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woche.at | meinBezirk.at

Monetization

XMA Cross Media Awards 2012: Social Media Stars

Presented by:

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Overview

Who are we?

What do we do?

How do we do it?

Who do we do it with?

The secret to our success.

Monetization: one of the many successful campaigns.

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Who are we?

Regionalmedien Austria AG

- **5 established local markets with strong community ties**
- **55% national reach***
- **129 local free weeklies with free delivery**
- **3,276,923 copies**

* MA 2011 | Survey period 1/11 - 12/11 | Net reach RMA total: 55% readers per issue, margin +/- 0.8%, weekly/biweekly; free of charge.

RMA was founded in 2009 by Styria Media Group AG and Moser Holding AG and opened a new chapter in the media history of Austria.

By merging the best established regional media: bz-Wiener district paper, district newspapers, WOCHEN and collaboration partners of district review of Upper Austria and regional newspapers of Vorarlberg we have succeeded to create an Austria-wide network preserving the regional structure and community ties of all the media.

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Who are we?

Regionalmedien Austria AG

- **77 locations**
- **local topics**
- **community mouthpiece**

Almost 200 editors working locally

* MA 2011 | Survey period 1/11 - 12/11 | Net reach RMA total: 55% readers per issue, margin +/- 0.8%, weekly/biweekly; free of charge.

Our national network of 129 newspapers and online portals provides residents in all regions of Austria with news and local information. No one has more news and closer ties to the community than our colleagues and media. What we do is unmatched here in Austria. We are both local and top nationwide news source at the same time.

More than 650 professionals with almost 200 editors among them work all over Austria serving our readers. They know about all the local news close to our readers' homes and cover all aspects of life.

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What do we do?

Cross media - Print/Online/Mobile

The most interesting articles in print

In addition to printed issues, more and more local news is being delivered by an ever growing online community of readers/reporters called "regionauts".

meinBezirk.at and Woche.at are filled by our regionauts with user generated content, and each location in Austria has its own local portal.

Our portals are closely connected with free weeklies. Our editors take on topics most popular with our readers, constantly interacting with the regionauts.

Every article appearing in print authored by a regionaut is marked with the name, web code and the authoring regionaut's smiley.

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How do we do it?

Registration and Login

Simple, quick & free registration

Registering at meinBezirk.at and Woche.at is a simple step-by-step process.

All we essentially need is a name and an email address.

After the registration process is completed, regionauts can start right away and login/logout with just one click at any time.

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How do we do it?

Creating an article: simple and easy

Creating an Article

From the start, it was very important for us to make the process of creating an article as easy as possible.

With the help of "Creating an Article" function, our regionauts can select a category: snapshot, article/photo series or event announcement. After that, an input form appears. Creating an article is very simple.

Aside from regular entries like title, text body and photo, an article can also be assigned a location via Google Maps and supplemented with matching keywords, making it easier to find it on web searches.

Our iPhone App* can also be used to create articles quickly and easily.

* get the app free of charge in the iTunes store under meinBezirk.at and Woche.at

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How do we do it?

Web code

Find the article online: simple and fast

Each article, be it a report, snapshot, photo gallery or event announcement is automatically assigned a web code.

This is a simple ID that can be easily used as a search term in the appropriate search box to find the article.

Every time an article is published by one of our 129 weeklies, the web code appears under the article body in print, making it easy and quick for a reader to find the article in an online edition. An online version of the article may generally contain more photos and information as well as additional features such as the comment function and Facebook social plugin etc.

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How do we do it?

iPhone App

Read, post and comment anytime and anywhere

With the iPhone apps from meinBezirk.at and Woche.at, users can receive all the regional news. Our iPhone apps are therefore a must-have for a local news source.

What can you do with our apps?

- read the latest headlines;
- select location such as state or district;
- find out about upcoming events;
- discuss topics of interest;
- upload your own snapshots from your iPhone.

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How do we do it?

Regionauts as radar for local news and partner for journalist networks

Regionauts - Ideas, Posts, Images -> Events -> Network Journalism

Editorial Team - Research, Interviews, Editing -> Articles

Regionauts deliver ideas, articles and images from events that cannot be attended by editors due to resource factors. Regionauts offer exciting discussions on topics.

Editors extract news tips from contributing regionauts and transform them through research and additional interviews.

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How do we do it?

Editors and Regionauts on an Equal Footing

UGC only works on an equal footing

One of our most important principles is an equal footing. This is how our generated content works.

How do we do this?

In a print edition, all regionauts' contributions are not thrown in a "ghetto", but assigned to appropriate sections throughout the issue.

Thus, articles from regionauts are published side by side with articles authored by professional editors. This way, regionauts are on par with editors.

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How do we do it?

Editors and Regionauts on an Equal Footing

The only difference between the content authored by regionauts and editors is a small logo next to an editor's name. We therefore inform our readers with the help of this icon if this specific content is provided by an editor or a regionaut.

This is the only difference. All articles are listed in chronological order.

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Who do we do it with...?

Our technical partner gogol medien

The solution is SaaS: no installation, no software, and no server necessary

gogol medien is a pioneer in the field of cloud based publishing systems for the publishing industry. The products are used by the largest European publishers such as WAZ, Madsack and Springer to expand their competitive position in a fast changing media landscape.

The gogol Publishing Cloud enables peripheral and channel neutral capturing of content for online, print and mobile media and automatic web-based publishing of print products.

An easy-to-maintain online portal is a complete solution. An editing system for promotional publications, newspapers, magazines and much more.

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The Secret to Our Success

Registered Regionauts

111,351 registrations since April 2010

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The Secret to Our Success

Number of Posts

387,091 posts since April 2010

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One of the Many Successful Campaigns

Agrarmarketing Tirol - Photo Contest

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Agrarmarketing Tirol - Photo Contest

The customer, Agrarmarketing Tirol, has called for a photo contest as part of a big campaign in Tyrol's district newspapers.

Thus, the regionauts of the Tyrol district were encouraged to upload various photos on meinBezirk.at. The themes were alternated during a six months period on a monthly basis.

Participation calls were placed during the entire contest run in print as well as on meinBezirk.at.

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Agrarmarketing Tirol - Photo Contest

1,500 images - more than 6,500 "likes"

During the six months, more than 1,500 images have been uploaded by the regionauts in six categories (Quality Tyrol, Hay Harvest, Alpine Summer Resort, Tyrol Harvest Festival, Species-Appropriate Animal Husbandry, Schnaps as Tyrol's Specialty and Traditional Christmas Cuisine and Customs).

More than 6,500 "likes" have been attributed for the 1,500 uploaded images.

Numerous comments followed resulting in vivid discussion and exchanges among the regionauts.

Agrarmarketing Tirol - Photo Contest

Winners' photos published in print

Each district determined three winners per month per theme: three participants with the most "likes" received exciting prizes and were allocated two pages in the print edition each month.

Because most of the images were of exceptionally high quality, the customer Agrarmarketing Tirol was able to use them subsequently in their promotional and image campaigns.

Agrarmarketing Tirol was thus able to forgo high expenses associated with employing marketing agencies, and our regionaut in turn are happy to see their personal photos utilized. The customer also promoted a positive image by appealing directly to the public and appreciating the value of the submitted content.

Agrarmarketing Tirol - Photo Contest

5-digit sales volume for Tyrol district press

This campaign with Agrarmarketing Tirol resulted in 5-digit sales volumes for district newspapers. This could also be achieved through:

- double page print inserts;
- online web banners.

This campaign reached an online audience of 50,000 people.

This in turn resulted in an enormous increase in hits which in turn may signify more return from national marketing campaigns.