

WAN-IFRA

# Digital Media Asia

Kuala Lumpur, April 2025

smartocto



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Kuala Lumpur, 24th April 2025

Session 12:



## User Needs in Journalism

Model 2.0



the theory in practice

when **user needs'**  
most vocal evangelist\*  
**implemented**  
user needs into  
a **newsroom**

**\*Dmitry Shishkin**

CEO Ringier Media International

Ringier





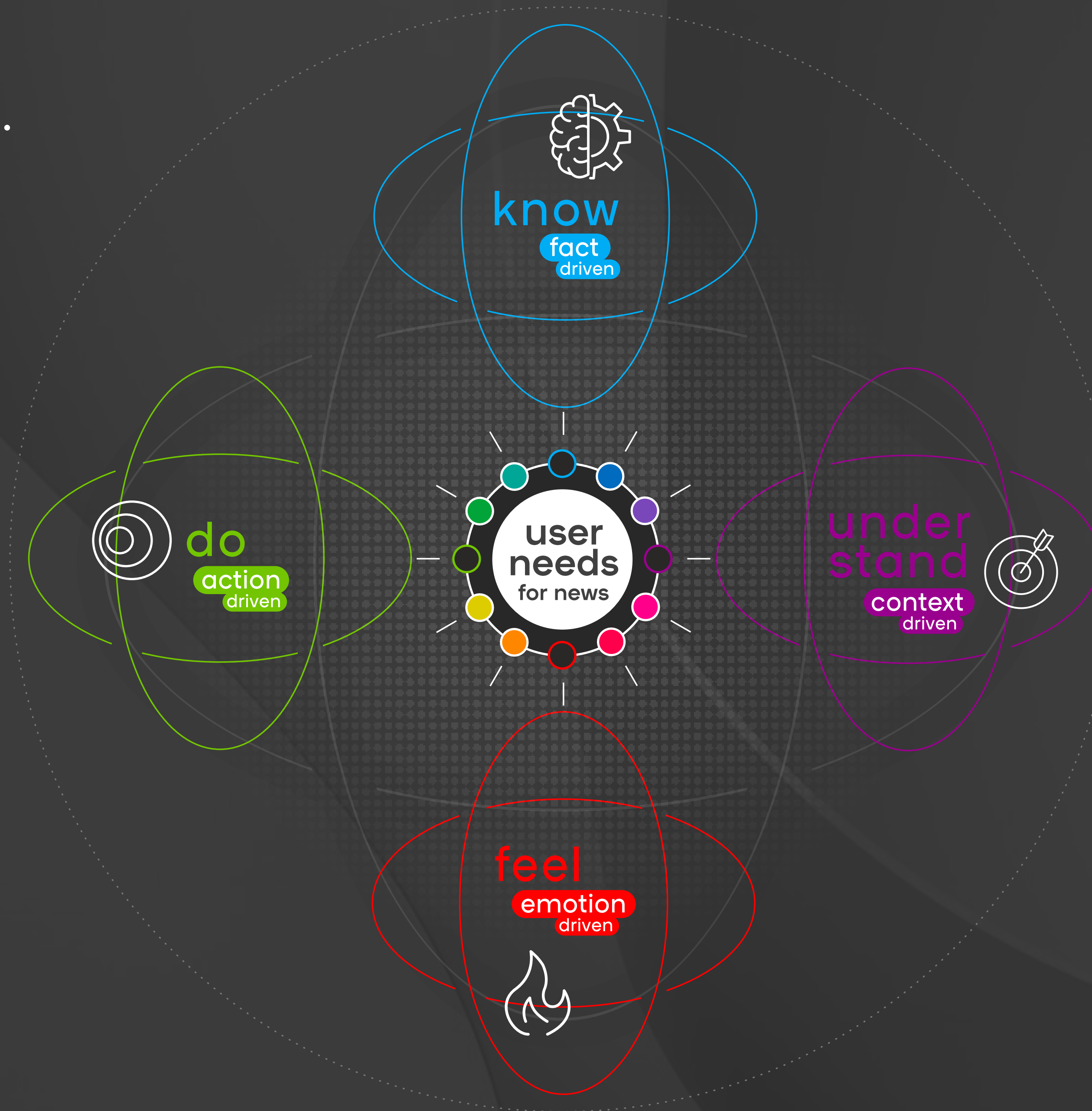


This is the million dollar question.

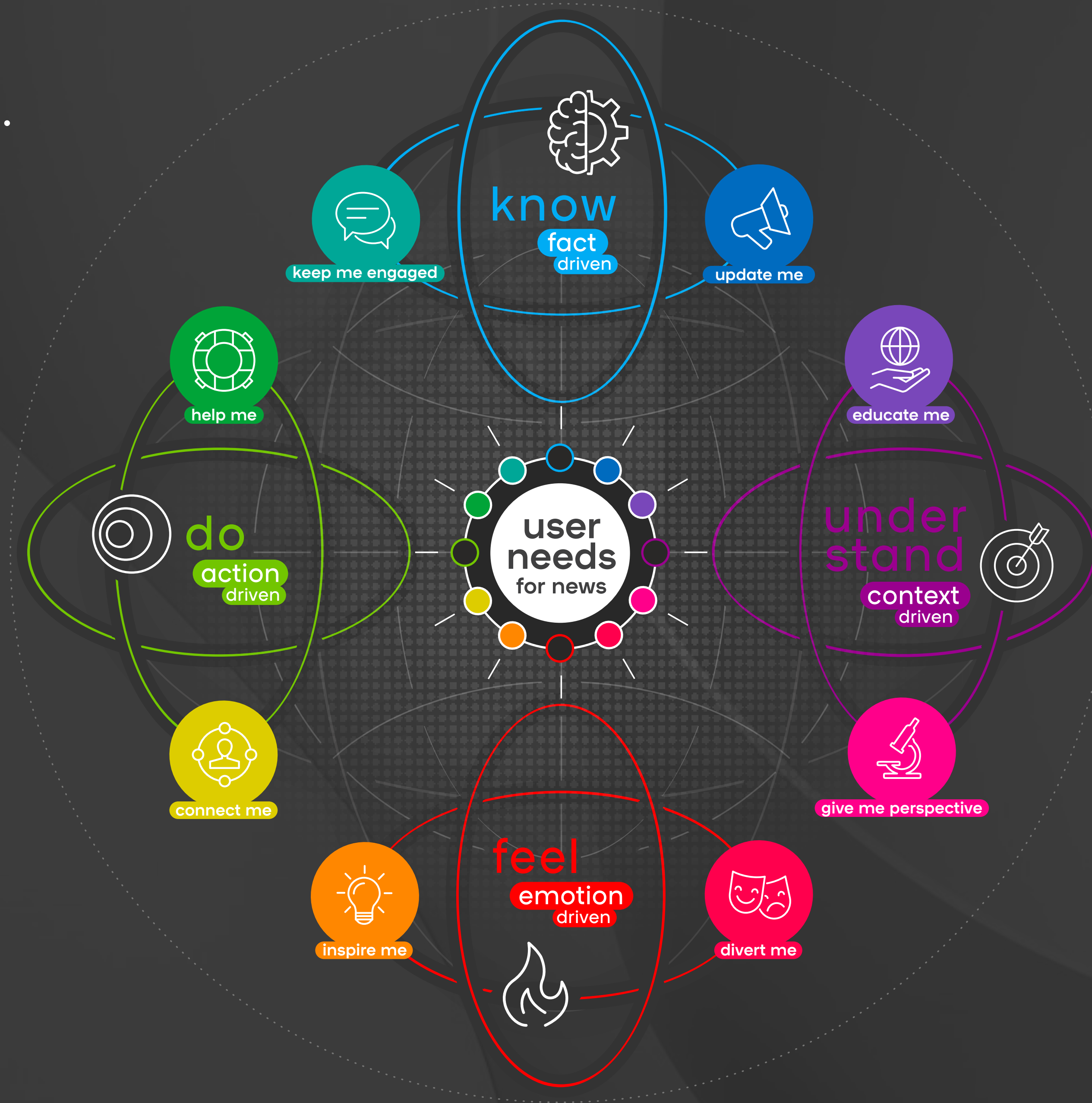
What would go  
**wrong** for your  
**audience** if your  
brand **wasn't**  
**there** anymore?



first, a little recap...



first, a little recap...





# We've made a handy little tool\* you can use to get you started...

\*and it's free!

[userneeds.smartocto.com](https://userneeds.smartocto.com)

paste your article

PSV is the national champion and also the favorite for the title for next season. That brings extra pressure and that is also realized at the club. Sitting back and doing the same is not an option for trainer Peter Bosz. First, it is important to keep the selection almost together.

Profile photo of Yannick Wezenbeek

Written by

Yannick Wezenbeek

analyse article

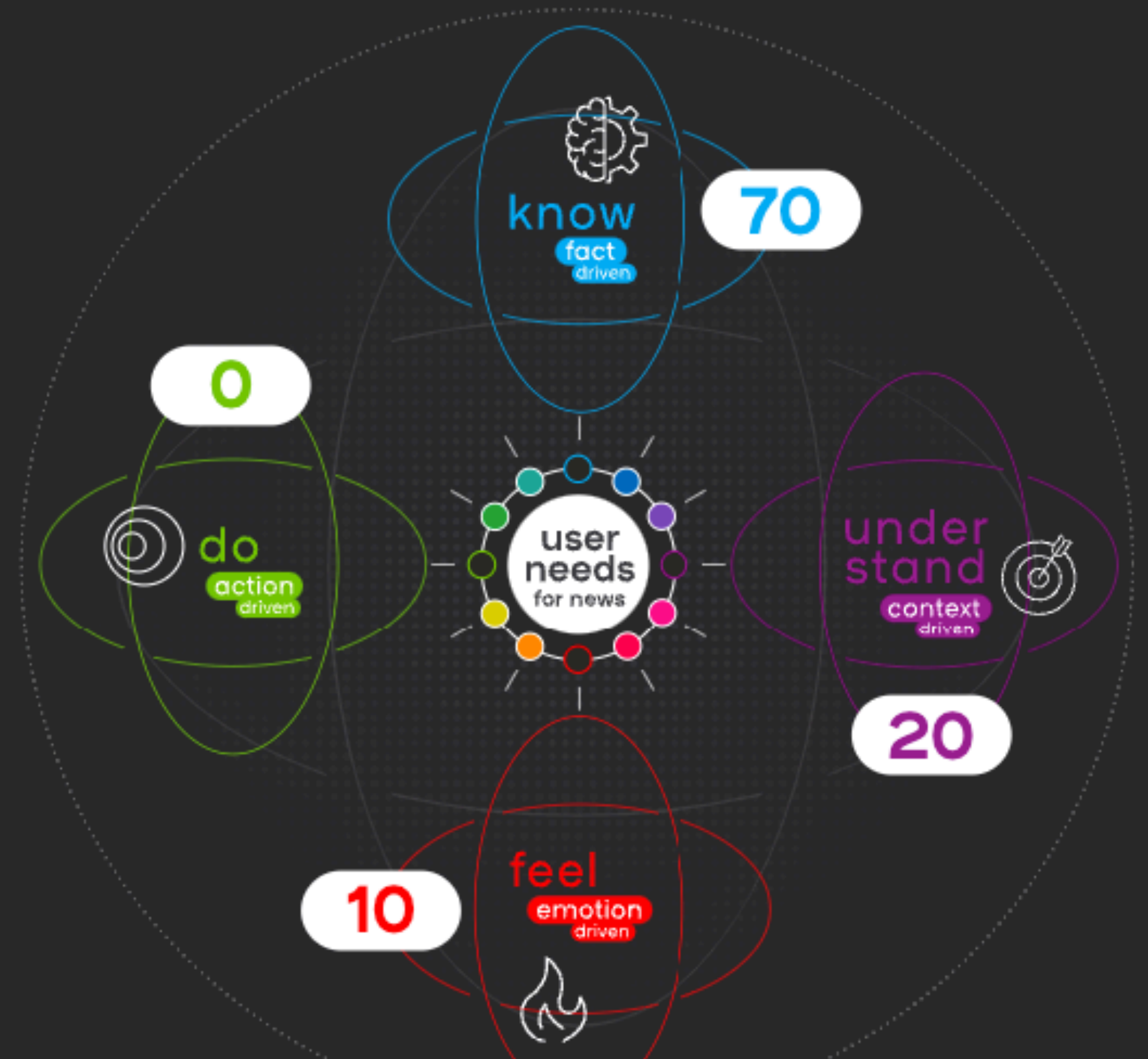




Foto: Justin Lane / EPA

Urteil im Trump-Prozess

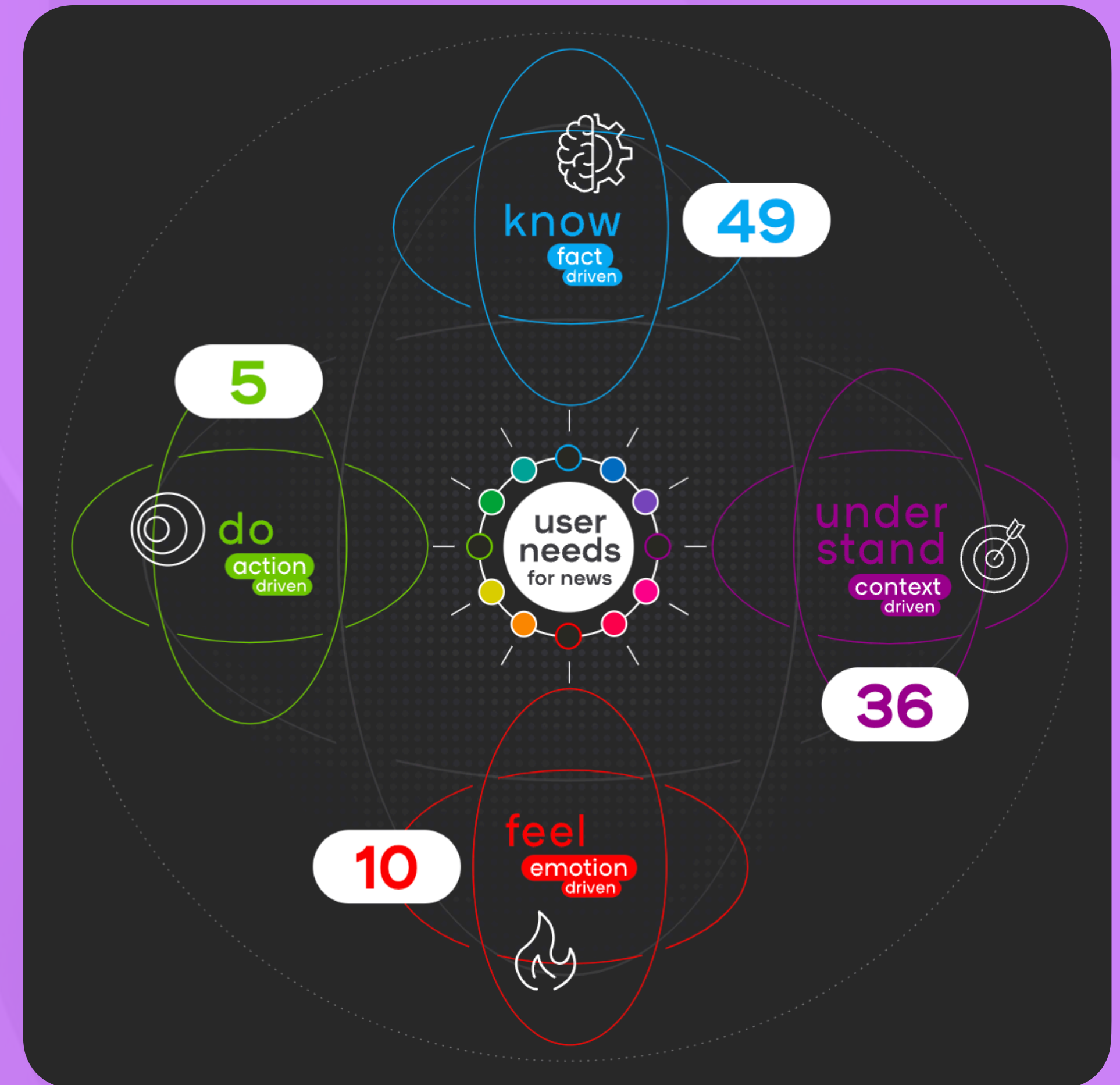
**Guilty! Guilty! Guilty! Guilty! Guilty! Guilty!**  
**Guilty! Guilty! Guilty! Guilty! Guilty! Guilty!**



update me



give me perspective



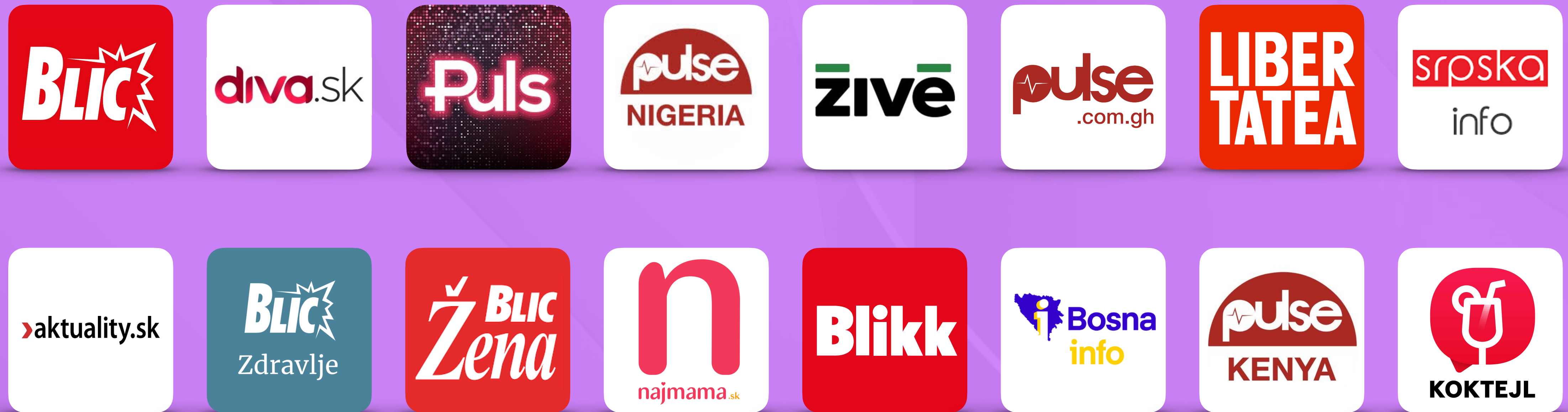




So, that's nice and everything.

But is it **worth** investing all that **time** and **energy** in?

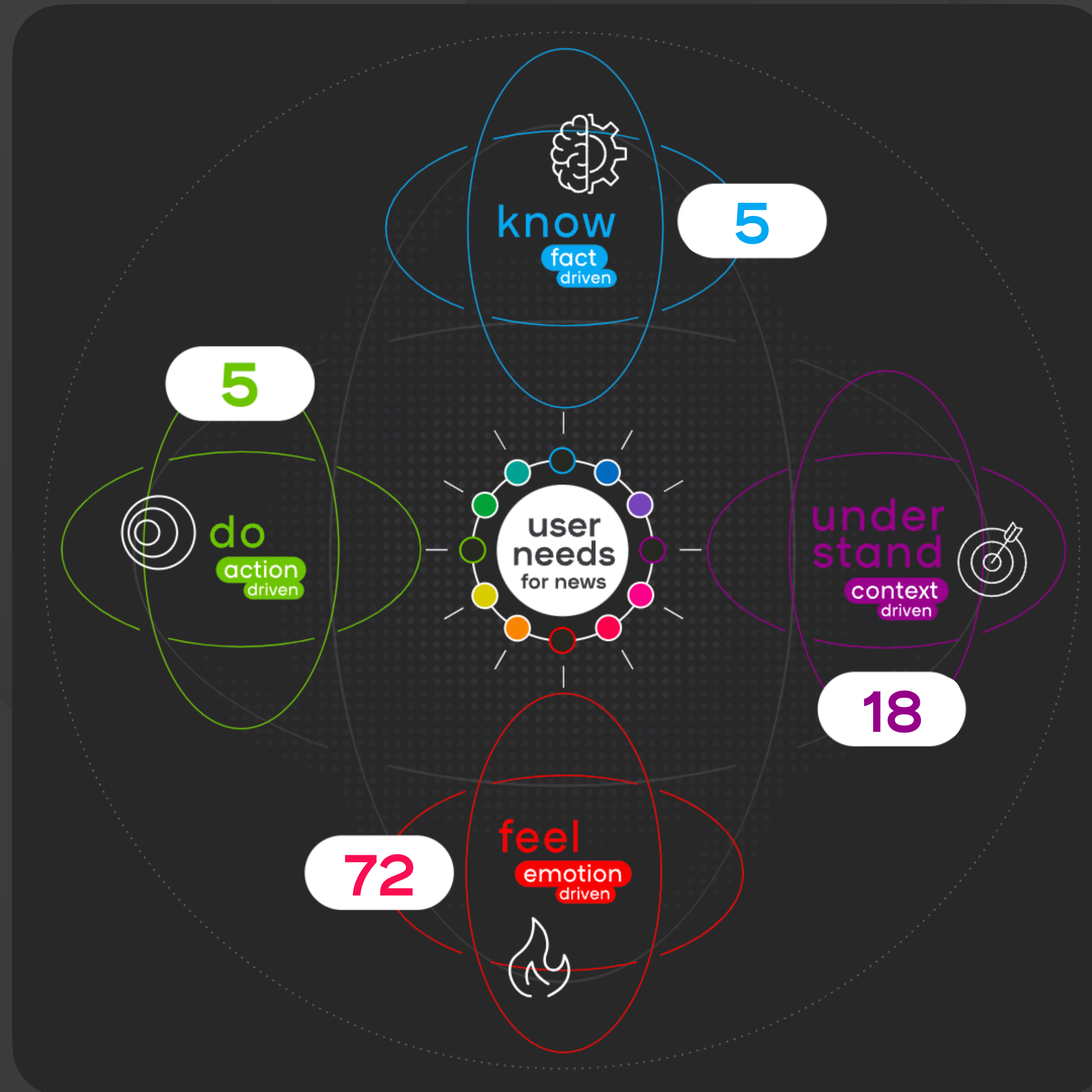
# Ringier portfolio brands





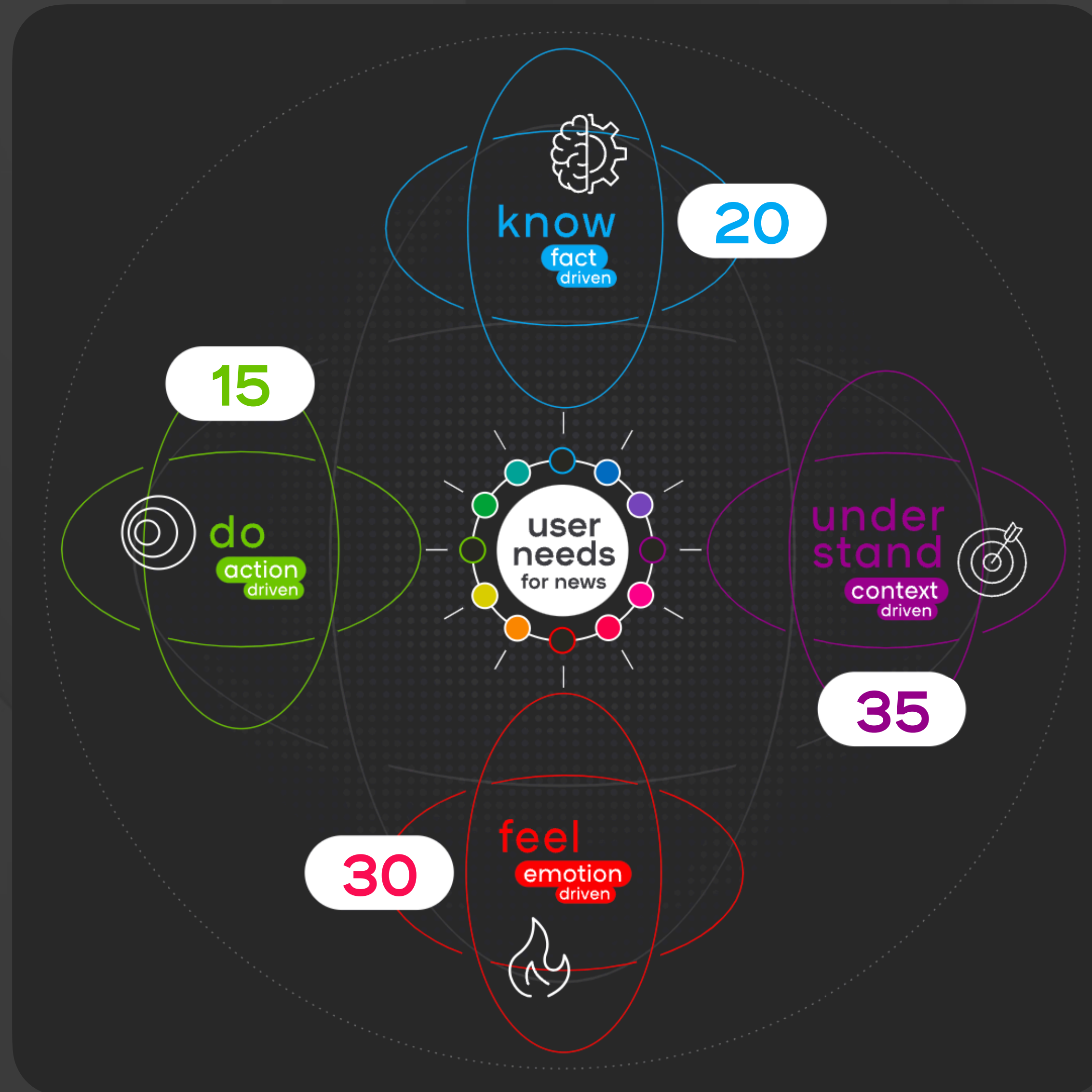
focused

60 or higher in  
one specific  
user need angle



non focused

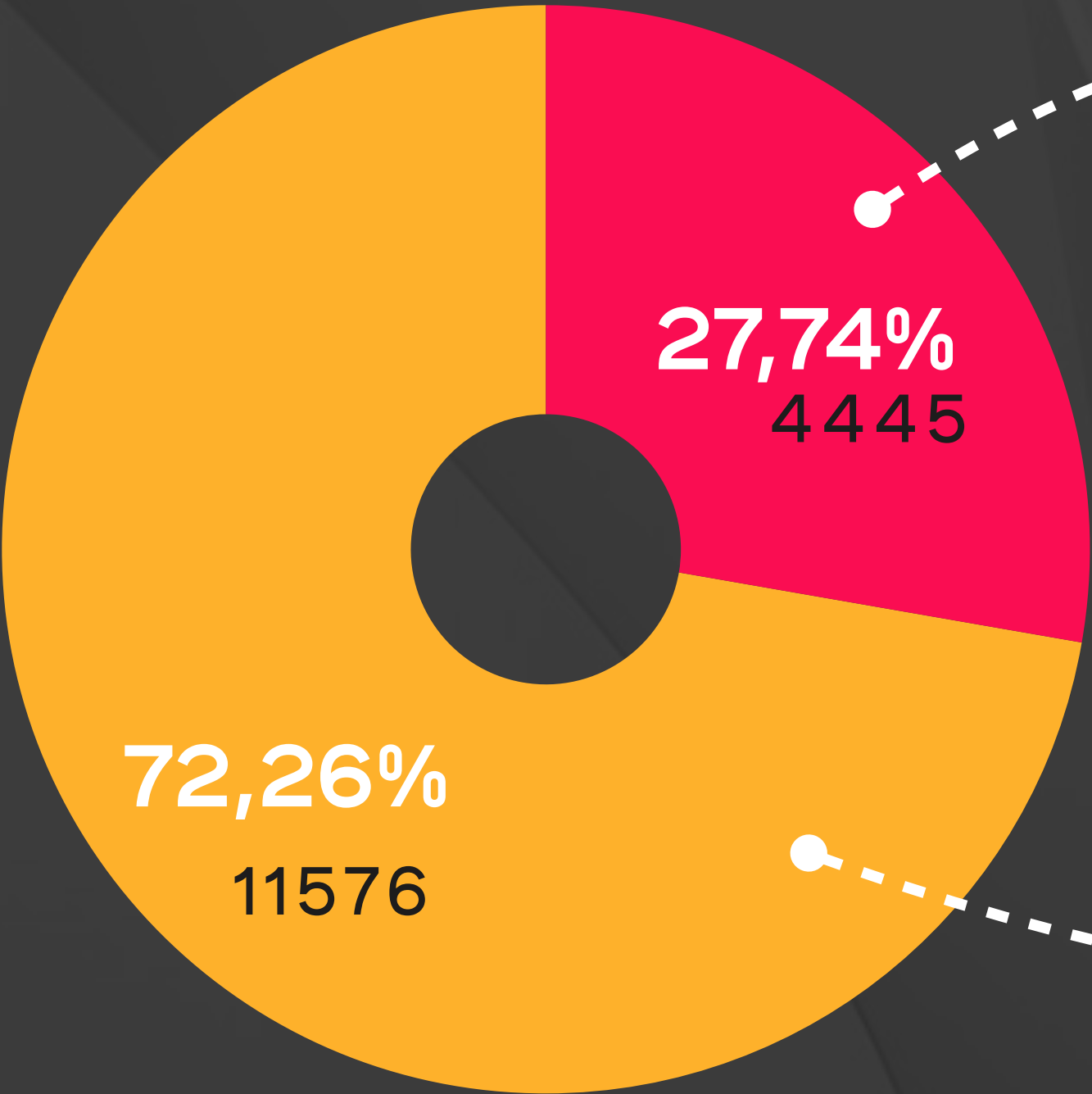
59 or lower in  
every specific  
user need angle



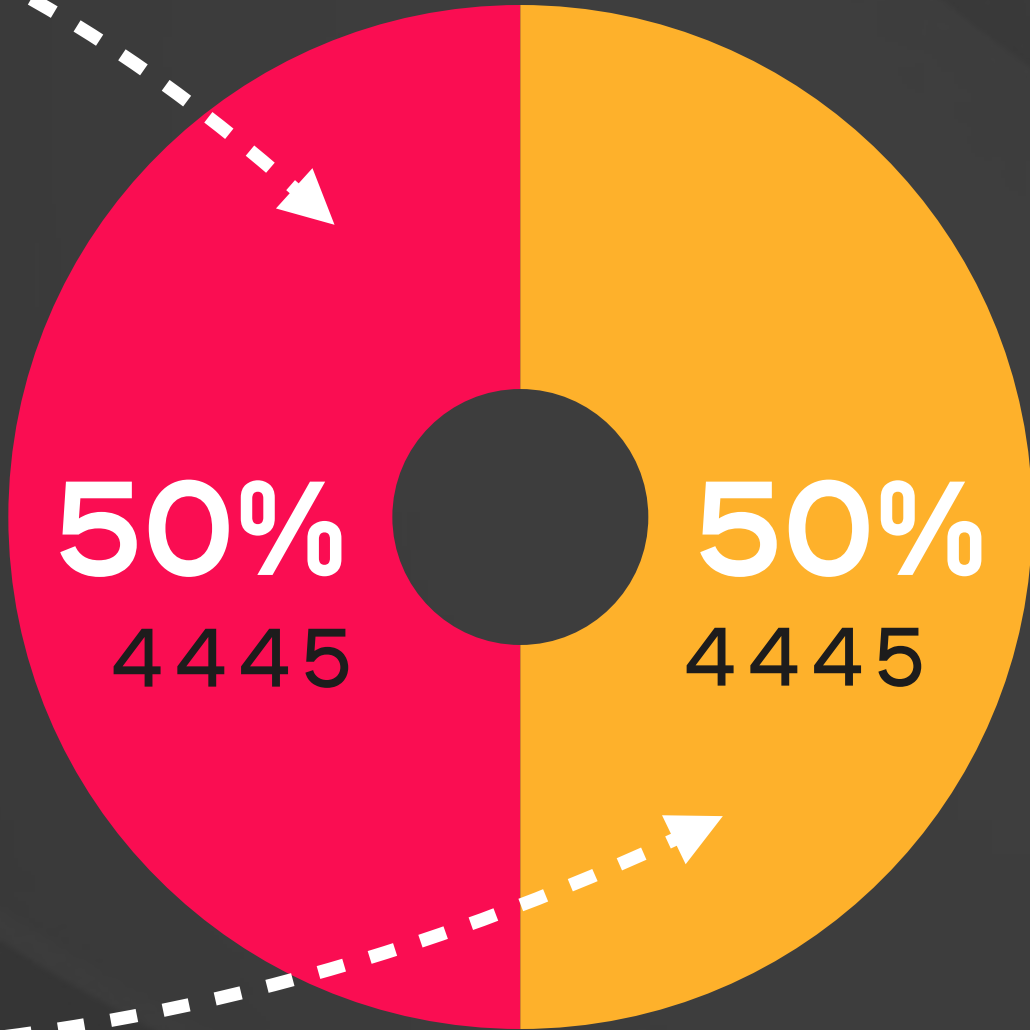


sample size and  
analysis basics

Client: **Ringier**



total batch

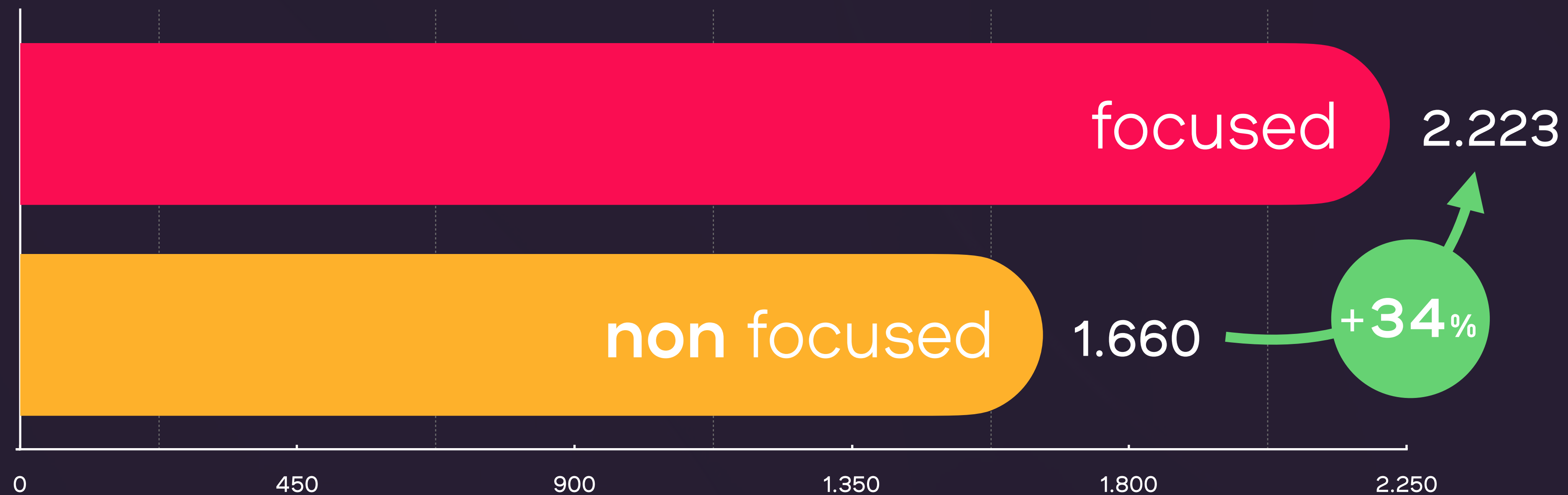


analysed batch

focused

non focused

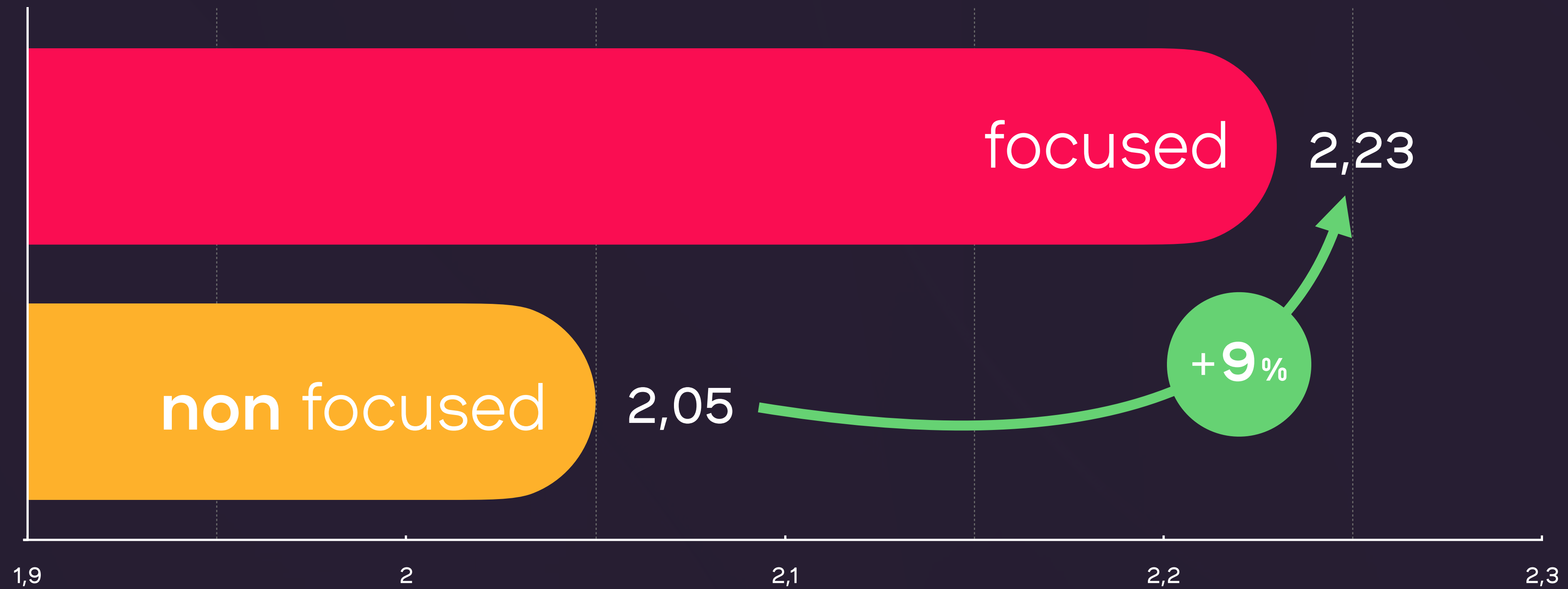
And here's the smoking gun:  
Articles which have a **clear** user needs  
**focus perform better.**



median visitors per article

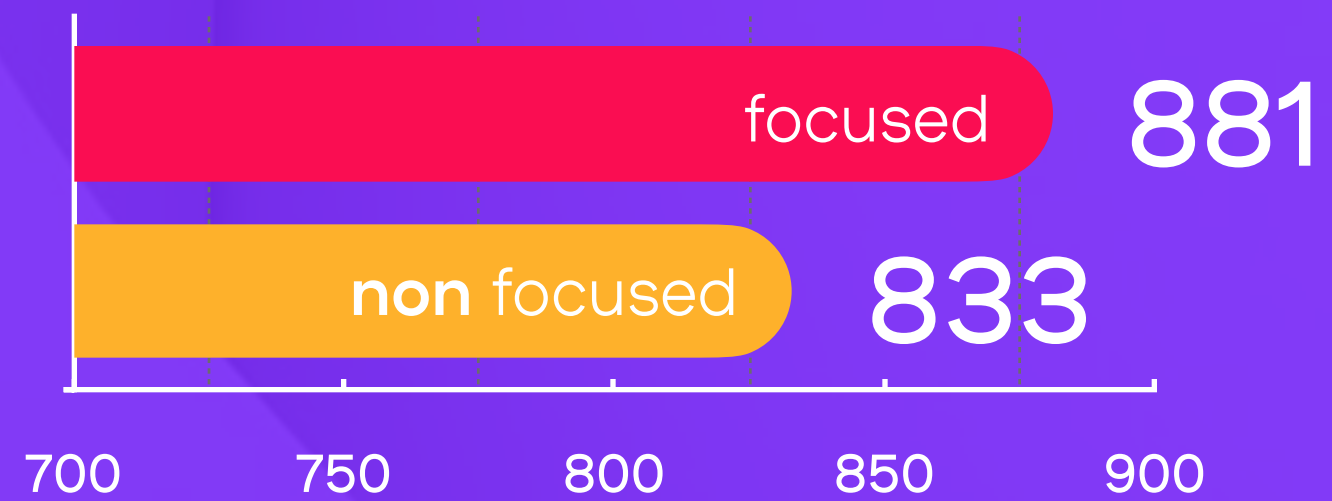


## page depth



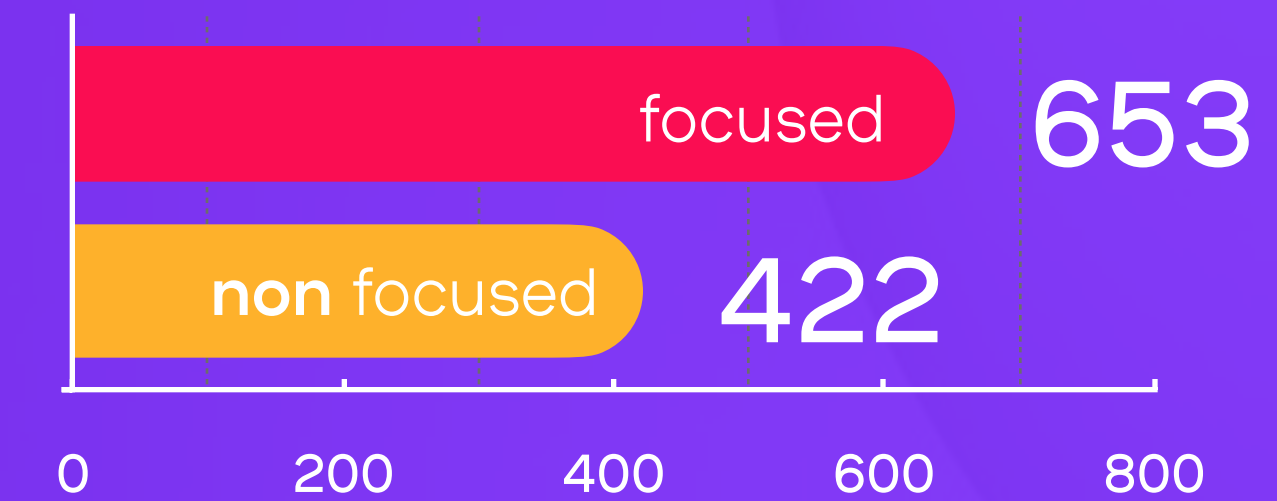
## CPI Loyalty

+6%



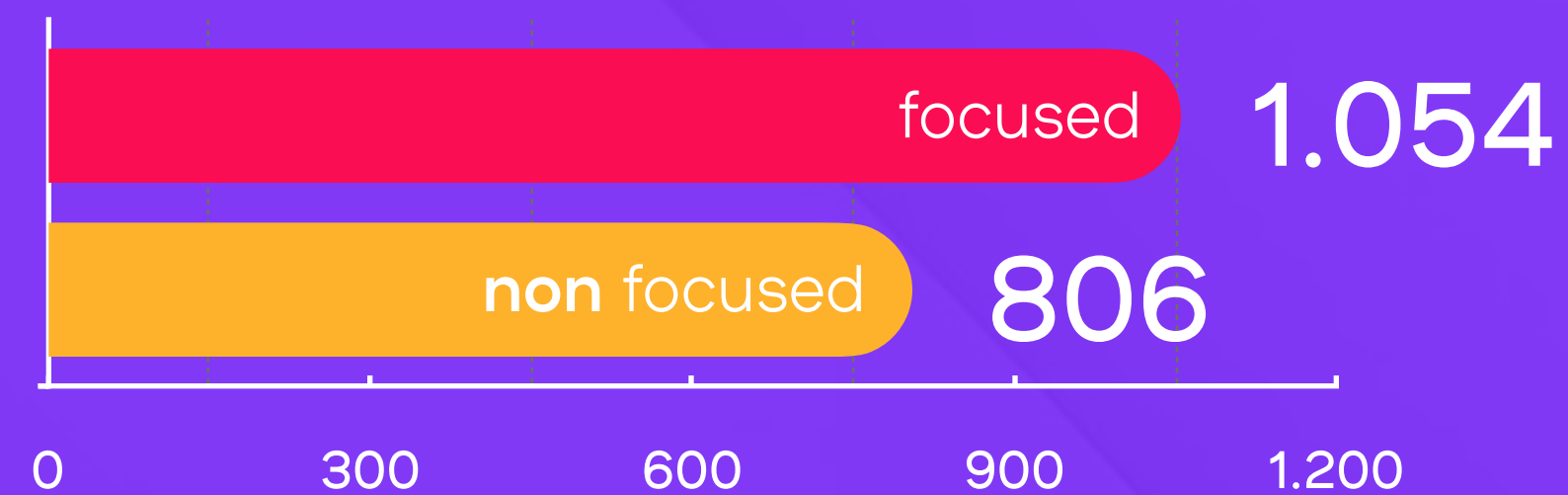
## Loyal visitors

+55%



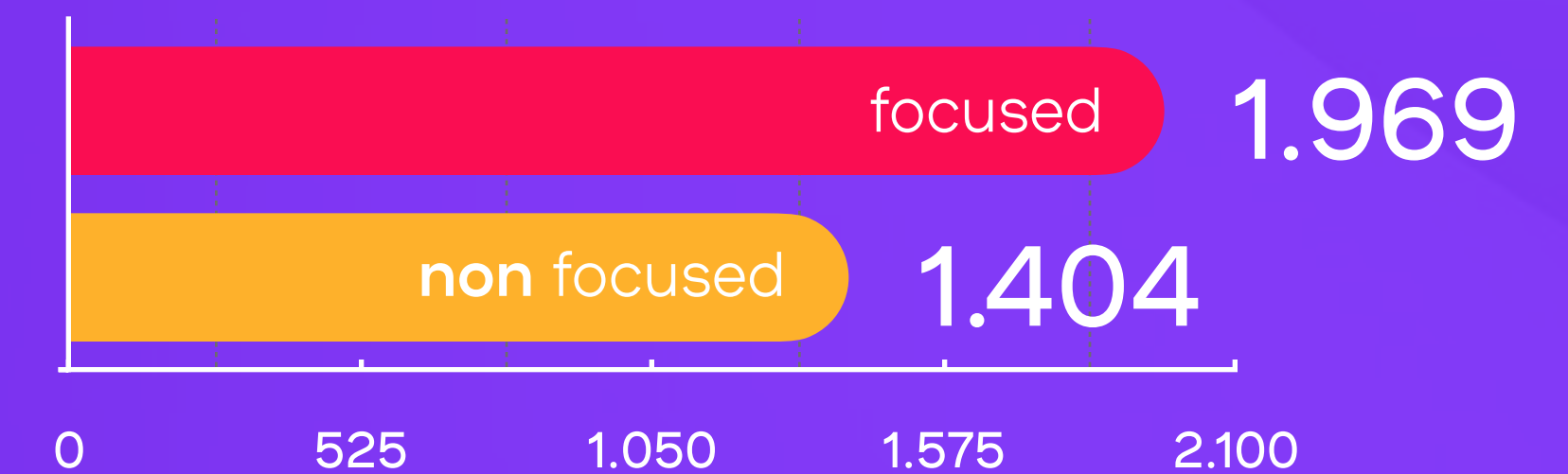
## Visitors engaged

+31%



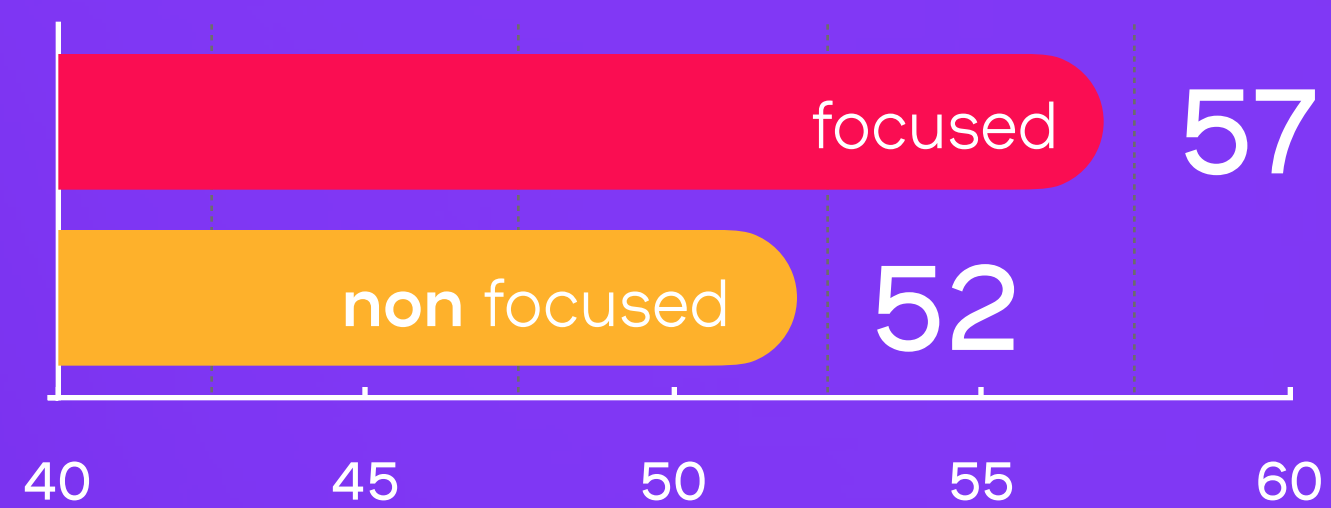
## Visitors returning

+40%



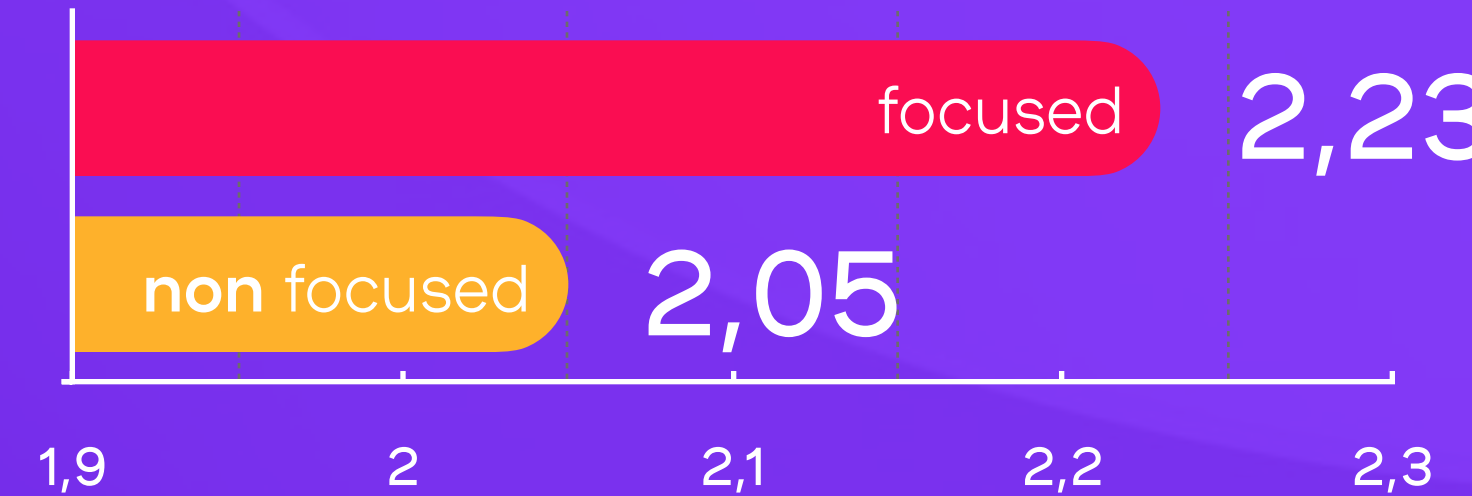
## Read depth

+9%



## Page depth

+9%







# What can your newsroom **learn** from this?

Who better to ask about this than the user needs evangelist himself, **Dmitry Shishkin**?

If you're rolling out user needs at your newsroom, what should you do first?



# What can your newsroom **learn** from this?

Who better to ask about this  
than the user needs evangelist  
himself, **Dmitry Shishkin**?

Do you need to  
prepare anything  
before you begin?





# What can your newsroom **learn** from this?

Who better to ask about this  
than the user needs evangelist  
himself, **Dmitry Shishkin**?

What's the most striking  
result for you?





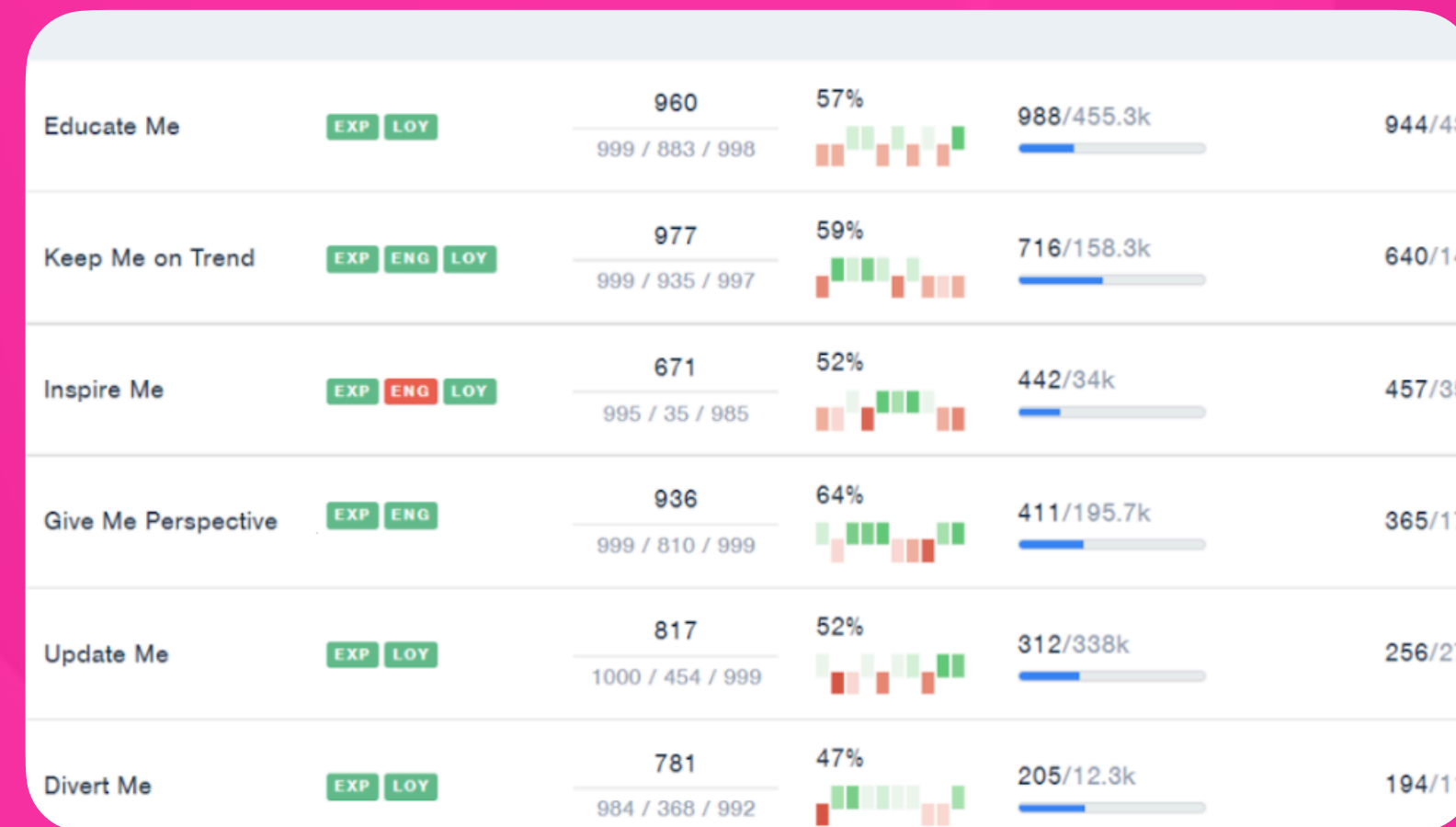
Over to you,  
the audience.

Any questions for Dmitry?



# What's next?

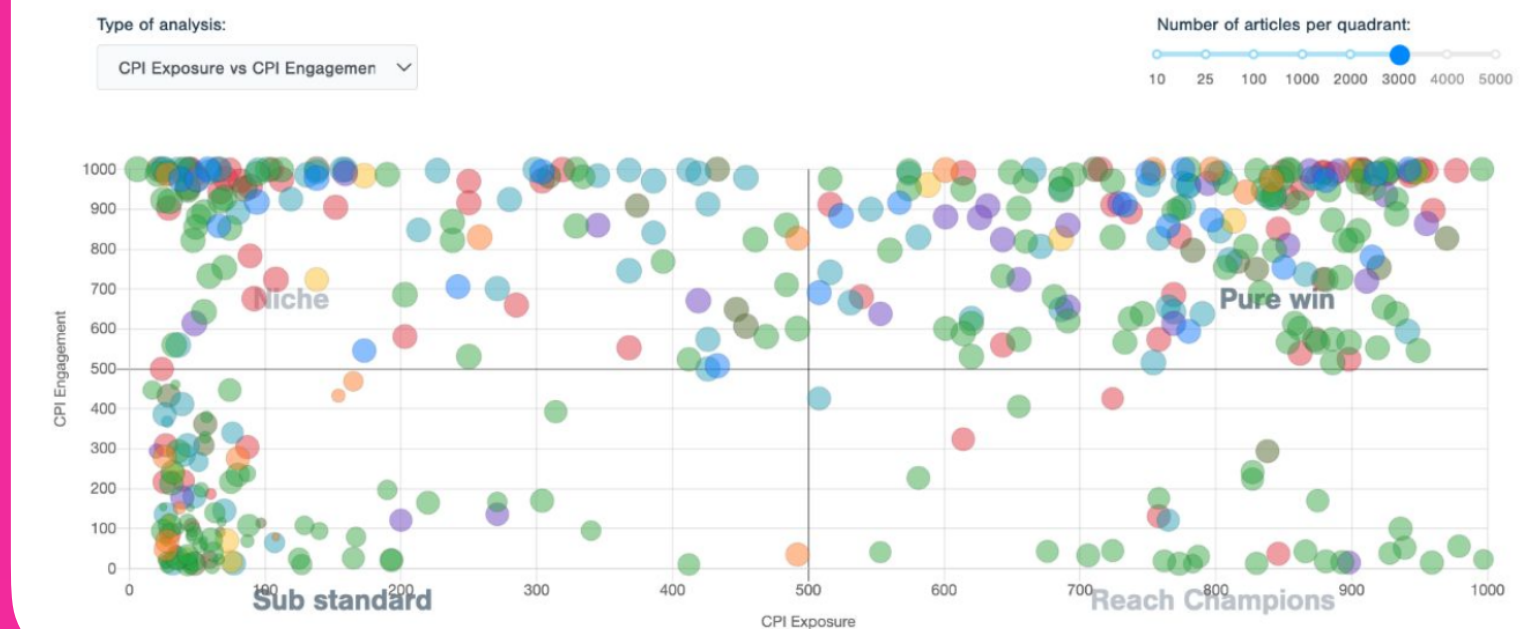
## Insights



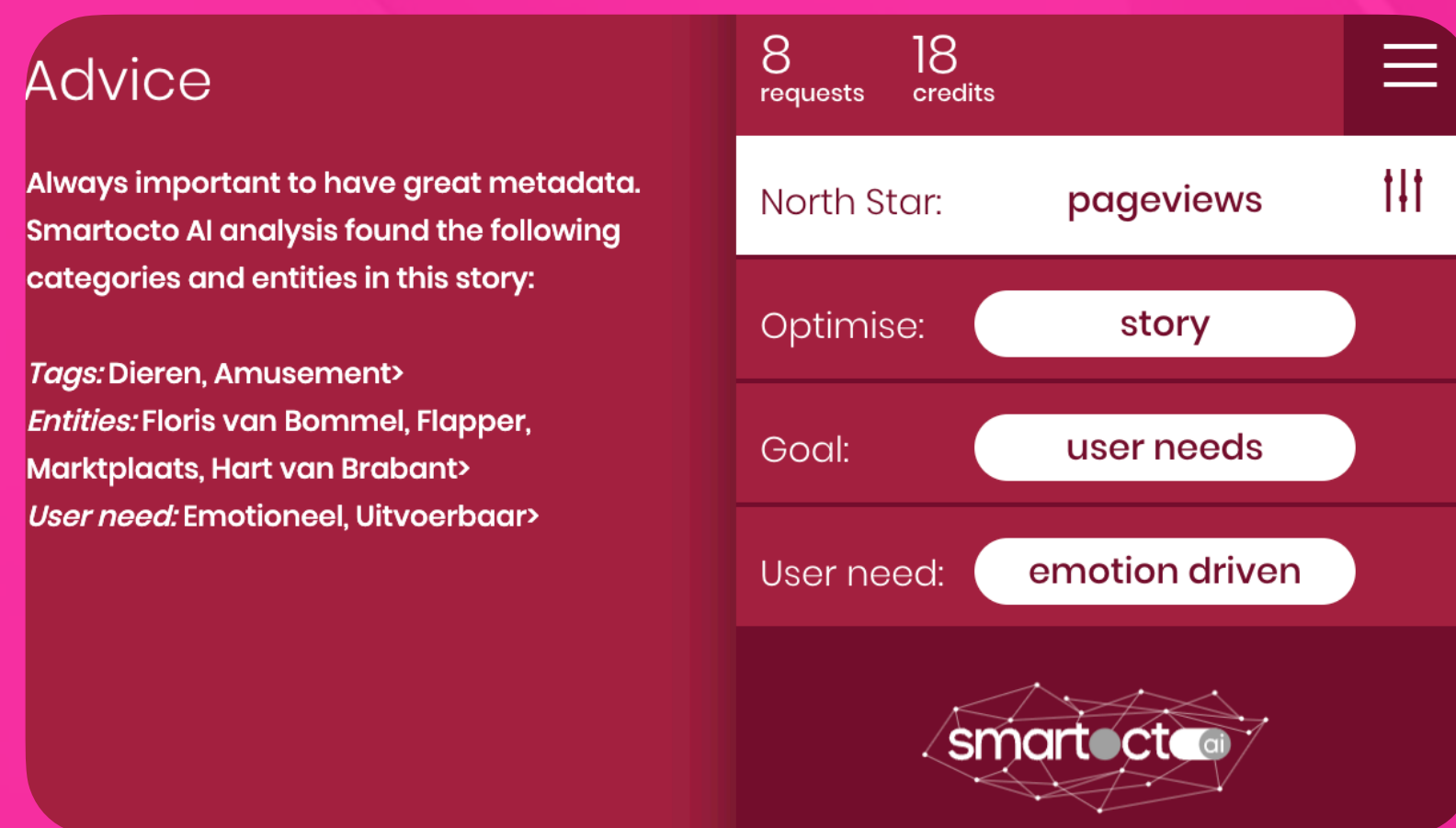
## Quadrant model

### Quadrant analysis

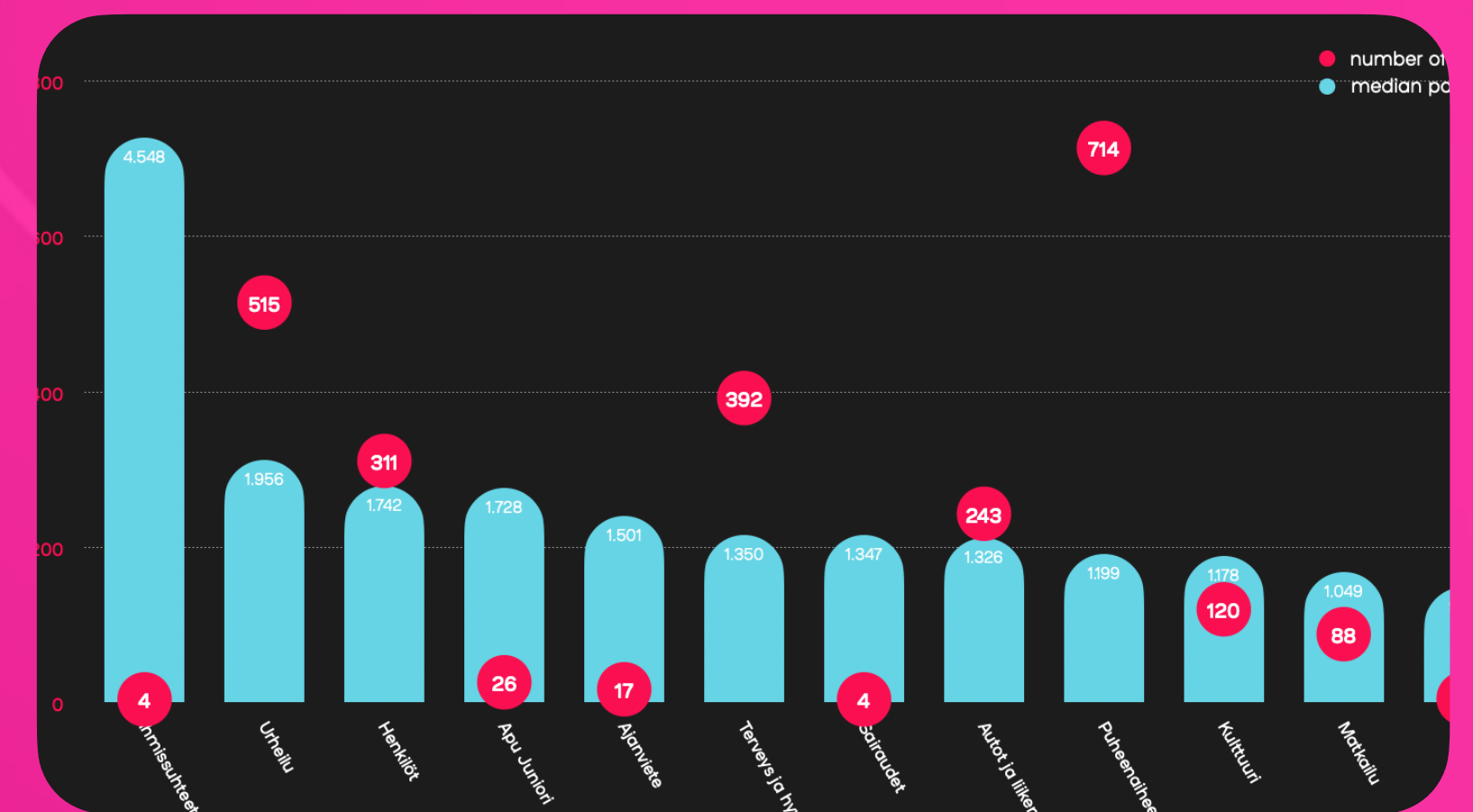
— Filter your articles and find out which articles to distribute more (left top quadrant) and which to enrich (right bottom quadrant). Find the patterns, and check your content strategy.



## smartocto AI



## Baseline report





For more information, to download the user needs  
playbook, or to access the reams of client cases  
we've produced on user needs, scan the QR code.

