

# Berlingske PULSE

*Breathing life into Berlingske*



## Considerations

**75%**

Of Young Danes get their daily news through social media

**35%**

Of Danes U30 are willing to pay for online news content

**Trailblazer**

Berlingske is at the forefront of digital innovation within modern media

## Question

How can Berlingske **evolve its digital offering to better engage and retain** users aged **18-30**, thereby reaching an additional **5 million Kroner in revenue** within this segment by 2027?

## Strategy

**Berlingske PULSE**

**PULSE in 5**

Personal Journalist provides **Bite-Sized 5-Minute** daily news briefing

**PULSE Points**

**Integration** of Personal Journalist providing **instantaneous audio-visual insights**

**PULSE Beyond**

Partnerships and shareable weekly wraps to **attract & retain** subscribers

## Impact

**\$5.79M DKK**

Additional revenue generated by 2027

**2,100**

New subscribers per month (under 30)

**9,058**

Average User visits (daily)

# MARKET INSIGHTS



# Berlingske's independent journalism and digital-first approach have earned a strong audience, but younger engagement remains an opportunity

# B

## Longstanding Reputation

Leading Danish news outlet known as a reliable and authoritative source in the Danish media landscape.

## Serving Diverse Audiences

Focus on society, opinion, business, and culture connects with varied consumer groups, driving audience growth.

## Quality Journalism

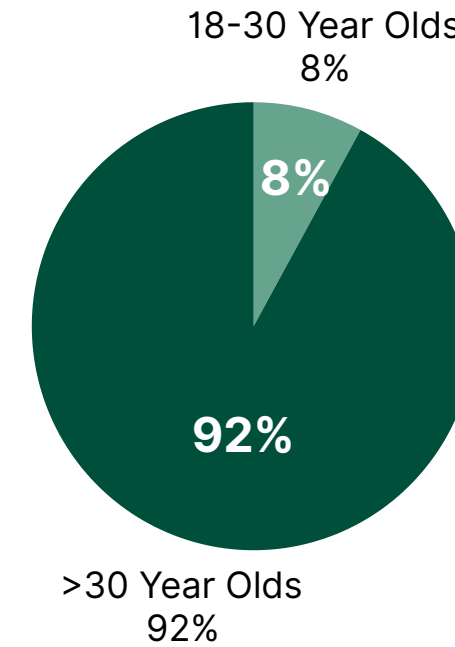
Prioritises rigorous, in-depth journalism, reinforcing its reputation as a trusted source for reliable news.

## Strong Digital Adaptability

Through driving a 'mobile first' strategy, you have embraced digital innovation and increased your digital presence.

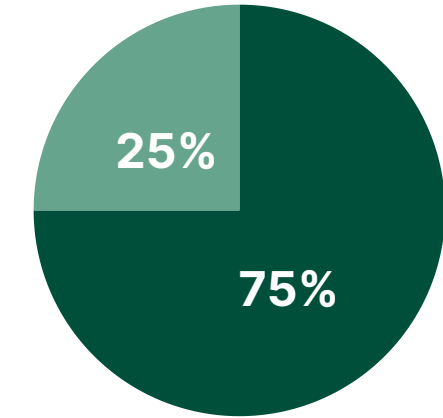
## Innovative Content Formats

Readers are engaged through podcasts, recipes, quizzes, debate panels, personalised newsletters, in-person events and Youtube videos.



Age of Berlingske Subscribers

Not through Social Media  
25%



Access through Social Media  
75%

Percentage of 18-29 Year Old Dane's who get news on social media daily

## Opportunities for Growth:

Berlingske struggles to **capture the attention of 18-30-year-olds** who demand **fast, accessible content**, obtaining it through social media.

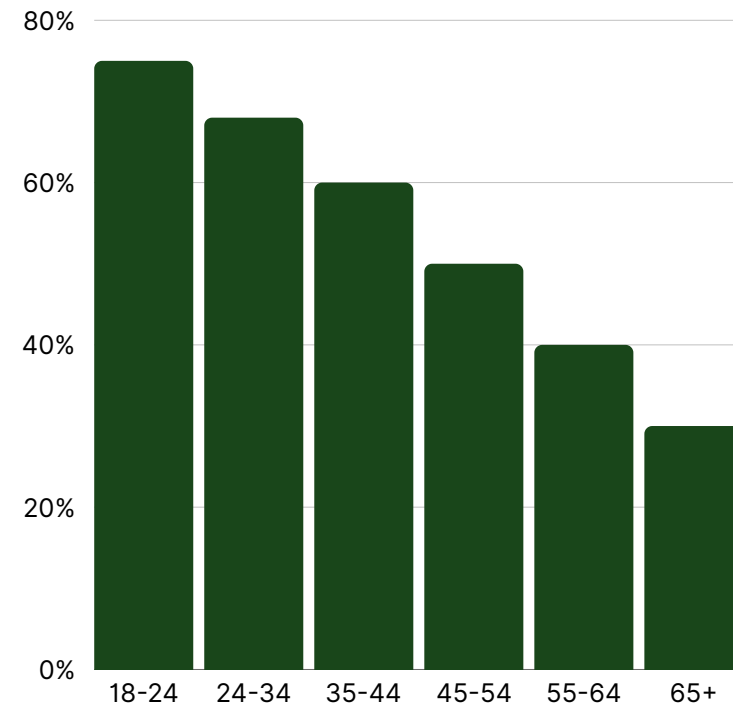
## Next Steps:

Understand consumer needs and habits to increase engagement.

Use insights to effectively adapt business model, increasing engagement.

# 18-30-year-olds favour hyper-personalised, concise content that is convenient, immediate, and aligned with their varied interests

## % of Danes who read daily news through social media



### Visual and Interactive

**52.6%**

Greater engagement with interactive content compared to static content (Deloitte, 2022).

**90%**

Internet traffic is expected to be short-form video by 2025 (Microsoft, 2024).

**Insight:** Strong demand to present media in a highly interactive and captivating form to obtain interest.

## Needs and habits driving young adult behaviour in Denmark

### Personalisation

**45%**

Of Gen Z will leave a website if it doesn't predict what they like or need (Twilio, 2023).

**62%**

Of Gen Z are willing to pay extra for personalization, more than any preceding generation (Twilio, 2023).

**Insight:** Greater expectation for curated feed for their interests.

### Accessibility and Efficiency

**65%**

Of young adults utilise one or more social media platforms due to efficiency and convenience (Deloitte, 2022).

**95%**

Of young adults have accessed news on their smartphones (Reuters, 2024).

**Insight:** Require efficient and rapid media that integrates seamlessly into their fast paced lifestyle.

## Berlingske Offerings

**Swift Digital-First adoption**  
Uplift in digital subscribers to 60,000+ monthly, double that of Print

**Standard productised offering**  
Three ‘Premium’ subscription-based digital models

**Pain point-driven pricing model**  
Discounted content 50% for U30, but only 8% of users are U30


**Applying other media channels**  
Social media, recipes, in-person events, etc

## Trends

**800,000+**  
MONTHLY USERS WITH BERLINGSKE DIGITAL

**DIGITAL | DIGITAL+ | COMBI**

**35%**  
OF DANISH U30 ARE WILLING TO PAY FOR ONLINE NEWS CONTENT

  
87% OF U30 ARE DAILY USERS OF SOCIAL MEDIA

## Application to Berlingske

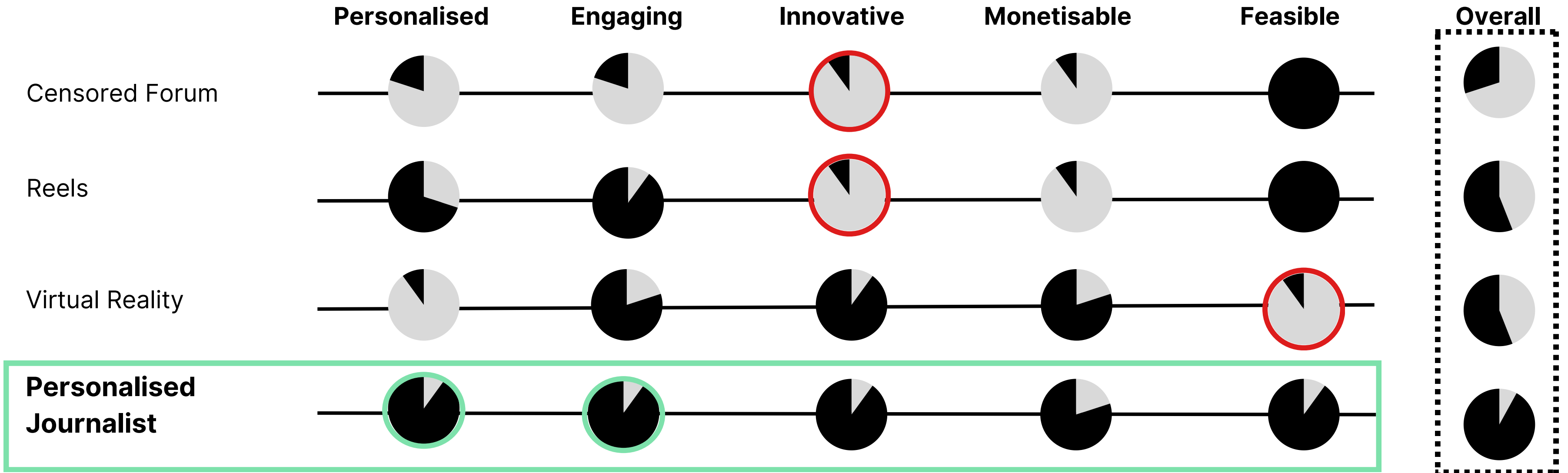
**Credibility & Accuracy**

**Opportunity for Further Personalisation & Relevance**

**Opportunity to better monetise for U30's**

**Accessible & Engaging**

**Various options were considered; however implementing a Personalised Journalist is the most effective solution**



**Implementing a Personalised Journalist is the most unique, engaging and feasible solution.**  
 Both a censored forum and reels are limited in their ability to provide additional benefits from social media. Virtual reality whilst innovate, is limited in it's feasibility and application to daily lives for 18-30 year olds. The **Personalised Journalist** provides a compelling mix of engagement, personalisation, and practicality, positioning it as the most impactful choice.

# SOLUTION





**Berlingske PULSE is an individualised, efficient and interactive Personal Journalist integrated into Berlingske Media to successfully attract 18-30 year olds**

# Berlingske PULSE

Integrated into the Berlingske App, Berlingske PULSE is the **Personal Journalist for everyone.**

Berlingske PULSE involves two distinct components.

1

## PULSE in 5

Personal Journalist provides **Bite-Sized 5-Minute** daily video briefing

Interactive **audio-visual features** engage users providing **efficient** updates

Utilisation of comprehensive **suite of AI Tool**



2

## PULSE Points

Integrated throughout the app

Personal Journalist delivers **bite-sized audio-visual summaries of top articles**

Offers real time conversation for users to discuss the latest **media buzz**

# Pulse 5 is a hyper-personalised and efficient approach to bringing users the top 5 news stories tailored to users interests in just 5 minutes

## Key Benefits



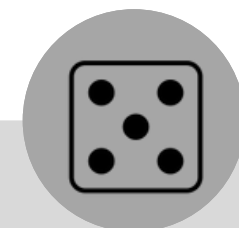
### Audio-Visual Format

Captures the attention and enhances the engagement of 18-30 year olds in their preferred media format.



### Personalisation

Hyper personalised media experience with tailored news stories, curated to keep users informed. Caters to the needs of young adults.

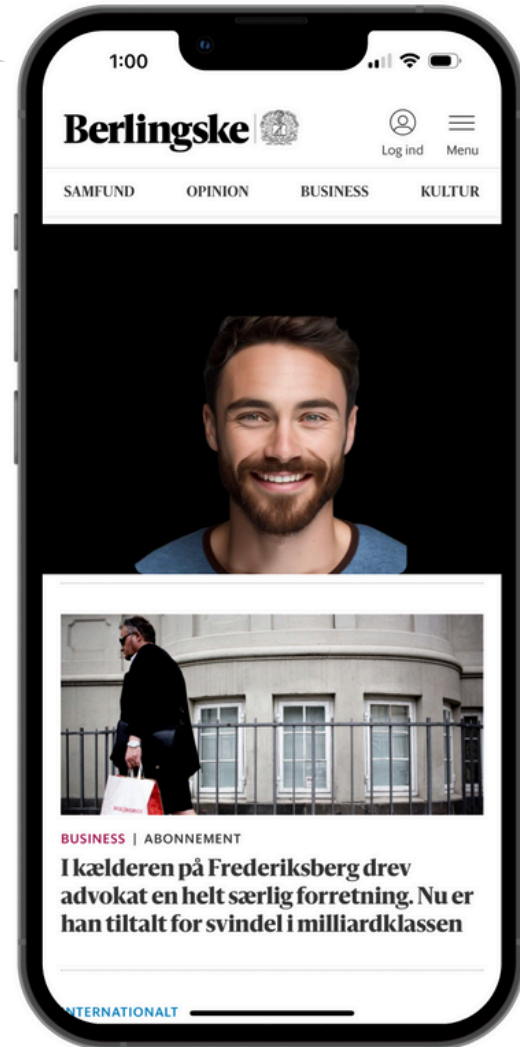
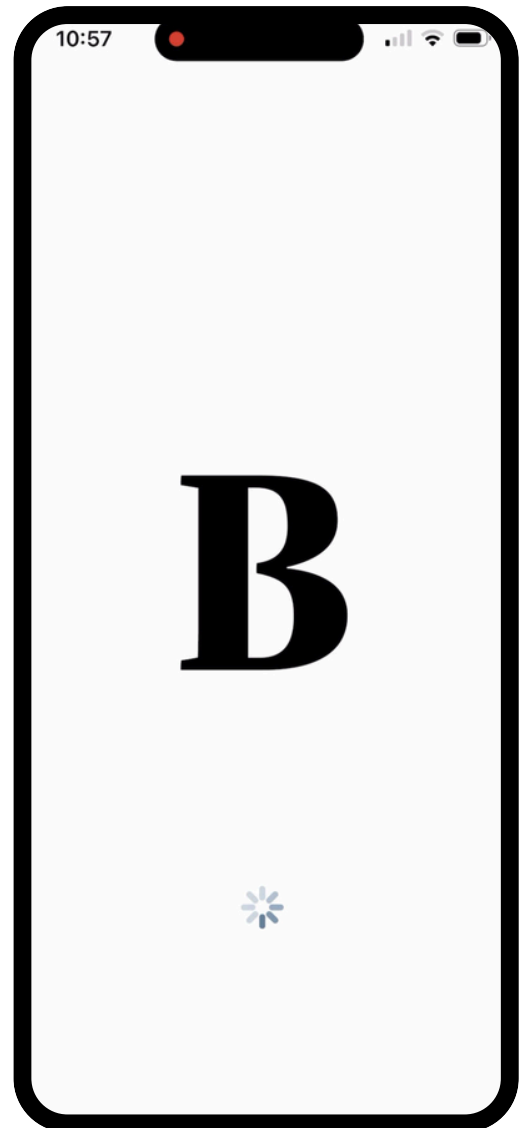


### Bite-sized

Top 5 stories in 5 minutes  
Bite-sized news consumption, ensuring quick, relevant updates meeting the convenience and efficiency needs of young adults.

Good Morning Emma,  
Here is your daily Pulse 5

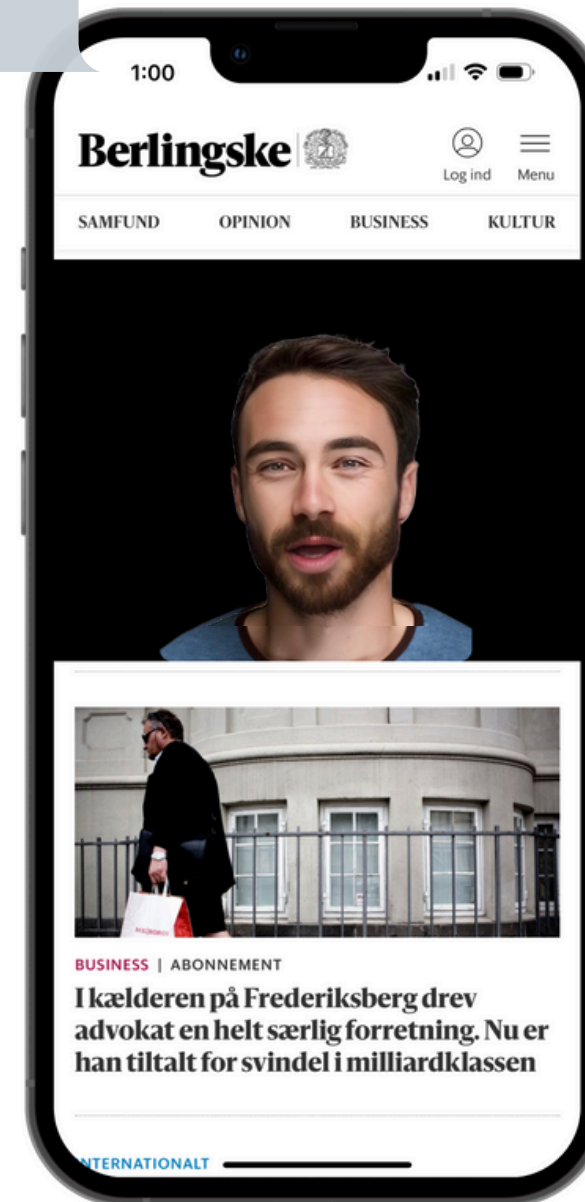
1. At the beginning of the day, Emma opens the **Berlingske App** to get her daily **Pulse 5**.



2. When Emma opens the app, she is met with her friendly personal journalist, Carl. Through a video Carl, will **outline her daily Pulse 5**.

3. **Pulse 5** utilises Emma's personal preferences and data to provide a **5 minute summary of the top 5 news stories** that would interest her.

Scientists have proposed new CO2 quotas



# Pulse Points ensure the Personal Journalist is fully integrated into Berlingske, leveraging instant insights and article summaries to engage young adults

Utilising voice-enabled conversational AI users can:

## Ask Anything

## Instant Insight



Listen to breaking news updates from your Personal Journalist



Find interesting articles




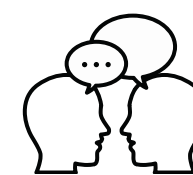
Seamlessly search for topics




Get interactive insights

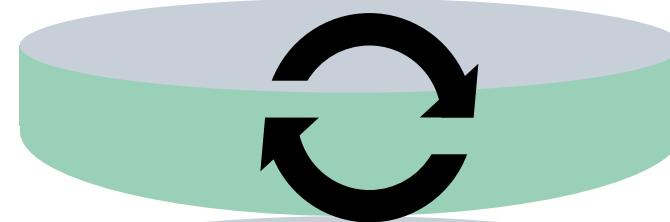
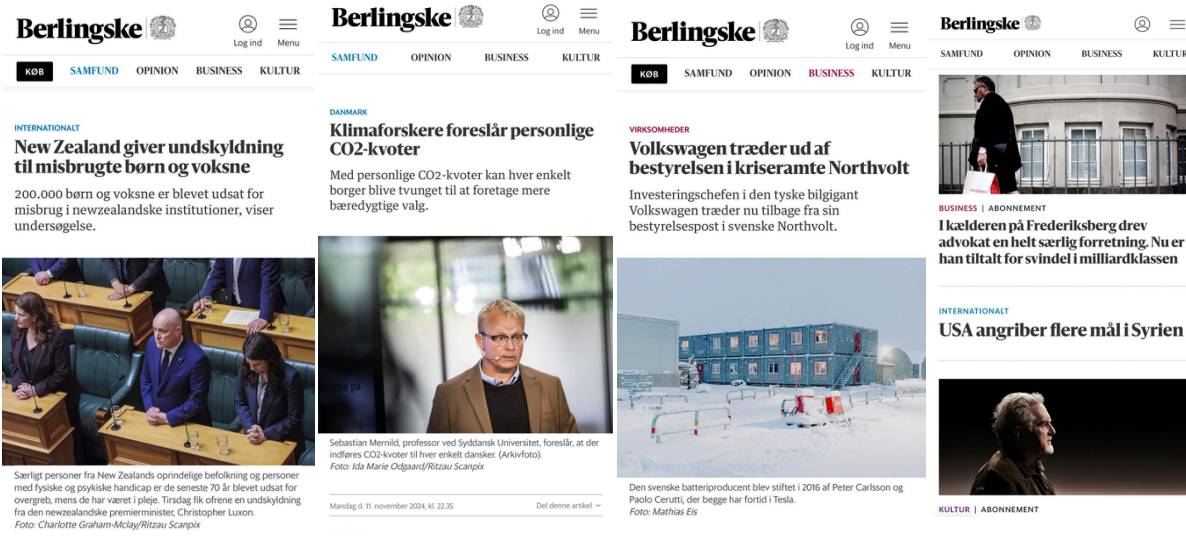


Audio visual enhanced article summaries 

Conversational interaction with personal journalist 

Delve into further Q&A about the article 


Personalised Journalists will **revolutionise** media consumption, **transforming** the **global news experience**. Through daily summaries, ask anything and instant article insights, young users will access **fast, engaging content**, driving **digital growth**.





## User Onboarding

1. What is your name?
2. What is your email address?
3. Describe your ideal personal journalist:
4. Please list your top news interests below:
  - Climate
  - Politics
  - History
  - Culture

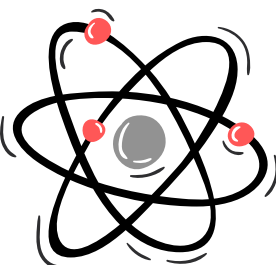
Through this onboarding process Berlingske's Personalised Journalist is effectively adapted to suit the individual needs and interests.

 Natural language description of Personal Journalist.

 Takes user context (preferences, literacy, etc.) and Berlingske articles to produce summary.

 Combines output from Leonardo AI and Open AI to produce the Personal Journalist.

# This technology has proven effectiveness in boosting engagement and enriching user experience in both media businesses and educational institutions



UNEEDQ created a digital version of Albert Einstein as an **educational** and **engagement** tool. Digital Einstein offers real-time conversations on his work, and theories, creating an **immersive experience**.



The Times has developed an **AI Tool**, JAMES, serving as a **Digital Butler** to **personalise newsletter distribution**. Through analysing reader preferences, habits and new preferences JAMES produce individualised newsletters.

350K

Questions answered by Einstein in his first two weeks

350%

Increase in website traffic after launch

68%

Of users would definitely speak to him again

70%

Interaction rate

49%

Reduction in cancellations

**Insight:** Digital Humans boost engagement with content by creating immersive, interactive experiences.

**Insight:** Utilising AI to personalise content for news readers effectively drives engagement.

(The Hebrew University of Jerusalem, 2024)

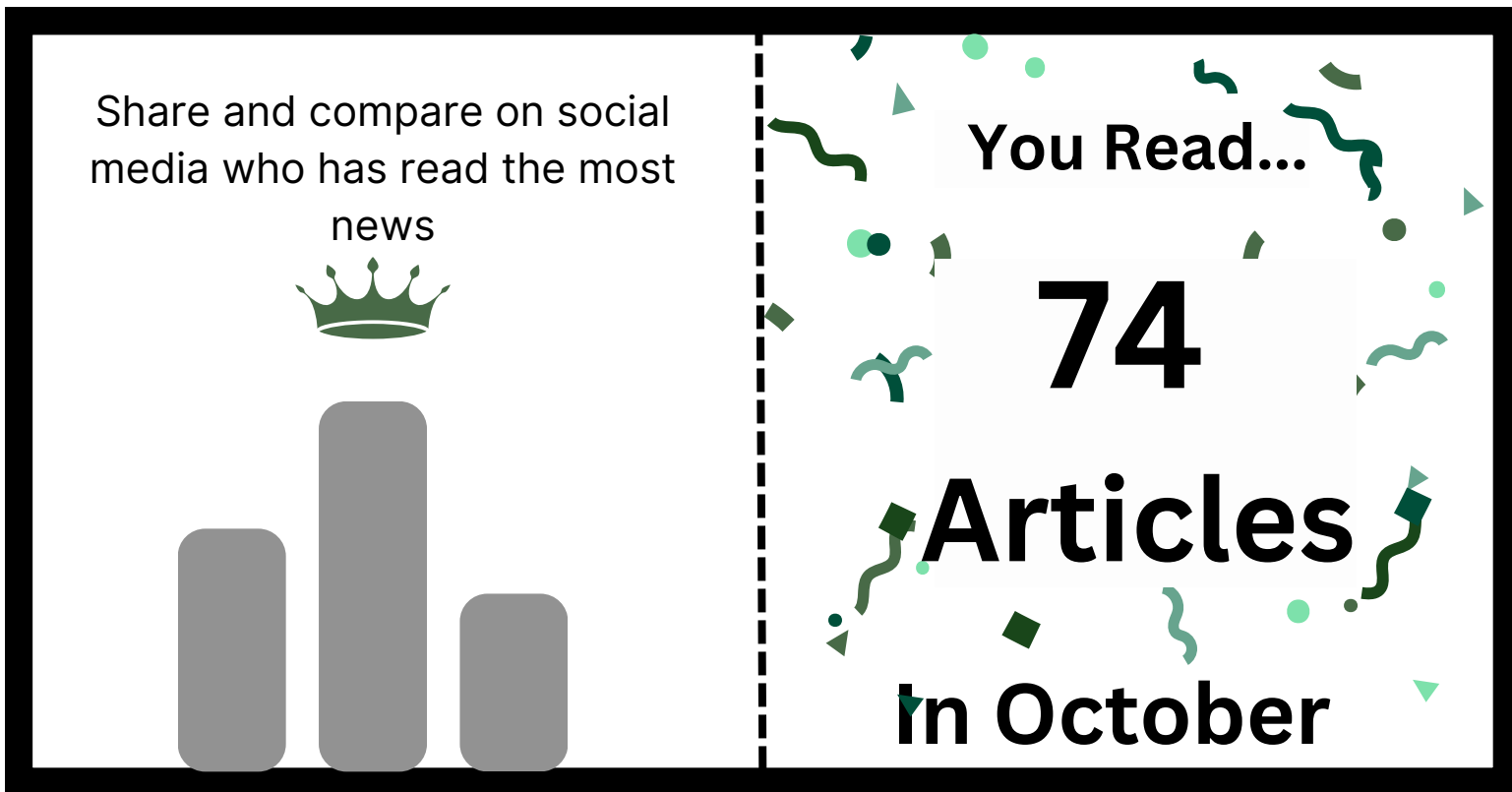
(The Times, 2024)

## Tactic 1: Increase awareness of Pulse using Weekly Wraps

WATCH

READ

SHARE



**Outcome:**

Sharable news feed summary, to build engagement and grow user base by affiliation

## Tactic 2: Streamline new subscribers via partnerships

1



Combine with subscription-based gym franchises

High conviction partner: Vesterbronx Gym



73% of Young Danes are physically active - new avenue to gain traction



Many gym-goers consume media while there - organic marketing



Only 40-60DKK (c. AUD4) additional per week

2

Distribute via university societies

Update existing university enterprise packages to include premium for Berlingske PULSE

# FINANCES

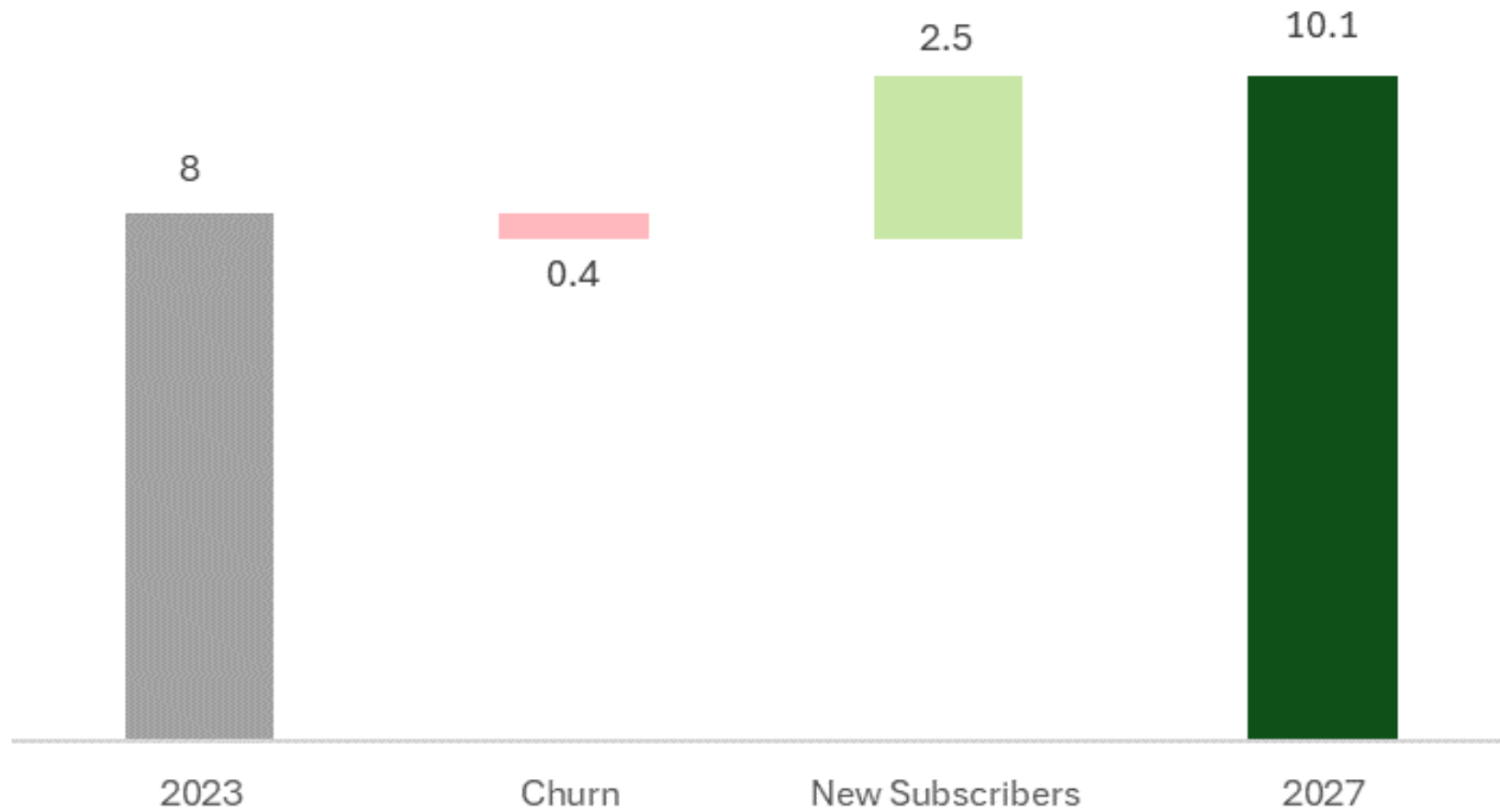


# Implementing PULSE will ensure Berlingske attracts U30s and meets revenue benchmarks

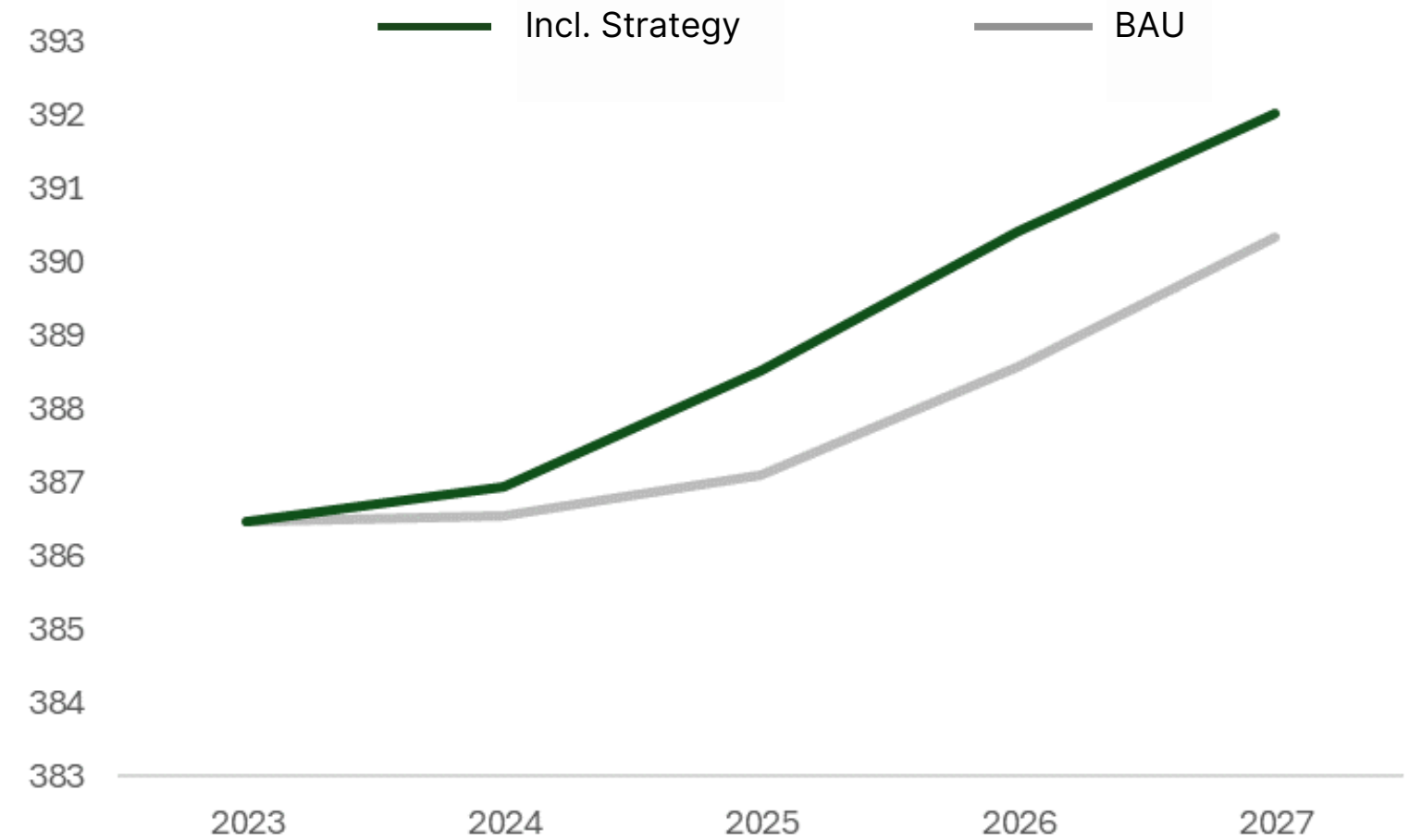
PULSE will drive 2.1k+ net uplift to monthly U30 subscribers,...

...causing 5.79m in revenue accretion by 2027e

**Estimated U30 subscribers per month, 2023-2027e**  
in thousands



**Berlingske Revenue Forecasts, 2023-2027e**  
in DKK millions



9,058

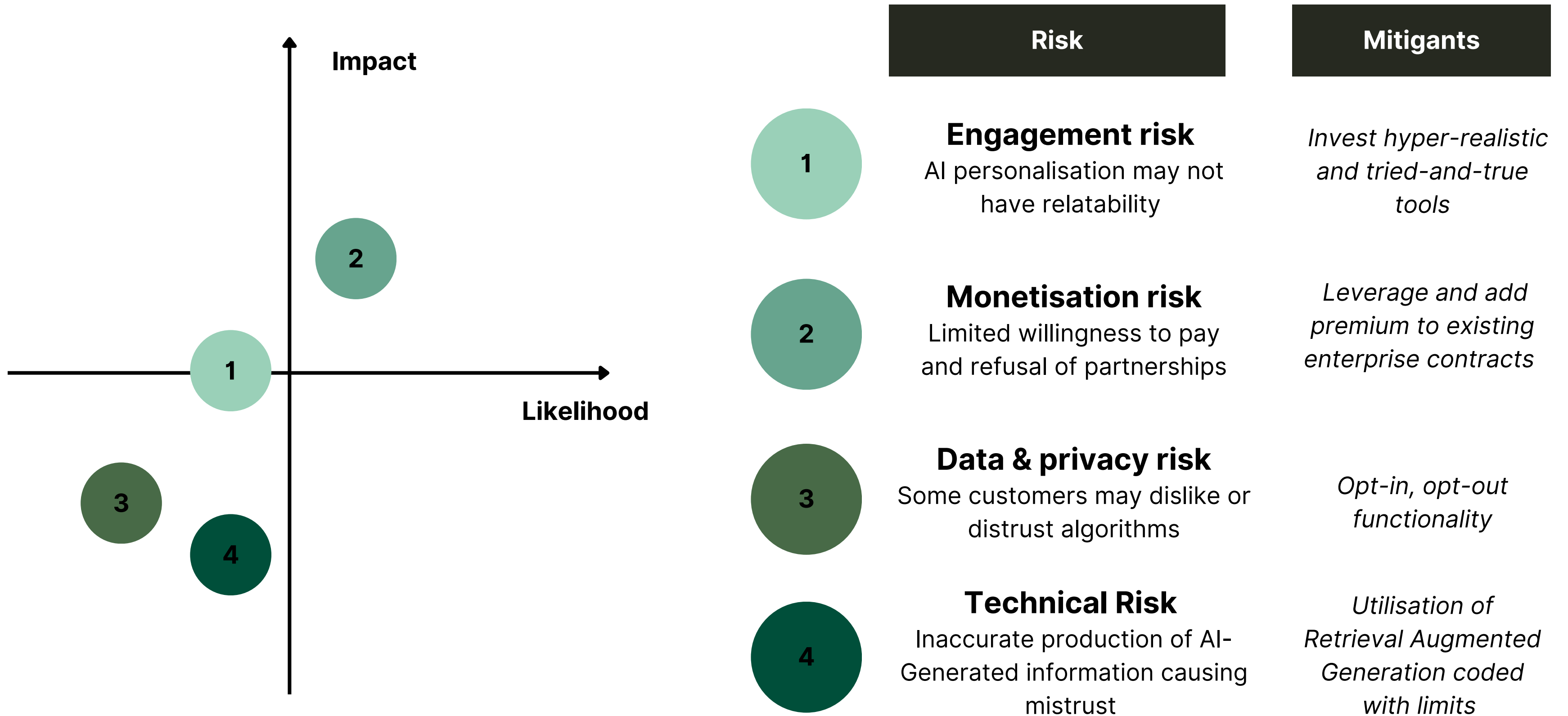
Real user visits daily on average  
(up from 9,007)

19.6  
DKK

Cost for Pulse per subscriber per annum  
(total c.200 tDKK p.a.)



# Several risks arise with the implementation of Berlingske PULSE however can be effectively mitigated



# IMPLEMENTATION



# Berlingske PULSE requires efficient implementation in 2025 to achieve projected consumer engagement by 2027



## 2025

- Development
- Partnerships

Jan Feb Mar April May Jun Jul Aug Sep Oct Nov Dec

- Enterprise Contract Negotiation
- Development
- CBS Pilot Negotiation
- CBS Pilot
- VB Gym Partnership Negotiation
- Exclusive VB Gym Launch
- Berlingske PULSE Launch
- Technology Iteration



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