Habit over engagement is the key to retention

Amy Bissett
Director of Premium Distribution - News Corp Australia

News Corp Australia

Engagement Markers

description

01

Article Engagement

home

02

Homepage Engagement

touch_app

03

Audience Action

What's the theme?



ACROSS

1. Jungle climber
6. Suffix with rheo-
10. Some like it hot
14. San Diego State University athlete
15. Go off from a group
16. Switch add-on
17. Limeys' hangovers?
20. Presentation of a Wall Street index?
21. Gliding dance step
24. Obtuse ones
25. Connector of legs: Abbr.
26. Bad-mouths
31. First name in old Illinois politics
33. Herpetologist's catch
34. Third year of Nero's reign
38. Hot-rodders' finales?
41. Safe's partner
42. Prod
43. Pull on
44. He managed the U.S. to its first Olympic gold in baseball
46. "Evil Woman" grp.
47. Company acquired by Maytag in 2001
51. "Dio, mi potevi scagliar" singer
53. Expelled because of a low grade?
58. Tough spots to be in ... or what 17-, 20-, 38- and 53-Across represent?
62. Carrier whose name means "skyward"
63. One-named supermodel
64. Composer Webern
65. Woden's domain
66. Some sushi fare
67. Knife handle?

DOWN

1. Scale notes
2. Special ending?
3. Suzuki product: Abbr.
4. Paint and brush, for a painter
5. Word puzzle enjoyed by Queen Victoria
6. Mil. rank
7. Unit of pressure
8. Shaving cream additive
9. Ancient wrap
10. Teleports
11. A natural leader, supposedly
12. Heavy weight, in France
13. Animals, to bacteria
18. Still-life figure
19. Money-raising grps.
21. Ballot detritus
22. Monster in the second labor of Hercules
23. "Sounds like ___!"
27. 7 for N, 8 for O, etc.
28. Extremely successful, in slang
29. More vigorous
30. U.R.L. ending
32. Gray
34. "Turandot" soprano
35. 1992 Obie-winning dramatist Paula
36. Leaving nothing out
37. "Not so!" retort
39. W.W. II egcy.
40. School funder, in part
44. "For sale" sign site
45. Capital east of Riyadh
47. Ford succeeded him
48. Cabbage
49. Egypt's Sadat
50. Simon and Diamond
52. Minnesota city
54. "Uh-huh"
55. "The discoverer of all things": Cervantes
56. World Wide Web code
57. Calendar abbr.
59. Like some drugs: Abbr.
60. "Why ___?"
61. ___-Caps (candy)

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TELEVISION



NEWS IN BRIEFS

NATASHA is delighted for Posh and Becks. She said: "Even though they desperately wanted a little sister for Brooklyn and Romeo, I'm sure they are all excited. And I bet they will enjoy trying until they get a little girl."

OH BOY
OH BOY
OH BOY

First Brooklyn, then Romeo...will Becks' third be Juan-Neil?

Homepage worthy

Homepage editors rank stories based on:

01 Is the story going to click?

02 Is the story mix right?

03 Is it time for a refresh?



News Corp Australia

A 7-day rhythm



Mon

ASX Trader

Expert analysis from the trading floor.



Tue

Hannah Hotline

Optimising your most valuable asset: your earning potential.



Wed

Craig Dickson

Translating top-down economic indicators into bottom-line reality.



Thu

Alec Renehan

Demystifying the share market with clear, analytical investing strategies.



Fri

Ben Nash

Structured financial architecture for your future.



Sat

Noel Whittaker

Australia's preeminent voice on superannuation and wealth protection.



Sun

Barefoot Investor

The ultimate weekly reset and financial agenda.

Distribution



HOMEPAGE HIERARCHY

- Tops 1-3
- Tops 4-6
- **National - Spot 7**
- *Extra Tops trial x3*
- Network (lifestyle)
- Education
- Vertical video
- Tops 7
- Tops 8-9
- Tops 10-12
- Health
- Network 4-6
- Opinion
- Tops 13-15
- Tops 17-19

Pay and stay

Audience pay for...

Daily breaking business news relative to the market the reporter is in.

Audience stay for...



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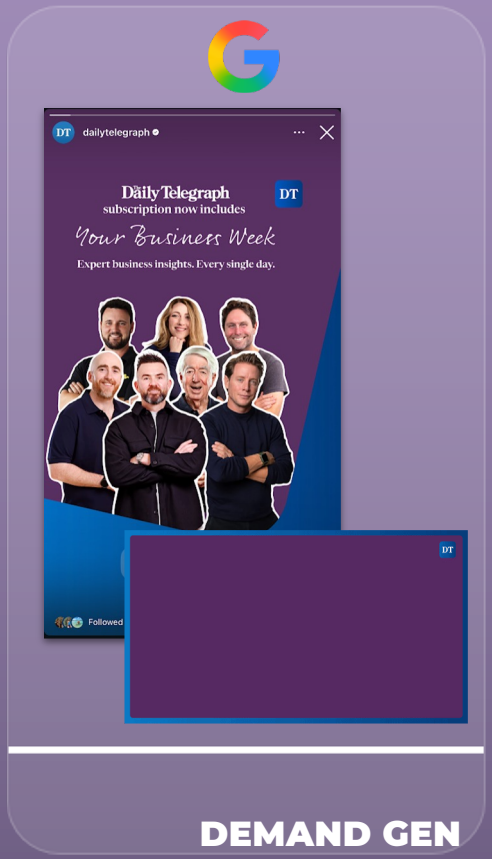
Sun
Barefoot Investor
The ultimate weekly reset and agenda.

Sweat the offering



OWNED MEDIA

Upper Funnel: Awareness



DEMAND GEN

Mid Funnel: Traffic | Static & Vid



Article performance

01 MOM lift in article engagement

02 Sunday performance highest

03 Starting acquiring subscriptions



Purpose of the homepage

flash_on**01**

The fast

Today’s news you need to know

tune**02**

Personalisation

Evergreen breadth that connects

weekend**03**

The slow

Furniture for familiarity