

Blick ins Ausland: Innovative Content- Modelle

Christian Kraus

Vortrag beim VDZ Direct Marketing Summit
Hamburg, 3. September 2014

Christian Kraus Consulting

- Unternehmensberater und Medienexperte
- Schwerpunkte:
 - Strategie und Wachstum
 - Organisationsentwicklung
- Sitz in Berlin, umfassende Projekterfahrung in Deutschland und im europäischen Ausland
- 7 Jahre bei McKinsey & Company, 40+ Projekte



Kontakt

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Digitale Verlagsprodukte: 3 Thesen

- Wir leben in einer Zeit der Fragmentierung□
- Nutzungssituationen sind die neuen Zielgruppen□
- Vertrieb beginnt schon bei der Produktentwicklung□

Fragmentierung

1970



2014



Zielgruppen

Fragmentierung

1984



2014



Fragmentierung

1970



2014



Fragmentierung: die nächste Welle



Nutzungssituationen



4 Nutzungssituationen

Welche Inhalte sucht der Nutzer?

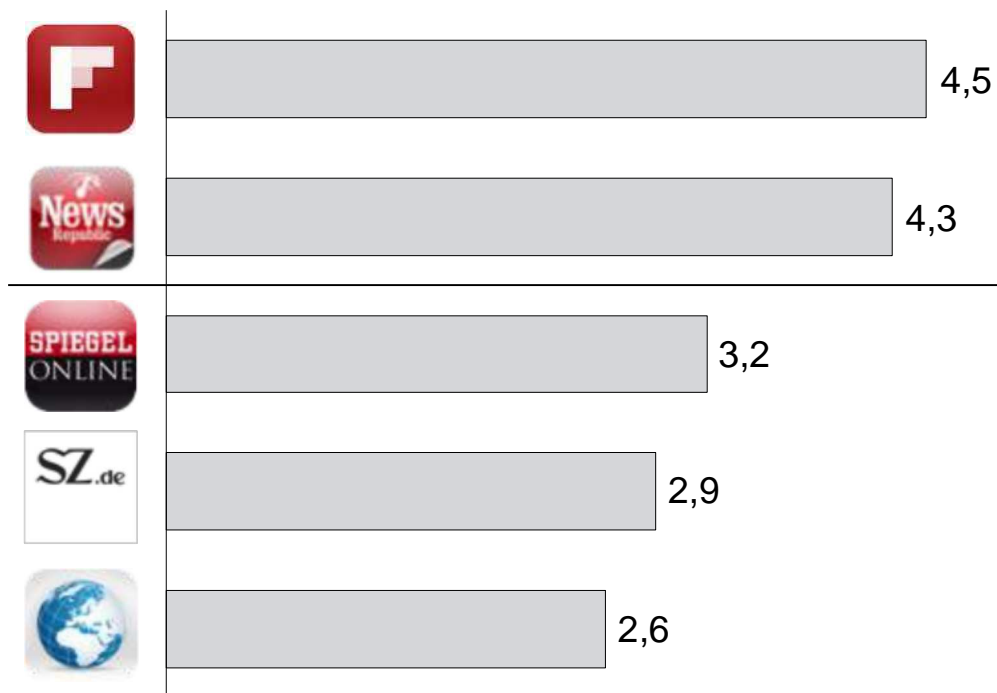


Erfolgreiche Produkte sind auf die Nutzungssituation optimiert



Das Resultat: Bessere Resonanz im App Store

Ø-Nutzerbewertung*



Typische Lob- und Kritikpunkte

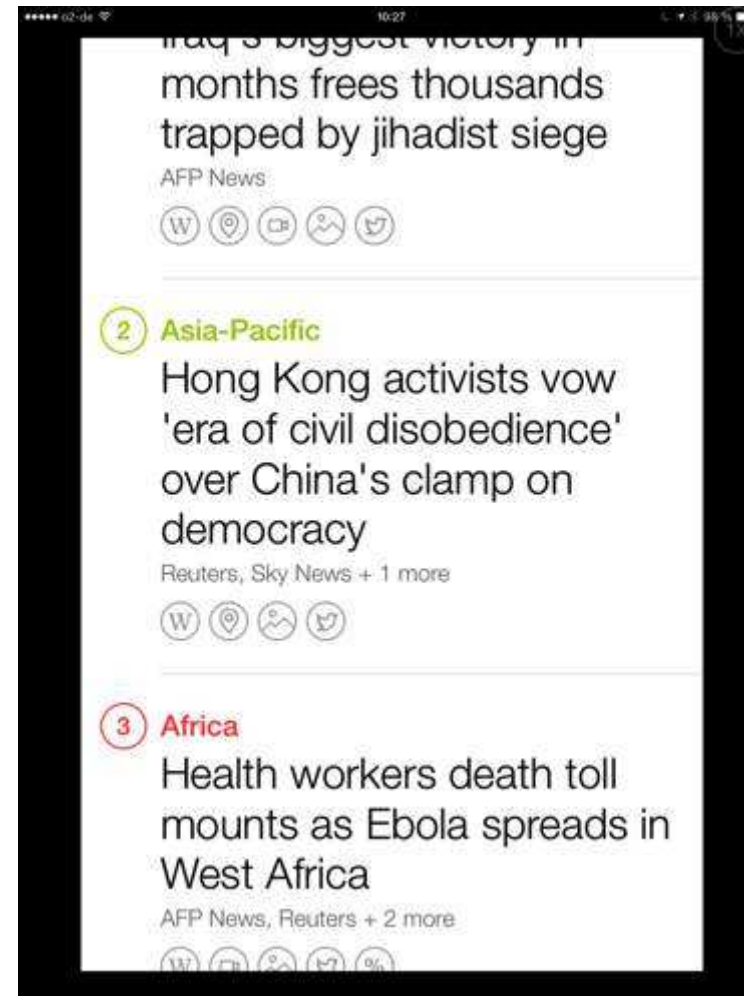
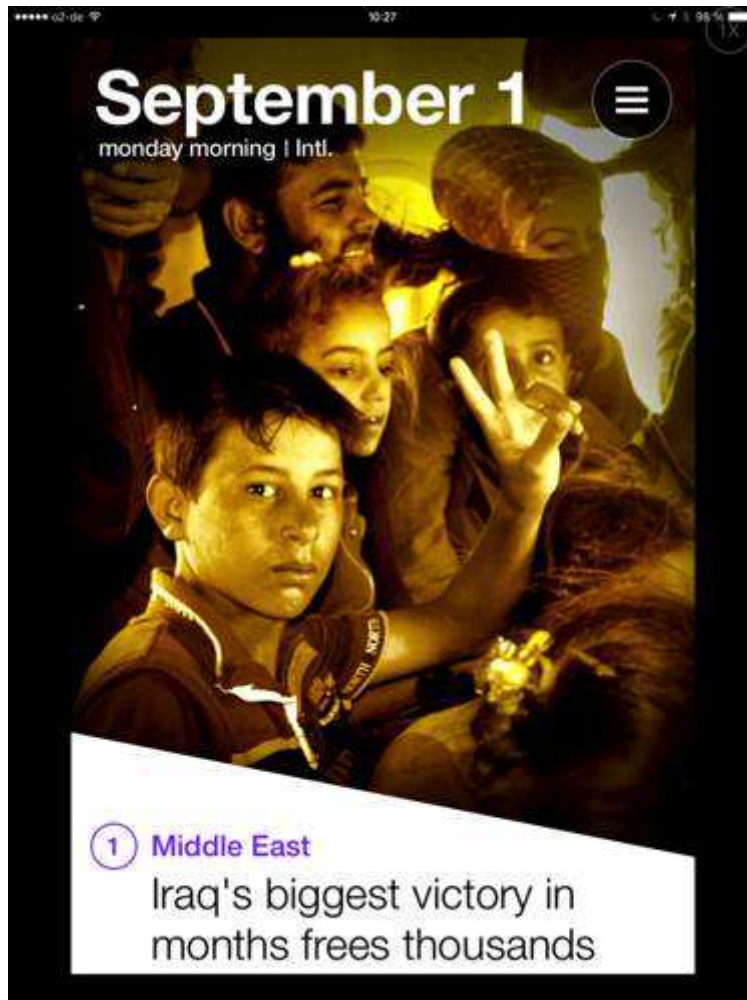
- Übersichtlichkeit
- „Objektivität“
- Gutes Design
- Technische Mängel / Funktionsfehler
- Probleme bei Freischaltung Abo

4 Nutzungssituationen

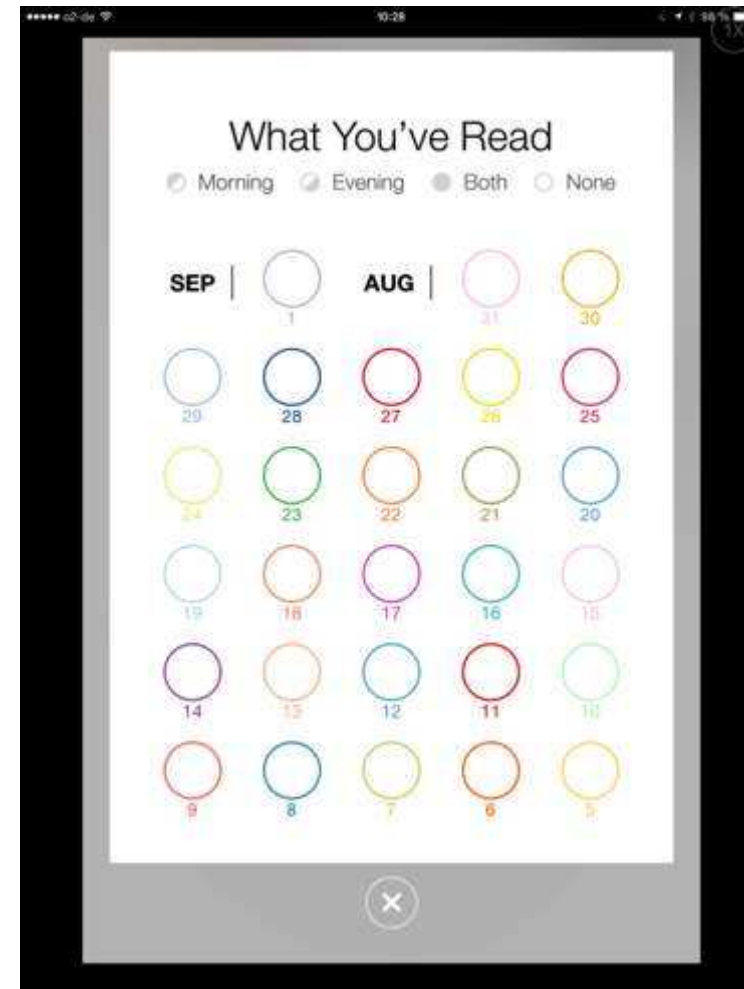
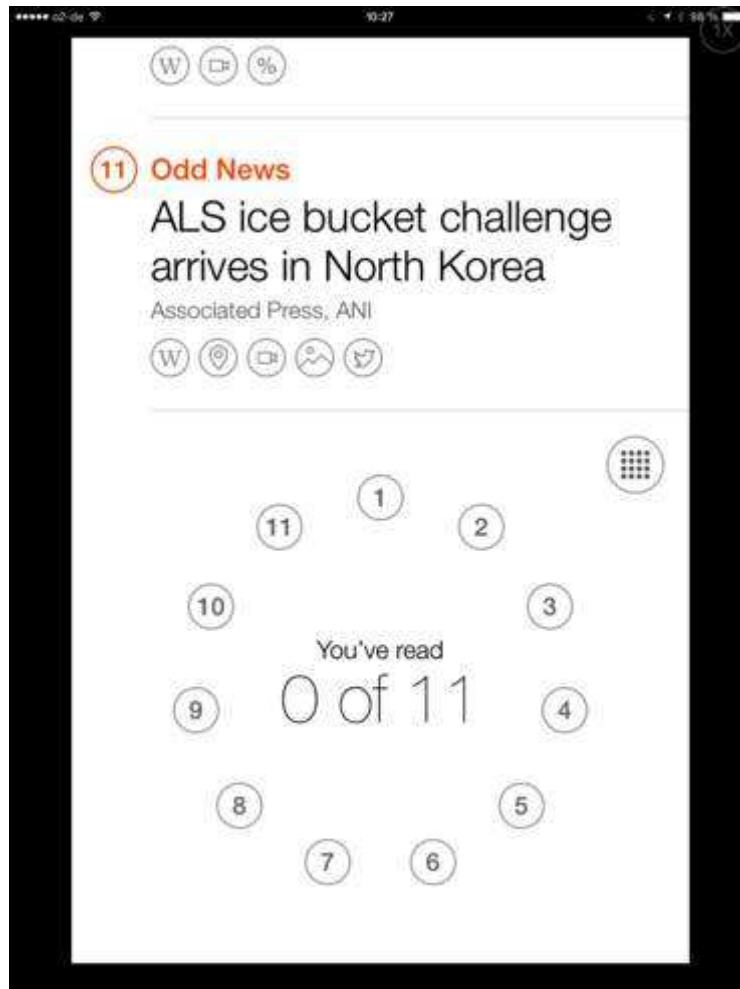
Welche Inhalte sucht der Nutzer?



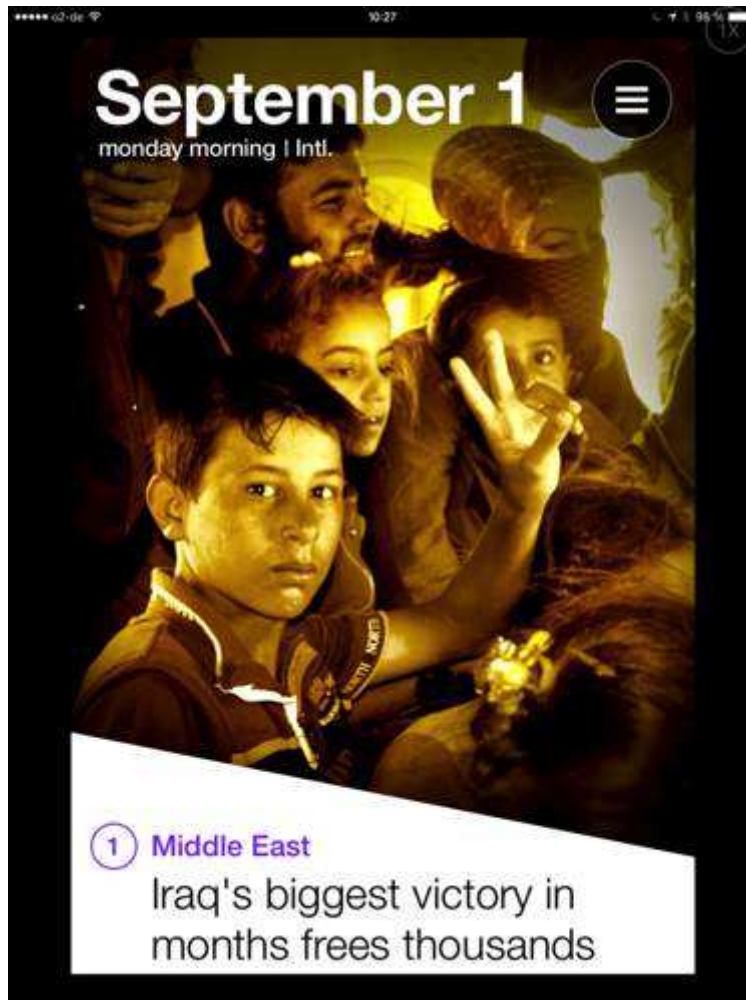
„Schneller Überblick“: Beispiel Yahoo News Digest



„Schneller Überblick“: Beispiel Yahoo News Digest



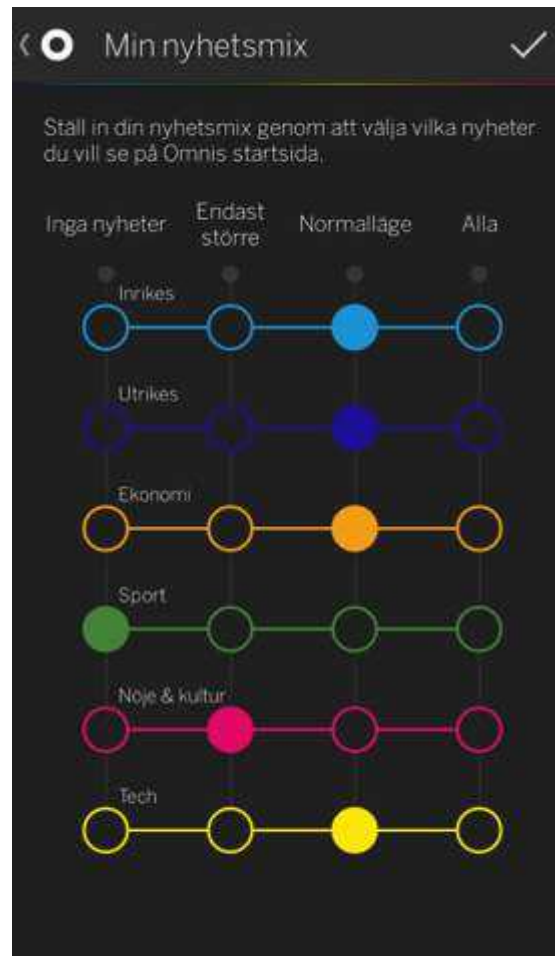
„Schneller Überblick“: Beispiel Yahoo News Digest



Aus Europa: Mobile News-App Omni von Schibsted (Schweden)



Fokus auf „breaking news“



Nutzer kann je Thema die „Nachrichtenintensität“ wählen



Inhalte sind kärtchenartig aufbereitet

Aus China: 100 Mio. USD-Investment von Sequoia in Today's Headlines



4 Nutzungssituationen

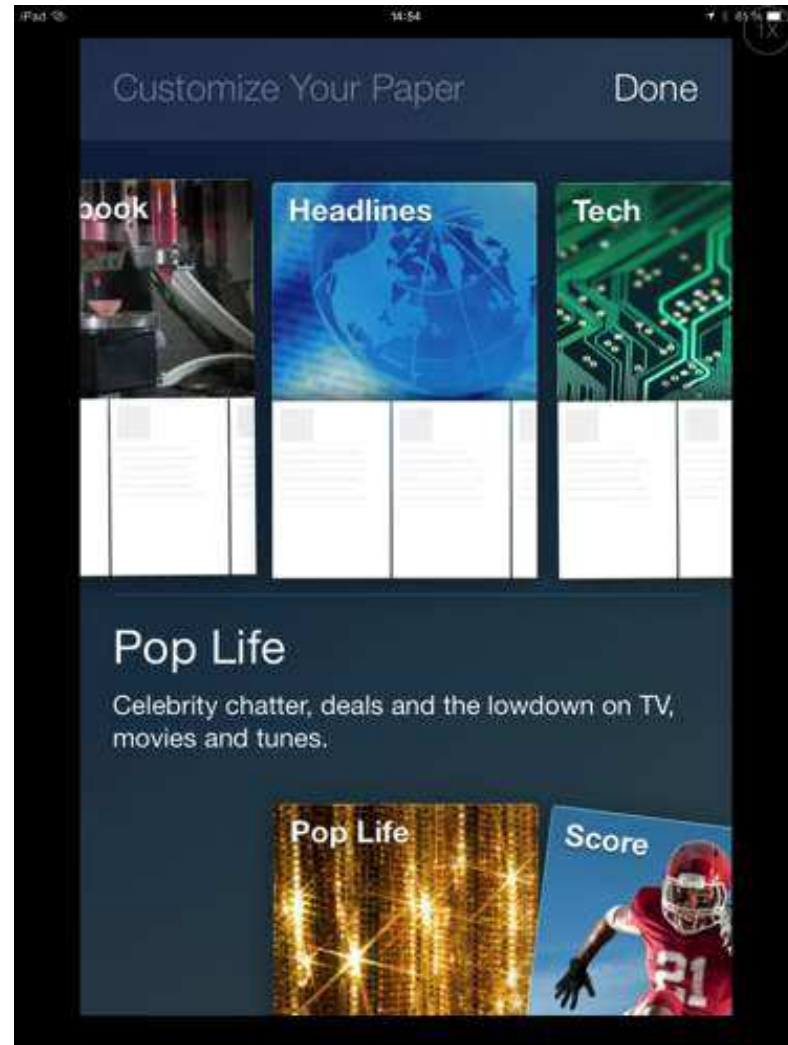
Welche Inhalte sucht der Nutzer?



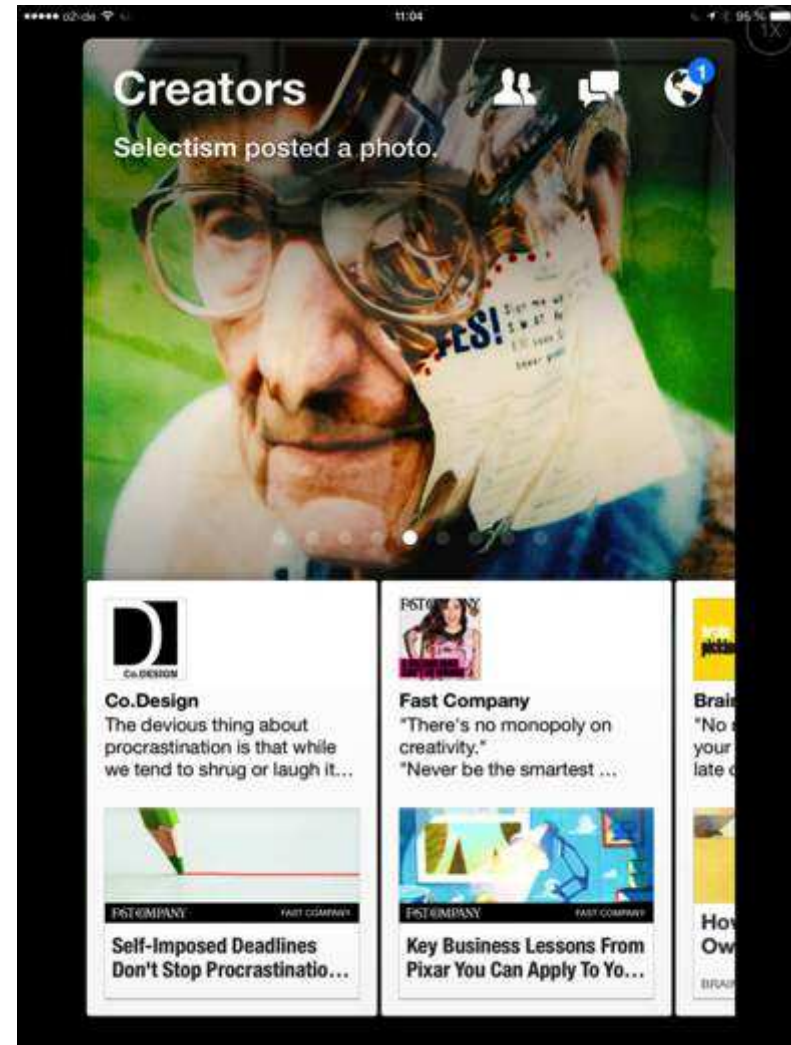
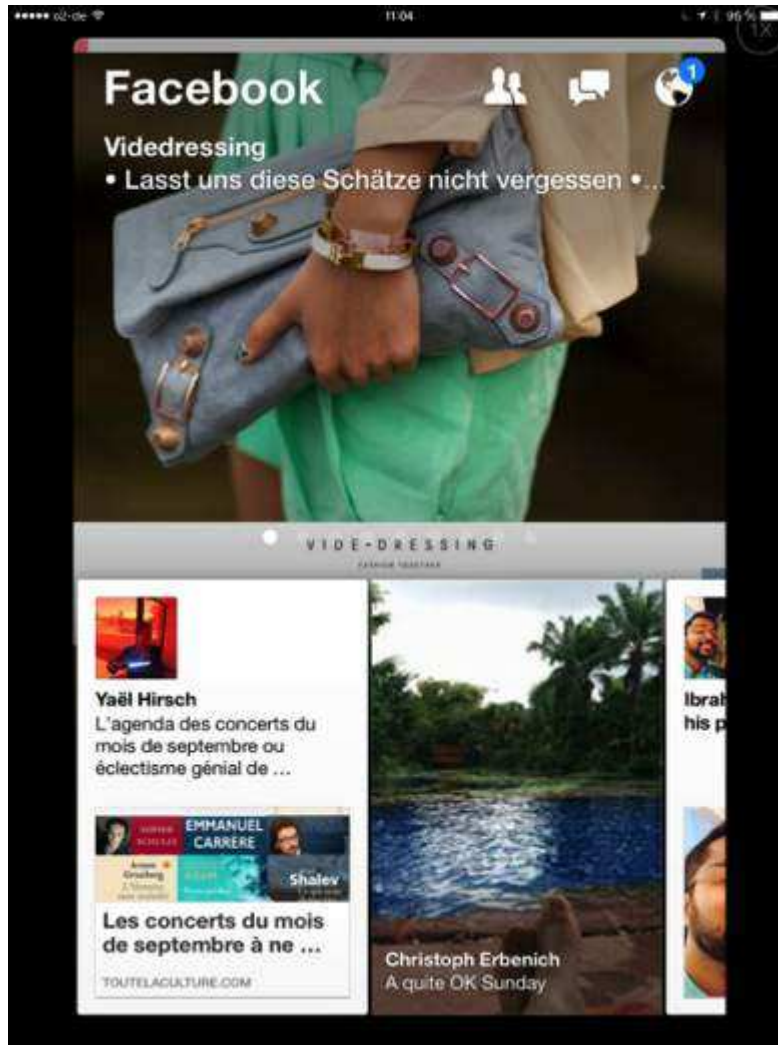
„Zeit totschiagen“: Verlage konkurrieren mit mobilen Games



„Zeit totschiagen“: Beispiel Facebook Paper



„Zeit totschiagen“: Beispiel Facebook Paper



„Zeit totschiagen“: Beispiel BuzzFeed







4 Nutzungssituationen

Welche Inhalte sucht der Nutzer?



„Orientierung / Erklärung“: Beispiel Vox



Vox MONDAY, SEPTEMBER 1, 2014    

Sunday Long Reads


*Did Tony die at the end of **The Sopranos**?*

The mystery of the falling teen birth rate

How tiny computers could change the way we live


These hairless rodents don't get cancer

View




Stop making high school students wake up so early

by Libby Nelson




Photos from Iceland's latest volcanic eruption

by Brad Plumer



Labor Day quiz: How does your salary stack up?



The most important sentence in Putin's new speech

„Orientierung / Erklärung“: Beispiel Vox



Our mission is to create
a site that's as good at
explaining the world as it
is at reporting on it. □

— Ezra Klein



„Orientierung / Erklärung“: Beispiel Vox



The screenshot shows a digital article interface. On the left, a yellow header contains the title 'The 9 biggest myths about ISIS' and the author 'BY ZACK BEAUCHAMP' with the date 'AUG 23 2014, 9:42P'. Below this is a dark sidebar with a list of nine myths, the first of which is highlighted in yellow. The main content area is white with a yellow top bar that says 'CARD 1 OF 10'. The text discusses the misconception that ISIS is irrational, explaining their strategic goals and historical context. At the bottom, there is a map of Turkey and a world map.

The 9 biggest myths about ISIS

BY ZACK BEAUCHAMP
AUG 23 2014, 9:42P

- Myth #1: ISIS is crazy and irrational**
- Myth #2: People support ISIS because they like its radical form of Islam
- Myth #3: ISIS is part of al-Qaeda
- Myth #4: ISIS is a Syrian rebel group

CARD 1 OF 10

Myth #1: ISIS is crazy and irrational

If you want to understand the Islamic State, better known as ISIS, the first thing you have to know about them is that they are not crazy. Murderous adherents to a violent medieval ideology, sure. But not insane.

Look at the **history of ISIS's** rise in Iraq and Syria. From the mid-2000s through today, ISIS and its predecessor group, al-Qaeda in Iraq, have had one clear goal: to establish a caliphate governed by an extremist interpretation of Islamic law. ISIS developed strategies for accomplishing that goal — for instance, exploiting popular discontent among non-extremist Sunni Iraqis with their Shia-dominated government. Its tactics have evolved over the course of time in response to military defeats (as in 2008 in Iraq) and new opportunities (the Syrian civil war). As Yale political scientist Stathis Kalyvas **explains**, in pure strategic terms, ISIS is acting similarly to revolutionary militant groups around the world — not in an especially crazy or uniquely "Islamist" way.

TURKEY

„Orientierung / Erklärung“: Beispiel Vox



The screenshot displays a mobile interface for a Vox article. On the left, a yellow header contains the title "The 2014 Ebola outbreak" and the author "BY SUSANNAH LOCKE" with the date "AUG 28 2014, 12:22P". Below this is a dark grey table of contents with six items, the third of which is highlighted in yellow: "3. Where is the current Ebola outbreak?". The main article card on the right is titled "Where is the current Ebola outbreak?" and contains the following text:

The current outbreak started in Guinea sometime in late 2013 or early 2014. It has since spread to Sierra Leone and Liberia, including some major capital cities. And one infected patient traveled on a plane to Nigeria, where he spread the disease to several others and then died.

(On August 24, the Democratic Republic of the Congo **reported** two cases of Ebola. **According** to the WHO, it seems to be a separate outbreak that likely started when one woman ate infected meat. In addition, those who have fallen ill have no history of traveling to West Africa or contact with people who had recently been there.)

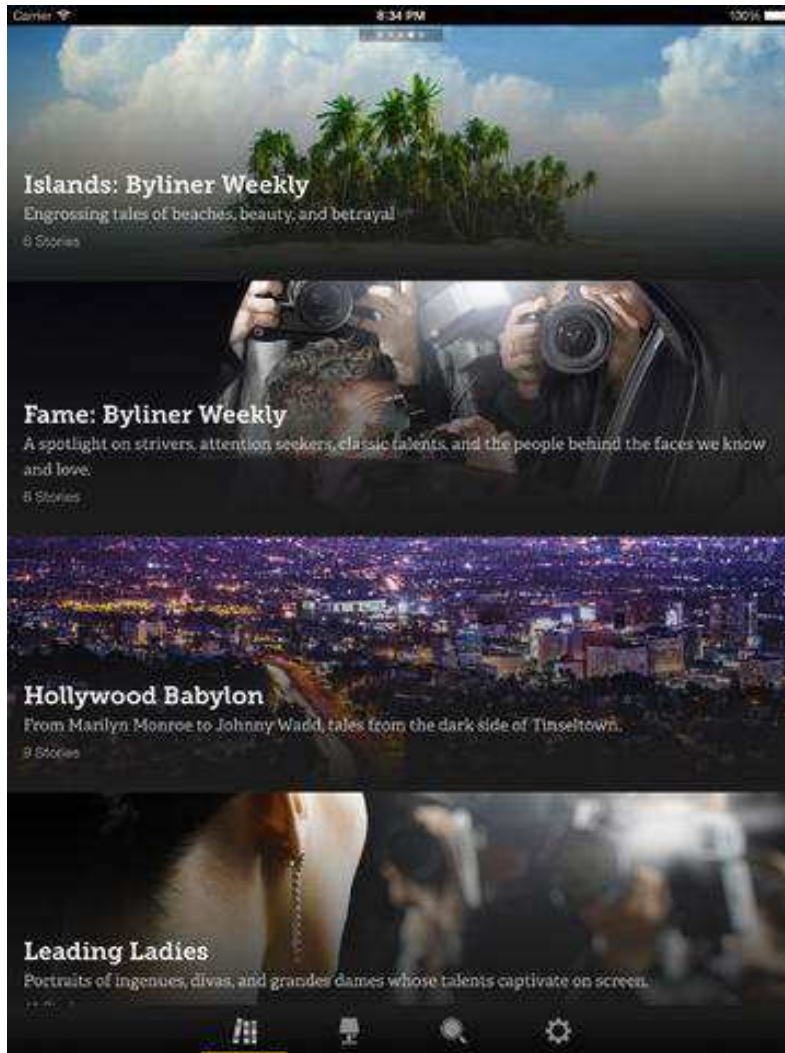
Below the text is a map of West Africa showing the borders of Gambia, Senegal, Guinea-Bissau, Guinea, Sierra Leone, Liberia, and Mali. The country of Guinea is highlighted with a brown hatched pattern and labeled "GUINEA" at the bottom.

4 Nutzungssituationen

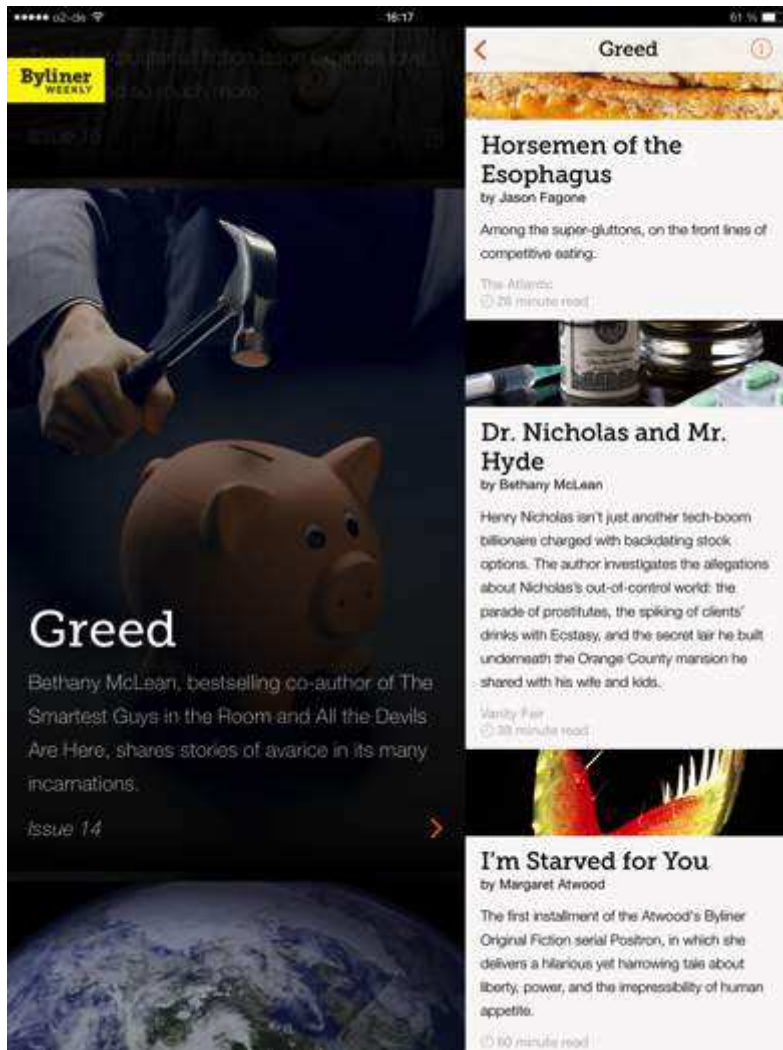
Welche Inhalte sucht der Nutzer?



„Anregung / Inspiration“: Beispiel Byliner



„Anregung / Inspiration“: Beispiel Byliner



„Anregung / Inspiration“: Beispiel Flipboard



Flipboard

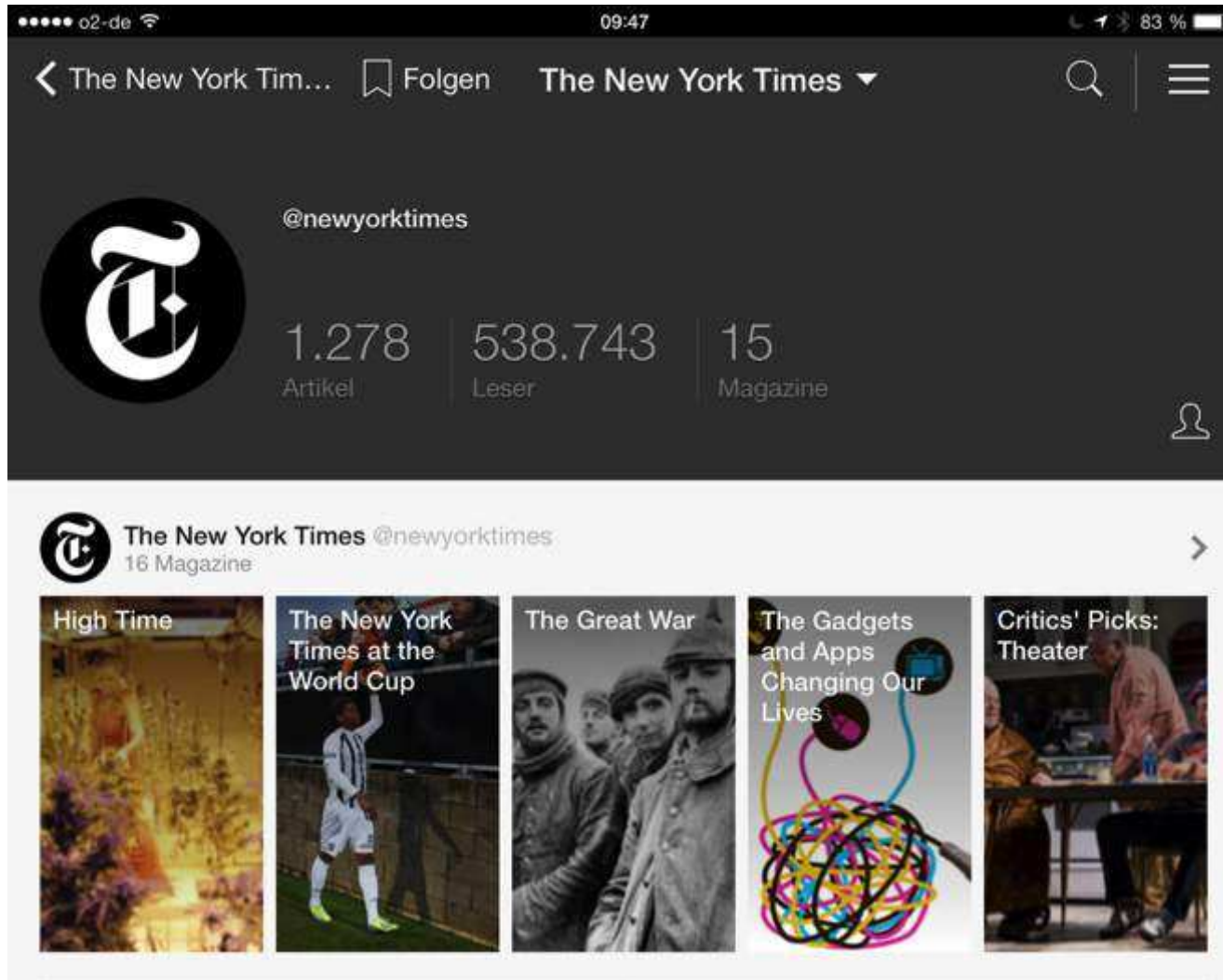
The New York Times
Now on Flipboard ▶

Your Social Magazine

Available for **iPad**, **iPhone** & **Android**

Available on the **App Store** | GET IT ON **Google play**

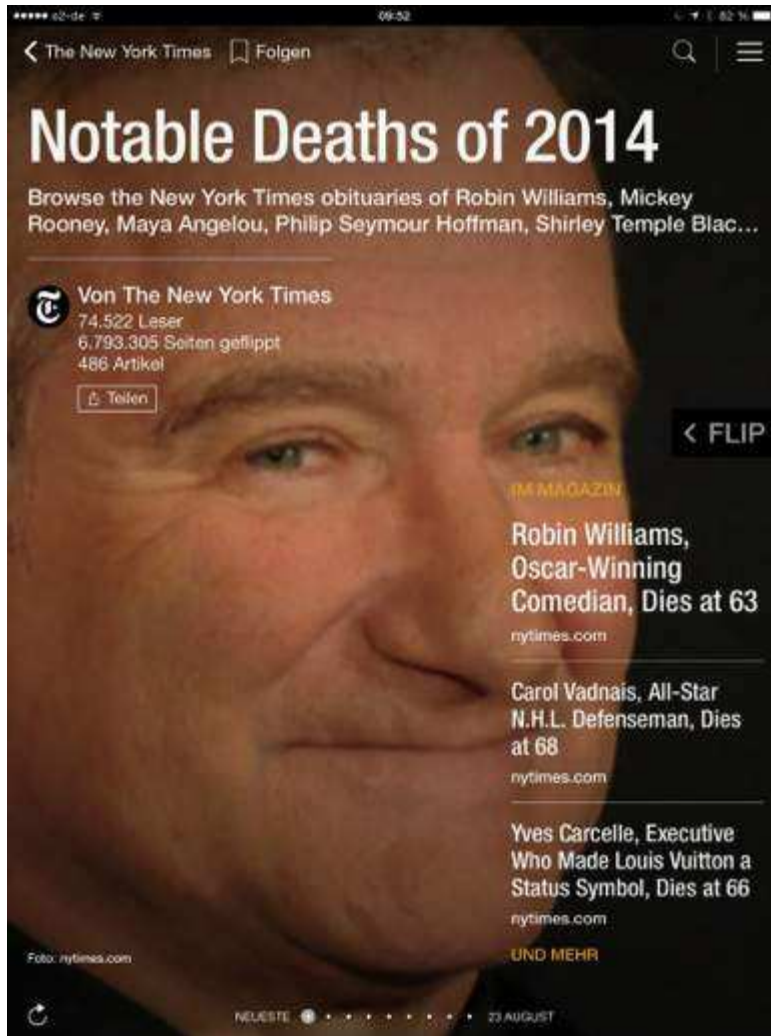
„Anregung / Inspiration“: Beispiel Flipboard



„Anregung / Inspiration“: Beispiel Flipboard



„Anregung / Inspiration“: Beispiel Flipboard



„Anregung / Inspiration“: Beispiel Paper Later



PAPER

LATER

„Anregung / Inspiration“: Beispiel Paper Later



4 Nutzungssituationen

Welche Inhalte sucht der Nutzer?



Recap: 3 Dimensionen der Fragmentierung



