CHALLENGE BRIEF

How should ČZP Večer react on decreasing interest in printing media?

1 | Who we are

Večer is a Media Company, who publishes the daily Newspaper Večer, weekly magazine 7dni, monthly Naš Dom, and has with Vecer.com the most visited Website in the Region. It is the oldest daily Newspaper in the Country (since 9. may 1945) and the largest and most important Media Company in the Štajerska Reign.

Večer is a Pioneer in the Media Field: we have published the first Tabloid Magazine in the Country, Večer was the first daily Newspaper printed in Colour, we were the first to have a Website, Večer is the only media Company in the Country to have a (Digital) Archive of all our Articles published since 1945 to date, Večer has it’s own E-Book Publishing Label Ruslica, which is the only one in our Country, Večer was the first to offer a Subscription for the Articles without Paper (Electronic subscription for Tablet Computers, Mobile Phones). Večer Online is the only slovenian printed media, which has its own video Articles published Online. Večer was and stil is a Pioneer and Innovator on the Media Field. 1/3 of our Employees has a Facebook, Twitter and LinkedIn Profile.

2 | Define the users, people affected by your product/service

The Newspaper Večer in printed Version is every Day read by 97.000 Readers or 5,7 % Slovenian citizens, while Večer Online visits 116.000 readers every month, which is 8,7 % Slovenian citizens with Access to the Internet and Večer Mobile (Mobile Phones, Tablets) is being used by 47.000 users every Month, which is 11,7 % Slovenian Smartphone Users.

Major part (88,9 %) of the readers of the Printed Newspaper Večer are located in the Štajerska Region. 56,4 % Readers of the Printed Newspaper Večer is older than 50 years and 52,5 % Readers of the Printed Newspaper Večer has an monthly income less than 730 EUR.
While 39.5% Users of Vecer.com is older than 50 years, 14.1% Users of Vecer.com is younger than 20 years and only 6.3% of Students (plus 5.0% of High School Students) visits Vecer.com.

In Maribor Vecer.com has 2.7 Users per one Internet Connection, in Ljubljana 0.6 Users per one Internet Connection, in Celje 0.8 Users per one Internet Connection, in Murska Sobota 1.1 Users per one Internet Connection, in Kranj 0.4 Users per one Internet Connection and in Novo Mesto 0.6 Users per one Internet Connection.

Among the printed media in Slovenia we have the highest Number of Facebook Friends (more than 17,000) and the highest Number of Twitter followers (more than 6,000).

3 | Define the problem

On one hand, we would like to further follow and adapt to the changed reading habits (no more Rituals - morning reading by a cup of coffee, People have less time for printed Media) and recognize new behavioral patterns (new ways of reading, new ways of sharing Information), while on the other hand, it is important for us to increase the share of young people/readers and to expand into other Regions.

We realize the topical problem of High Subscription - 30 EUR or 5% from the Salary of an Average Reader / Internet User (2/3 of the Costs are Print + Paper + Distribution) and low advertising Revenues (2/3 of the advertising Budgets is accounted for TV, 1/5 for Press, 1/25 for Internet); not to mention Competition (Tabloids, Free of charge Newspapers, Competition from other media - Internet, Television, Social Networks) and the fact that we advertise our New Products mainly in our own Publications.

Therefore we are thinking about finding new Groups of Readers and offer them specialized Magazines (for example for Fisherman, Mushroom pickers, Gardeners, ...) and considering that we don't have a Team for the New Media (Marketing Professionals, Multimedia Journalists, Web Designers, Web Developers) finding appropriate organizational/business model for new Groups of Readers and our new products.

4 | What are the current solutions to it (if any)

We have 8% e-subscribers (Subscription without Paper), an Application for iPhone, iPad and Android, we are sponsoring sport, cultural and humanitarian Events and we
are organising our own Events (Summer in the City, Večer's Picnic, Večernica, Bobu Bob).

5 | The challenge

Basically we would like to maintain or increase the Satisfaction of our Readers, but from the business aspect, we would like to find new financial Sources and to increase the Number of our Readers and the Number of Advertisments. Help us to find new target groups and which content to offer to them (for example: readers, who use electronic banking, or single women with pets, or divorced men, who like soccer). What kind of new forms of information delivery / new ways of reading can we find and how to inform the whole Country about our Magazines / Products?