN JEWELS'

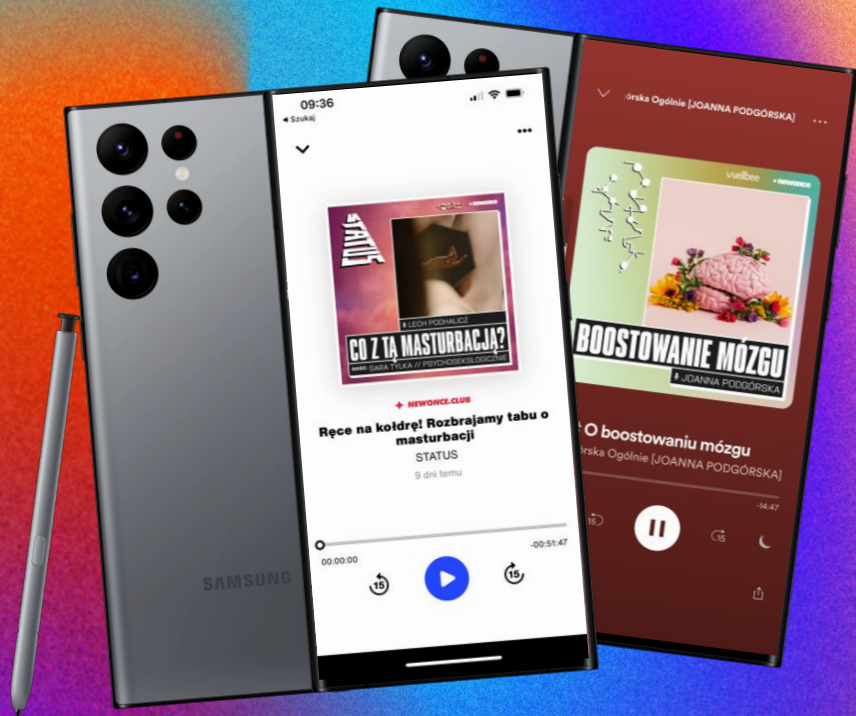
Risky decision to make - we had 3 options

- ❑ withdrawal of potentially 60% reach from Spotify/Apple Podcasts)
- ❑ leave it as it was and launch a weak membership offer without podcasts

✓ **custom paywall solution for audio and video**

Short versions (15% of its length) available on external platforms, then redirection to our web/app

Starts with: *"To listen to the whole episode, go to newonce.net and join the club"*



'AGGRESSIVE' LAUNCH ON CHRISTMAS AFTER JUST 5 MONTHS


- ✦ February 2022 - 6,000 paying members
in 6 weeks
- ✦ 25% chose annual plans
- ✦ Members' RFV growing rapidly
- ✦ Higher engagement each visit - currently it is 5.2
views per session
- ✦ Our growth slowed after Russia invaded Ukraine



PRODUCT TWEAKS OVER TIME - SPRING 2022

- ✦ Cancellation flow
- ✦ Landing page
- ✦ Audio players
- ✦ Feed and navigation - usability
- ✦ Page load speed grew (lighthouse performance score grows from 15 to 48, and still growing)
- ✦ Offering

A composite image showing a smartphone screen on the left and a laptop screen on the right, both displaying the Newonce Club website. The smartphone screen shows the 'NEWONCE.CLUB' logo, a headline 'SŁUCHAJ JESZCZE WIĘCEJ', a description of the subscription, and a 'NEWONCE.CLUB ROCZNY' offer for 149 zł/rok. The laptop screen shows the 'NEWONCE.CLUB' logo, a headline 'KLUB ZORIENTOWANYCH. DOŁĄCZ!', a description of the club, and a 'NEWONCE.CLUB MIESIĘCZNY' offer for 5 zł/msc. Both screens feature a 'WYBIERAM' button.


+ newonce

Odkryj newonce.club!

newonce.club to usługa subskrypcyjna, dzięki której zyskasz nieistotowany dostęp do artykułów, podcastów i materiałów wideo na platformach newonce i newonce sport. Co poza tym? Chcesz poznać się z klubowiczami lepiej. Czekają na Ciebie wydarzenia specjalne, a na zamkniętych grupach na FB i Discordzie poznasz całą mianowatą stronę. Dołącz do klubu, widzimy się!

●
NEWONCE.CLUB MIESIĘCZNY

5 zł

29 zł za pierwszy miesiąc. Potem 29 zł pobierane co miesiąc.

ODRĘCZAŁO POMA 50%

○
NEWONCE.CLUB ROCZNY

149 zł

Wychodzi tylko 12,42 zł miesięcznie

149 zł za pierwszy rok. Potem 299 zł pobierane co rok.

DOŁĄCZ DO KLUBU

W każdej chwili możesz zrezygnować z wybranej subskrypcji.

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Jasna Podgórska • PODÓSKA GOŚNIE

"Wiedziałam że muszę miły wybrać, ale ignorowałam był zainteresowany. Często się ze w nowona kraju coraz więcej treści edukacyjnych i rozrywkowych artykułów, newonce.club to miejsce, które stworzyliśmy, aby było i być zawsze w temacie."




Kamil Bałuk • DAWNO TEMU W TELIZYJ

"Nie pamiętam innego tak świetnego wejścia na duży ekran polski sceny mediów. Jakżeś trafił właśnie u idealnie kochając nowego prezentera. Najpierw był jego ciekawość. Za kilka dni warto pójść, żeby zobaczyć jak to wyglądało i jak to przebiegało. Zdobę go potem."

Filip Skrzek • DOKUMENTE

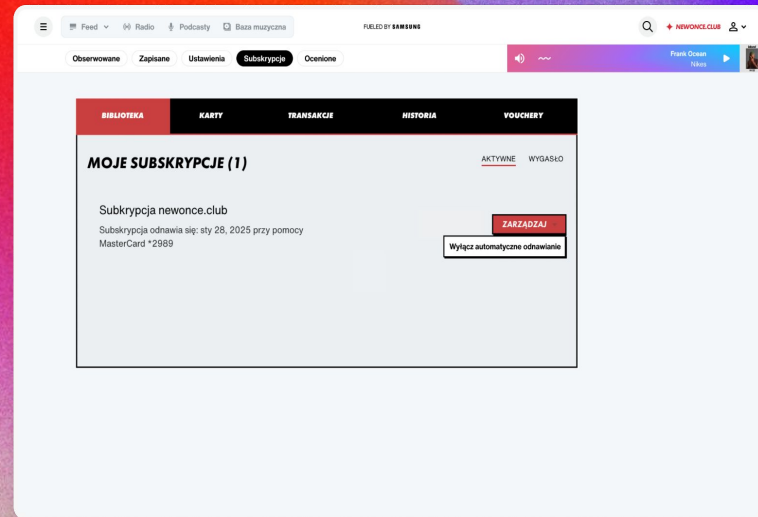
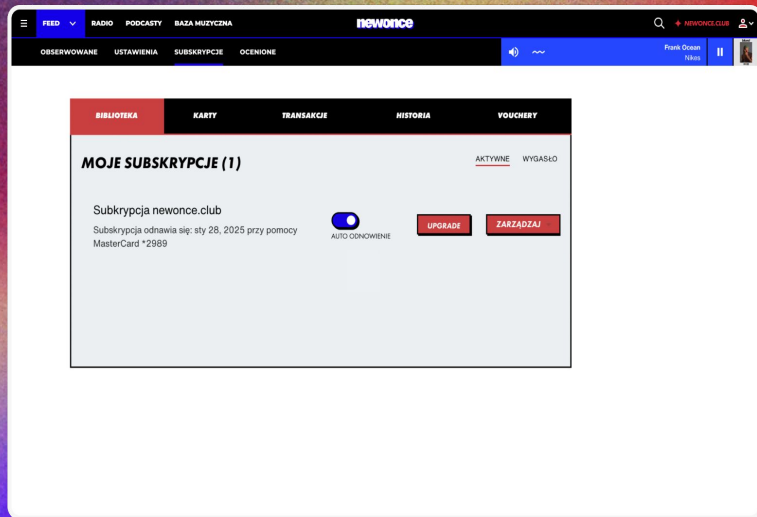
"newonce.club to nie próba ograniczenia dostępu do informacji, treści czy podrobników. To zasada na zbudowanie nowej przestrzeni z osobami, które są lub chcą być jej częścią. Wykorzystanie nowego miejsca, wpływanie na jego atmosferę. Mam nadzieję, że tak samo wypłyniesz na newonce.club"

Partnerzy klubu just:

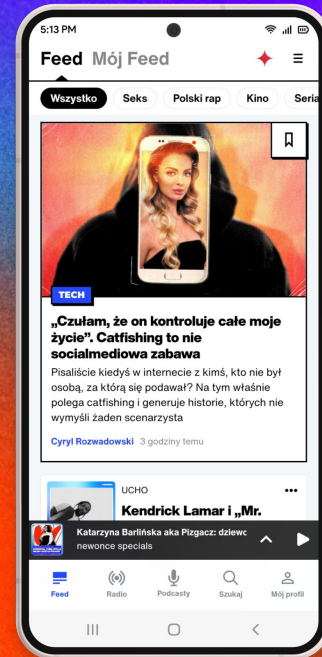
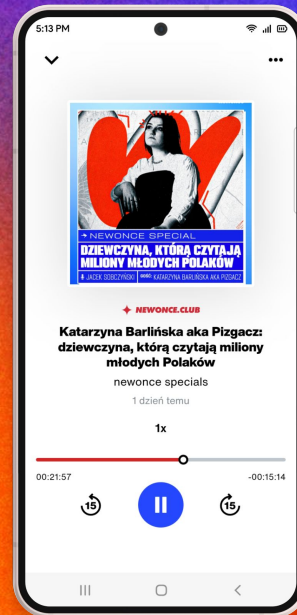
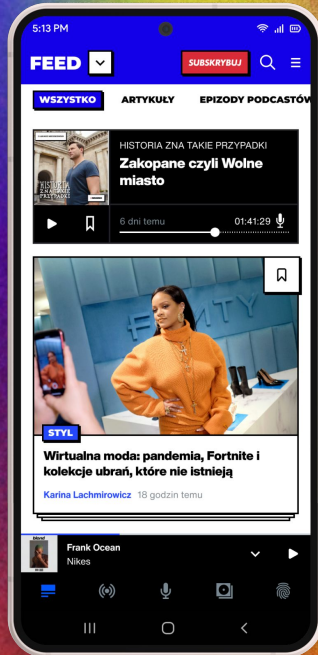
Conversion rate **grew by 10%**

EXEMPLAR PRODUCT TWEAKS (CANCELLATION FLOW)



Churn dropped from 7-10% weekly to 4%

EXEMPLAR PRODUCT TWEAKS (FEED AND PLAYERS)



Enhanced players to recreate the “Spotify experience”
Better exposure of podcasts **(CTR grew by 25%)**

EXEMPLAR MARKETING TWEAKS: OFFERING OPTIMIZATION

Our limited in time lifetime discount offer brought
11% churn vs. 57% churn from standard trial
offer

Customer Lifetime Value went up

✦ newonce

PONAD 4000 EPIZODÓW,
1 SUBSKRYPCJA. SŁUCHAJ GŁOSU
SWOJEGO POKOLENIA.

od ~~29 zł~~
14 zł
/miesięcznie
na zawsze

SUBSKRYBUJ

OFERTA WAŻNA
DO KOŃCA CZERWCA

WHAT WE LEARNED SO FAR

- ✦ Know who your competitor REALLY is and get ready for the ruthlessness in comparisons
- ✦ Product over marketing (shocker :))
- ✦ Young audience DO listen to podcasts (Gen Z - 25% of our paying subscribers), less interested in text content
- ✦ Textual content helps to acquire, audio converts (and we need to rethink audiodescription)
- ✦ The viewing habits of GenZ women are more similar to 30+ audience than anyone expected whereas boys like rap mainly :)



newonce

THANK YOU

danuta.bregula@newonce.net

CHECK THIS OUT

