

Page 1

woche.at | meinBezirk.at

"The Rescue of the Wachau Bars"

XMA Cross Media Awards 2012: Social Media Stars

Presented by:

Regionalmedien Austria AG

Weyringergasse 35

A-1040 Vienna

digital@regionalmedien.at

Page 2

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.

Page 3

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.

Page 4

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.

Page 5

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.

Page 6

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.

Page 7

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

Page 8

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.

Page 9

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.

Page 10

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.

Page 11

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.

Page 12

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.

Page 13

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.

Page 14

The Secret to Our Success

Registered Regionauts

111,351 registrations since April 2010

Page 15

The Secret to Our Success

Number of Posts

387,091 posts since April 2010

Page 16

One of the many successful campaigns

"The Rescue of the Wachau Bars"

Page 17

"The Rescue of the Wachau Bars"

A chocolate tradition threatened with extinction

How it all began...

The Wachau bar produced by the Manner Company is a popular snack sold mainly by Heurigen (a place where new wine from local vineyards is served) in the Wachau and in select food stores.

When the news came out that the company was going to stop making the Wachau bars, it was broadly covered by the district press in Lower Austria which even produced an obituary for the Wachau bars.

To keep this 121 years old tradition alive, local Lower Austria papers called for a petition to preserve the Wachau bars, through Facebook, readers' letters and of course on the meinbezirk.at portal.

Page 18

"The Rescue of the Wachau Bars"

The campaign resulted in a lot of feedback

The call of Lower Austria's district press to preserve the Wachau bars was avidly followed by regionauts and readers.

They were asked to contribute their testimonials about the Wachau bars across all the channels.

The result was quite a few readers' letters, calls and expressions of sympathy to cease production.

Page 19

"The Rescue of the Wachau Bars"

The discussion naturally reverberated through meinbezirk.at where the regionauts expressed their opinions on all sorts.

Photo galleries, discussions, petitions and offers to send each other the Wachau bars - the campaign unfolded in all shapes and forms.

Page 20

"The Rescue of the Wachau Bars"

When two social media portals connect...

In addition, a Facebook group "World Cultural Heritage - the Wachau Bar" was created by the district press of Lower Austria.

The official group received 858 "likes" despite the fact that the Wachau only represents a small region in Austria.

There have been numerous other Facebook groups formed since then by fans of the Wachau bar.

Page 21

"The Rescue of the Wachau Bars"

...Even competitors talk about it...

Outside the district of Lower Austria the news made headlines.

Some Austrian media reported about the rescue campaign launched by the regional press of Lower Austria. Among them was the ORF - the largest public broadcasting station in Austria.

Page 22

"The Rescue of the Wachau Bars"

...It could only be a happy ending - thanks to the power of the district media and the community

In the end, the Wachau bars came back to life thanks to numerous voices of consumers and merchants.

The bars returned not just because of the newspaper articles, but also thanks to the multitude of emotional voices of people sharing their memories with the public.

The close collaboration of conventional and new media made the Manner Company restart the production of the popular snack. This resulted in a big celebration.